



Click 2 Markets

e-positioning, e-visibility, web analytics



Feedgenic, the content management intelligence company



CLICK 2 MARKETS IS E-POSITIONING, E-VISIBILITY AND WEB ANALYTICS

Feedgenic Click to Market service helps Business Managers and Sales Forces to develop an online strategy to meet your Internet marketing goals. We will assess different options and tailor a strategy to your business, your brand and your budget. Online advertising's unique strengths allow you to reach your best customers and leads. It allows you cost and time effective ways to target well-defined niche audiences that would be otherwise much more difficult and costly via traditional communication mediums.

E-VISIBILITY GUARD

- ⇒ Weekly / Monthly research and reporting on competitor position and changes in major global and local search engines
- ⇒ Weekly / Monthly reporting on client's visibility against specific competitors in major global and local search engines

SPONSORED E-POSITIONING

- ⇒ Google Adwords: global and local campaign set-up, management and reporting
- ⇒ Yahoo! Search Marketing: global and local campaign set-up, management and reporting
- ⇒ Microsoft AdCenter: global and local campaign set-up, management and reporting
- ⇒ Additional advertising networks for specific business niches as required (on demand)
- ⇒ Paid inclusion and Pay per click
- ⇒ Landing page optimization
- ⇒ A/B testing

WEB ANALYTICS

- ⇒ Webtrends profile and SDC creation and management
- ⇒ Webtrends user account management
- ⇒ Webtrends management alerting and reporting
- ⇒ Webtrends system administration and back-up

CONTACT

- ⇒ Direct telephone number (VoIP)
- ⇒ Mobile telephone on request
- ⇒ Instant Messaging and Web Conference
- ⇒ Email



WORKING HOURS

- ⇒ European business hours
- ⇒ Asian business hours
- ⇒ Follow the sun on demand

BUSINESS BENEFITS

Appointing an experienced and skilled Feedgenic Internet Marketing Officer as a single point of contact for your organization supports your Business Managers in implementing your Internet Marketing strategy. Common Internet operations demand numerous expertise and experienced resources together with a meaningful coordination between them. Feedgenic provides all required expertise accessible as a single point of contact to your organization supporting operational efficiency and cost reduction.

Feedgenic, the content management intelligence company

Feedgenic is dedicated to build Internet operations excellence integrating and coordinating all the expertise required to deliver a successful Internet marketing strategy. Common Internet operations demand numerous expertise and experienced resources together with a meaningful coordination between them.

Feedgenic provides all required expertise accessible as a single point of contact to your organization supporting operational efficiency and cost reduction:

- **E-positioning, e-visibility and web analytics:** www.feedgenic.com/markets
- **Why outsource interactive advertising?** www.feedgenic.com/seo
- **Services portfolio:** www.feedgenic.com/services
- **Solutions portfolio:** www.feedgenic.com/solutions
- **Contact:** www.feedgenic.com/contact
- **Newsletter sign-up:** www.feedgenic.com/sign-up
- **Blog posts:** www.feedgenic.com/blog

**WITH
FEEDGENIC**



**YOUR
BUSINESS
MANAGER**



**FEEDGENIC
INTERNET
MARKETING
OFFICER**

**SINGLE POINT
OF CONTACT**



Web Content
Management

Email
Marketing

Online
Promotion

Search Engine
Optimization

Imaging
Flash animation

Web Form

WITHOUT FEEDGENIC

YOUR BUSINESS MANAGERS

Have to cope with too many activities, tasks and complex expertise they are not familiar with.

Have to deal with too many third parties coordinating the various aspects of online publications.

Are lacking a global and centralized approach toward Internet publication success.

Are missing online business opportunities

