

strategy

InteractiveMedia AD will help you to envision a viable, long-term online strategy, as you globalise your business. In doing so, we will take into account the unique strengths of your business and look at the possible exploitation of new market opportunities. We will also closely monitor the reactions of your customers and competitors to this strategy, and come up with appropriate, reactive measures.

To develop a strategy that adds value to the client's existing business operations, or to create value via a new online business

Objective

Result

An online strategy that is practical and highly result oriented

The strategy will be developed such that it aligns with the client's overall business goals and objectives

Process

Consideration

Certain key strengths of the client may be incorporated to increase the effectiveness of the online strategy

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 achieve a head start over your competitors, please contact us for a preliminary consultation.

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