



Smart-Content

Web content management outsourcing



Feedgenic, the content management intelligence company



SMART CONTENT IS WEB CONTENT MANAGEMENT OUTSOURCING

Internet publication requires the consolidation of numerous complex expertises together with Internet marketing experience. Feedgenic offers online business development support through a single point of contact for your Managers accelerating time to market and professionalizing online marketing activities. Successful web content management takes into consideration many aspects of business targeting, consumer behavior knowledge as well as Internet marketing expertise. Outsourcing web content management to Feedgenic will unlock your website's dynamics and support your business manager in implementing your marketing strategy in the digital world.

WEB CONTENT MANAGEMENT

- ⇒ Site publication in all languages including English, French, German and Chinese
- ⇒ Landing page optimization
- ⇒ Page creation, text drafting and editing, formatting and updating
- ⇒ White papers publications, PDF conversions, document library publication
- ⇒ Innovative designs customized for client needs

IMAGING

- ⇒ Adobe Flash promotional banner creation, editing, updating and versioning
- ⇒ Image research, reporting, acquisition
- ⇒ Image conversion and editing

POLICIES & STANDARDS

- ⇒ Ensure website complies with client's company policies and publication standards
- ⇒ Ensure consistent and prominent use of client branding
- ⇒ Protect client's corporate identity and branding
- ⇒ Support domain name policy

BEST PRACTICES

- ⇒ Search engine optimization
- ⇒ Social media optimization
- ⇒ Maximizing conversion rate with calls for actions
- ⇒ Meta Tags definition
- ⇒ Keyword identification



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:

- **Web content management outsourcing:** www.feedgenic.com/smart
- **Why outsource web content management?** www.feedgenic.com/wcm
- **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
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**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

