



# Internet Marketing

Service Overview

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Internet marketing is the activity of promoting your brand, products or services on the internet. It is a “paid for” activity and is therefore distinct from Search Engine Optimization.

i-Marketing Asia specialises in 5 core internet marketing activities:

- **Pay per Click Advertising (PPC)** – search engine advertising.
- **Email Marketing** – newsletters and online direct mail.
- **Online Advertising** – banner advertising.
- **Article & Press Release Distribution** - distribute content and increase exposure
- **Social Media Marketing** - Blogs, Vlogs, Youtube, Flickr etc.

### Who will benefit?

Companies who are looking for new customers and/or are looking to build their online presence or brand equity. We have delivered to companies that are:

- Large and small
- Profit and not for profit
- Business to Business
- Business to consumer
- Local and international organisations



### Pay per Click Marketing for organisations where:

- The market is large and there is just too much competition to appear high in the natural search engine listings.
- The product is seasonal or is a short term offering.
- A product launch is time dependent.



### Email Marketing, for organisations who:

- Want to provide reassurance to existing customers.
- Want the opportunity to promote other related products to existing customers.
- Have purchased an email database for “opt in e-mail advertising”.

### Online Advertising, for organisations who:

- Need to build product or service awareness.
- Have a geographically spread target market.



### Article & Press Release Distribution, for organisations who:

- Need to build online awareness of their products and services
- Desire to develop good quality links that are indexed
- Wish to generate referral traffic

### Social media Marketing, for organisations who:

- Need to build online awareness of their products and services
- Wish to generate referral traffic
- Wish to develop online credibility
- Want to develop a “buzz” about their brand



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yacht charter

There are a myriad of different ways to generate awareness, referral traffic, links and to communicate with your customers online. i-Marketing Asia has extensive experience in all forms of online and internet marketing.

### Pay Per Click Marketing

Ad copy and selecting the right keywords is essential, rather than, deep pockets.

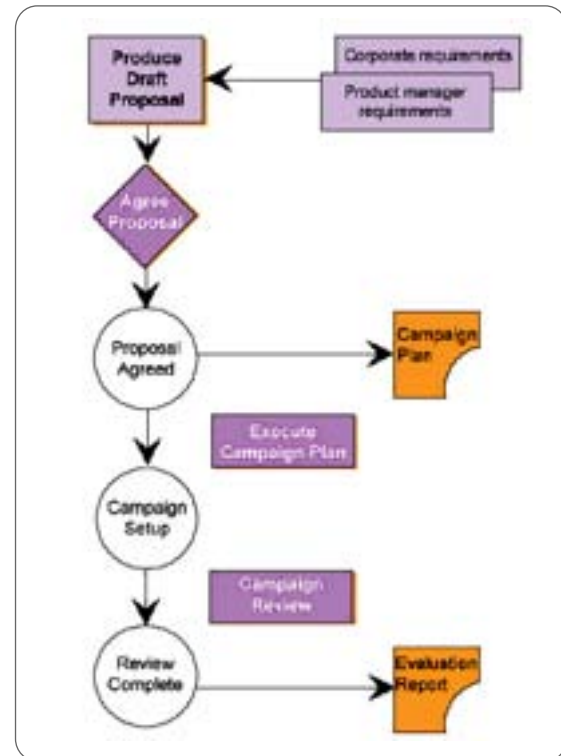
Developing effective copy within a limited space is a unique skill. You need to identifying what the customer is thinking and how he will try and find you.

PPC charges are steadily increasing so it's more important than ever to manage your campaigns effectively & efficiently.

For this service we will:

- Identify your requirements - corporate, product or service level.
- Provide keyword analysis.
- Produce campaign plans.
- Set up campaigns on Google Adwords or Yahoo Search.
- Provide detailed performance reporting and recommendations.

The recommended number of bid terms will vary according to the business sector and size of target market.



### Email Marketing

Email marketing campaigns can be cheap and easy to deliver, but they can also be detrimental to your brand.

We can design and build e-mail campaigns to reflect your company core values and then distribute, no matter how large or small your contact list. And then to complete the circle we provide reporting facilities.

i-Marketing Asia's proprietary email tool provides customers with the ability to send out HTML emails at a moments notice. As long as the email has appropriate hyperlinks then our customers can measure their customer's interaction with that email. This provides real time analytics and is invaluable in improving not only the campaign message but also the website landing pages.

The email tool enables us to:

- Develop an online database.
- Send out HTML emails at a moments notice.
- Develop emails with hyperlinks to enable measurement.
- Measure click through rates and hard and soft bounce rates.
- Identify what information is the most effective.
- Identify customer interests.
- Rectify landing pages at a moments notice.



### Online and Rich Media Advertising

Rich Media advertising maximises the use of colour, imagery and page layout by using Adobe flash to develop online adverts. i-Marketing Asia develops, executes and measures advertising campaigns using the following ad types:

**Expanding** : An ad which changes size and which may alter the contents of the web page.

**Floating** : An ad which moves across the screen or floats above the content.

**Wallpaper** : An ad which changes the background of the page being viewed.

**Pop Up** : A new window which opens in front of the current one, displaying an ad or entire web page.

**Pop Under** : Similar to a Pop Up except that the window is loaded or sent behind the current window so that the user does not see it until they close one or more active windows.

**Peel Down** : An ad which when clicked "peels" off revealing an ad underneath.

### Article & Press Release Distribution

News websites such as Google News and MSNBC Searchbot receive millions of site visitors per day. These sites display their articles and press releases in their site and list them in the search engine results.

Writing optimized articles and press releases and then distributing them online can have the following benefits:

- Increased website traffic from the top search engines and related online publications.
- Higher search engine rankings on your target keywords.
- Increased link popularity from the high ranking news services.

Most press releases are written to obtain an emotional response rather than to achieve higher search engine listings.

i-Marketing Asia does the following:

1. Keyword research to identify target phrases.
2. Production of draft produced using target phrases.
3. On final approval, distribution to each online wire service.

### Pricing

We operate a range of pricing models:

Pay per Click Marketing:	Set up charge plus % commission on spend.
Email Marketing:	Set up charge plus charge per email.
Rich Media Advertising:	Cost dependent on client brief.
Press Release Distribution:	Charge per item and distribution fee.
Social Media Marketing	Charge per project.

### About i-Marketing Asia

i-Marketing Asia is a marketing agency assisting companies in developing online business. Based in Asia, we bring together professional, qualified European marketers and strong technical skills which when linked to the low Asian cost base provide exceptional value. Using technology as an enabler and creatives designed to appeal to your target audience we optimize websites and develop marketing campaigns to make your products and services more visible.