

## Strategy & Design

AdEasel works closely with each client to design the ONLINE presence INLINE with your established or desired identity.

One of our main goals is to help maintain a high level of consistency throughout your marketing mix.

Another is a focus on creating an interactive online environment for your customers, partners and audiences to interact with your brands, products & service offerings.

We want to help your business attract more business.

Together we can both be successful.

- Establish Layout, Typography, Illustration
- Develop Multiple Site Designs, Evaluation
- Integrate Final Design, Content, Structure
- Brand Integration, Dynamic Navigation

## Features & Development

Your website will be developed as an online pilot for presentation, feedback, testing, and developments to ensure compatibility, functionality, and optimized search engine placement.

Upon initial completion your site will feature several communications tools. Such tools may include Sales, CRM, and Press/Media communication applications and strategies.

Of course this will all be created and developed within an easy-to-use and custom designed Content Management System.

Developed specifically for your business.

- Assess & Plan Technology Features
- Programming & Development of Pilot Site
- Pre-Launch & Post-Launch Testing
- Implementation of Sales, CRM Applications

## Additional Services

Our additional service packages feature a wide ranging variety of solutions to meet your business's changing needs.

So if you find that additional features could be developed toward the continual improvement of your business Adaptive Easel offers several additional services which could be of further benefit to you.

These additional services include the development of Mini & Micro Sites, the creation of Intranet & Extranet portals and advanced reporting systems that will allow you to keep track of your business's progress.

Because progress is good.

- Pilot Presentation & Review
- Mini-Site & Micro-Site Development
- Intranets & Extranets
- Advanced Reporting Systems