

After establishing your website's target audience, **InteractiveMedia AD** will develop various customer-centric marketing programmes that can help your business build a highly visible online brand. We will also leverage on an integrated marketing communications strategy that plays your business's current offline marketing efforts in concert with our online marketing programmes, to produce tangible returns.

To conceptualise a marketing programme that produces results via an effective online campaign

Objective

Result

A marketing programme that attracts and retains customers, and produces quantifiable returns

A combination of in-house expertise ranging from search engine optimisation to advice pertaining to online promotions will be used

Process

Consideration

The expertise of our strategic partners may be leveraged upon when appropriate, particularly in the area of Customer Relationship Management

contact us

InteractiveMedia AD is a new media consultancy that leverages on our core competencies to help traditional businesses harness the power of the Internet. Comprising a tightly knitted, interdisciplinary team competent in the areas of *Strategy*, *Technology*, *User Experience* and *Marketing*, we seek to deliver practical e-business solutions that are effective in generating results. To market your business to success, please contact us for a preliminary consultation.

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