

Marketing and *Design* Revolution...

Effective marketing and communication is based on the principle of sound design and brand creation. To build corporate identity and create awareness on the Internet, good quality design is critical.

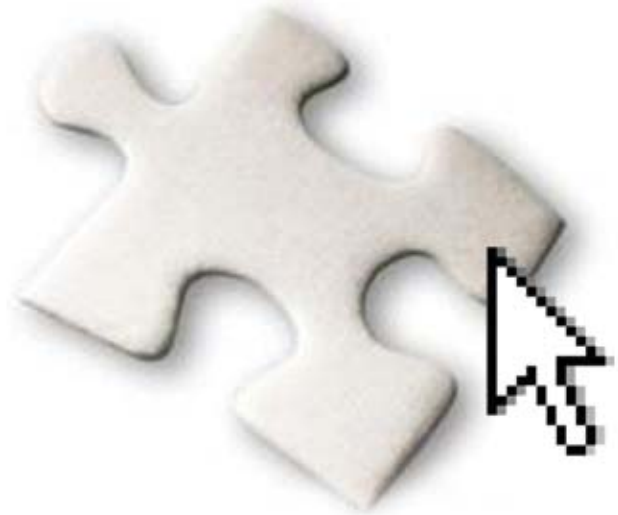
Design and marketability are the elusive goals being chased by businesses on the web today. Skill, experience, dedication and the proper use of technology must all be synchronized in order to maximize the visual impact of our creative ideas and give companies the marketability and sales readiness they not only crave, but need to simply compete and thrive.

We will give your organization the “Madison Avenue” polish that will effectively promote your image.

Our goal is to bolster and support every aspect of your communications strategy. As a creative partner that can develop and implement your marketing communications channels, we will give your organization the “Madison Avenue” polish that will effectively promote your image, products and services. Our system and tools have been developed so that your organization meets its objectives.

Once we design or redesign your image, your goals will be within your reach. You will be properly prepared to benefit from today’s global marketing opportunities.

Never forget that you get only one chance to make a positive first impression!



MARKETING THRU DESIGN AND FUNCTIONALITY

The Internet has so many approaches to marketing that most web sites fail to pass even the most basic tests for usefulness and usability.

Frequently, designers and content developers build a website around what they like, not knowing what the users or audience of their clients want and need to see. People that design in this manner have a tendency to use false assumptions to rationalize poor decisions. This causes problems such as inappropriate advertisement formats and misdirected content that hurt brand recognition and result in rejection of a company’s ideas and opportunities.

According to experts, faulty assumptions most often can be linked to the lack of market research. How can a design team adequately assist you if they do not understand the market you are targeting? The answer is that a design team cannot be of help until they understand you, your business, its direction and clientele that your business serves.

Staples of our design efforts are efficient research, design assessment and application of marketing methods. We facilitate direct communication among our staff and researchers on target topics, enabling us to share new research findings and ideas that result in timely feedback on projects.

There are many factors to consider when designing a web site. Companies frequently lose sight of how people behave on the Internet. For instance, a web surfer will usually type in two words on average when seeking information via a search engine. From that search, they will review only the top ten hits or less.

If you are not on that short list, you have little chance of being visited by web surfers. Even on sites they do choose to view, they will spend half a minute on pages within the site viewed and approximately two minutes in research time on the site. If they cannot find what they are seeking on your site within two minutes, you have lost a potential customer.

The Web is a fast-paced, rapidly moving environment. If you don't satisfy people's information needs immediately, they are going to ignore and leave your site quickly.

With regard to the architecture of a site, where information appears on a page is very important in attracting surfers. They must be able to find information quickly without much thought. In our effort to avoid the pitfalls of bad designs, we have adopted a culture that makes design decisions based on user goals and the creation of processes that improve the customer experience.

Our team is focused on understanding how business processes, organizational structures and corporate culture can be reshaped using information and communications technologies to measurably increase business performance. Future goals include research aimed at better understanding the drivers of productivity for "information work", including the work of managers, professionals, researchers and others whose work primarily involves receiving, processing and communicating information.

WEB POSITIONING

As business evolves, the nature of competition actually changes. We explore these changes at the intersection of information technology, design, management and marketing in order to put your organization ahead of the curve.

It is important for businesses to understand why some companies place better than other companies when it comes to Search Engine Results.

Appearing at the top of the list means more traffic and more business. We can improve your ranking on major search engines by taking specific keywords that best describe the products or services offered by your site. These keywords are strategically placed on your site in order for the search engines to recognize and index it by way of Search Engine Optimization. Our expertise will put you at the top!

If you would like additional information please contact us at: (239) 945-6433. ■