

Brand Click Media™



You've invested time and resources to create two powerful business tools – your brand and a Web site to promote it. Now it's time to ensure you're getting the most from your brand online.

- Is your site one of the first that potential customers see when they search the Internet?
- Is your blog reaching your audience effectively?
- Is your brand being hijacked by competitors?

The Brand Click Media assessment provides analysis, recommendations and potential action steps for protecting, positioning and promoting your brand online.

Your brand moves your business forward. Technology allows you to extend the benefits of a strong brand—increased awareness, stronger customer relationships—to potential customers online. However, online brands can lose their effectiveness without ongoing management. The Brand Click Media assessment can help you protect, position and promote your brand online, so your investment in your brand produces results.

Protect

Defend your brand online

- Essential keyword advertising
- Identification of brand hijacking
- Global domain name management
- Seamless domain name redirecting
- Blog and newsfeed watching and reporting

Position

Place your brand in front of potential customers online

- Competitive analysis
- Pay-per-click advertising
- Pay-per-call advertising
- Web site optimization for search engine indexing
- RSS content feed preparation
- Search engine and directory submission
- Link development programs

Promote

Special campaigns, online marketing and promotions

- Blog development and writing
- Product, catalog, and paid inclusion
- Contextual and in-content advertising
- Landing page development and conversion tracking
- Offline conversion programs
- Online contests and promotions

The findings will be presented in printed and digital format with recommendations for improving the state of your brand online. From client approval to delivery of the report, the Brand Click Media assessment requires approximately two weeks.



To learn more about this unique product offering, contact us today.

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