



Why outsource web content management?



Feedgenic, the content management intelligence company



WHY OUTSOURCE WEB CONTENT MANAGEMENT ACTIVITIES?

Business managers have many activities on their plate, and are often overwhelmed by the balancing act required with gathering information and communicating with creative and technical talent. The process will slow to a crawl, while Internet commerce flashes by at blinding speed. Feedgenic can work with your business units to shorten time to publication and ensuring that your online activities support your company's marketing strategy. Our single point of contact policy means that you will have the benefit of a designated Internet Marketing Officer to discuss, organize and plan all aspects of your online promotion needs whereas you are likely to have three to ten resources right now.

A typical frustration with web content management activities results from the involvement of too many parties in the publishing of a single web page. It is not unusual for a business manager to be required to play a coordination role between the corporate communication department to gather images, the IT department to organize publication and a third party design agency to design a flash banner. The end result is often not optimized for converting website visitors into customers and best practices are lacking.

This creates difficulties, on the business side web content management is often perceived as an additional workload as opposed to being a part of standard business development processes. The lack of content management organization damages the return on investment. In addition, the company is likely to present inaccurate or truncated information about its services and products due to the lack of content dynamism giving the wrong impression about its real expertise.

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.



*SMART CONTENT IS WEB CONTENT MANAGEMENT
OUTSOURCING BY FEEDGENIC:*

www.feedgenic.com/smart

*ONE TO ONE IS EMAIL MARKETING OPERATIONS OUTSOURCING
BY FEEDGENIC:*

www.feedgenic.com/email

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
- **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

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**FEEDGENIC
INTERNET
MARKETING
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**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

