



149 Goodwood Street  
P O Box 149  
Kyalami Estates, 1684  
Tel.no: +27 11 468 3138  
Fax.no: +27 11 468 3139

To whom it may concern

**Re: Professional Recommendation for Genesis Articles – Mark Sing**

I have known Mark since 2013 as CEO of Genesis Articles Global Online Services.

As Managing Director of a growing Internet marketing agency for over a decade, it is important that we work with progressive service providers and synergy partners within our innovative and constantly evolving industry.

Mark approached us based on research he had undertaken in the global digital marketing sector, where he came across our umbrella brand – WSI being a global industry leader with an expansive international footprint spanning over 80 countries and headquartered in Toronto Canada. Our operation WSI OMS is the South African hub in charge of various other offices located countrywide as well as serving as a gateway into Africa. I also serve as a member of the exclusive WSI President's Circle where we strategise on global matters of significance in our field and affecting our brand.

When it comes to most online marketing efforts from Search Engine Optimisation (SEO), to Google AdWords, social media, blogging, website development and so forth – there is one fundamental and all-important constant. And that is the need for “high quality content”, thus making genuine copywriting expertise simply invaluable in internet marketing – no matter the industry or size of business.

This is where the expertise of Mark and Genesis came into play for us. Our industry demands wordsmiths who are not only meticulous and efficient in crafting specialised, industry and brand-specific written material, but can engage precise target markets in a manner that can translate even a vague interest into a solid lead, a solid lead into a sale and a sale into prospective repeat business for the long term. So ultimately no matter the marketing mechanism one uses to drive traffic or web-users to a particular space where a business can sell its product or service effectively; to truly succeed there must be some informative, relevant, written content that culminates into a call to action – to buy, register, enrol and so forth.

Our growing demands as an organisation that services progressive companies worldwide – including various blue-chip brands and leaders in their respective sectors, countries and so on – means we cannot compromise on excellence. Our extensive online marketing mandates call for expertly produced, researched and mistake-proof copy that stands above the crowd. This means everything from technical to lifestyle pieces relating to literally any given industry, organisation, platform or cause; directed at any specific audience and written to client-specific briefing.

The team at Genesis provides us with a growing volume of content, including material relating to sophisticated and extensive international marketing campaigns for clients based in USA, Canada and other parts of the world. Apart from detailed pieces based on analyses and interpretation of client information and extensive briefing, Genesis also offers SEO expertise in production of articles crafted for the purpose of attracting more business or website leads and sales. So this refers to content that meets usual criteria while also being 'mechanically sound' for application with various marketing techniques that we specialise in.

Establishing or maintaining any brand calls for regular client and market engagement in today's digital market realm. This is maintained extensively through regular blogging, posts and social media updates; Genesis also plays a significant role here in terms of creating high end social media content.

I am of the view that any business or sector that hopes to build and reinforce a competitive advantage today, needs regular quality content – and ideally content that covers the marketing facets of the business as comprehensively as possible. Similar articles and content is vital in maintaining relationships with existing client bases, but importantly also in forging ahead and tackling new markets focused on expansion and greater sales.

I can with confidence attest to the high quality of content production and standard of service that Genesis provides to our organisation and have no hesitation in recommending them to prospective clients.

Thank you

Yours Sincerely

A handwritten signature in blue ink, appearing to read 'Francois Muscat', written over a light blue circular stamp or watermark.

Francois Muscat