



## Why running a website is not enough to succeed?



*Feedgenic, the content management intelligence company*



## **WHY RUNNING A WEBSITE IS NOT ENOUGH TO SUCCEED ?**

The Internet Marketing (R)evolution: the Internet represents a promotional media and a new environment for promotional techniques. Unlike television or radio, the Internet provides dynamic and interactive content in an environment where consumers and advertisers meet.

Competitive advantage is no longer obtained simply by online presence; owning a .com domain with a few static web pages is not enough. Nowadays companies must have an Internet website as a component of their marketing mix to avoid competitive disadvantage.

Understanding the various interactions between the capacities of the website design elements and the goal of the marketing mix is essential to ensure that the site realizes its full potential. A website must meet the needs of the customer and deliver messages set by the organisation.

Feedgenic services offer exceptional value by integrating various aspects of Internet marketing along with web content management, email marketing, competitors watch and search engine optimization activities - combining to deliver a strong competitive advantage to your organisation and serving as a reminder of the necessity of staying focused on customers rather than on technology.

## **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](http://www.feedgenic.com/smart)**

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

**[www.feedgenic.com/email](http://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](http://www.feedgenic.com/services)
- **Solutions portfolio:** [www.feedgenic.com/solutions](http://www.feedgenic.com/solutions)
- **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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**SINGLE POINT  
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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

