



## Why Internet Marketing strategy matters?



*Feedgenic, the content management intelligence company*



## WHY INTERNET MARKETING STRATEGY MATTERS?

Your website can have all the bells and whistles, but without a well thought-out Internet marketing strategy, your efforts may go virtually unnoticed.

This is an opportunity for you to score a competitive knockout and race ahead of the competition. Let Feedgenic strategic consultants show you how to unleash your website's potential and capture the unique opportunities you may be overlooking. Our business savvy will direct your all-important Internet Marketing strategies for future business successes.

Looking beyond the technical aspects, the Internet has become an increasingly complex world to understand and integrate with a company's business objectives and marketing strategies. While some individuals see the complexity as a difficulty, we at Feedgenic view it as strength of the media; however, let's first emphasize that technicality and features implementation are supporting tools and are definitely not a replacement for a well thought out Internet marketing strategy.

When conceptualizing a new project it is equally important, if not more so, to carefully consider the organization of the Internet operations before focusing on the technical and design aspects. What do you want to achieve with your Internet marketing strategy? How important is it to your company's business development? These are crucial questions to address and the answers will drive your choices towards solutions with operational flexibility and efficiency.

At Feedgenic we support multinational companies and specific business units in delivering a successful Internet marketing strategy. Our expertise includes:

- ⇒ Email marketing best practices and regulation
- ⇒ URL standardization and domain name policy
- ⇒ Trademark protection and brand credibility
- ⇒ Design for visitors with visual disabilities
- ⇒ Technology license cost benefit analysis
- ⇒ Transactional and e-business platforms
- ⇒ Legal disclaimers and privacy policies
- ⇒ Internal and external linking strategy
- ⇒ Performance and capacity planning
- ⇒ Podcast, Videocast and Webcast
- ⇒ Corporate identity and branding
- ⇒ Sitemap and sitemap protocol
- ⇒ Interactive and social media
- ⇒ Newsletters and RSS feeds
- ⇒ Search engine optimization
- ⇒ One to one personalization
- ⇒ Web Content Management
- ⇒ Architecture scalability
- ⇒ Permission marketing
- ⇒ Publication standards

- ⇒ Business networking
- ⇒ Design and usability
- ⇒ Lead segmentation
- ⇒ Information topology
- ⇒ Content syndication
- ⇒ Corporate blogging
- ⇒ Competitors watch
- ⇒ Customer portals
- ⇒ Social Tagging

## **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.



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*SMART CONTENT IS WEB CONTENT MANAGEMENT  
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*ONE TO ONE IS EMAIL MARKETING OPERATIONS OUTSOURCING  
BY FEEDGENIC:*

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## *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:

- **Services portfolio:** [www.feedgenic.com/services](http://www.feedgenic.com/services)
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- **Contact:** [www.feedgenic.com/contact](http://www.feedgenic.com/contact)
- **Newsletter sign-up:** [www.feedgenic.com/sign-up](http://www.feedgenic.com/sign-up)
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**WITH  
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**YOUR  
BUSINESS  
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**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

