

## Online Marketing

Communicate more efficiently and effectively with your customers, prospective customers, partners, suppliers, media and other audiences using our online and email marketing applications. Our applications cut through the clutter of web sites and mass emails by adhering to industry best standards, personalizing messages, building high quality designs, and using creative strategies to entice your audience to not only read your email, but act on it. Specifically targeted online and email marketing, directed towards people who want to receive your information, makes it easy to see the difference between you and your competitors, and the difference between spam and effective email marketing.

- Cross-Promotion Marketing
- Industry Directory Listings
- Targeted Banner Advertising
- Interactive Development

## Email Marketing

Adaptive Email Marketing is the most cost-effective marketing tactics that can be implemented by both SMBs and corporations alike. Specifically, search marketing and opt-in email programs allow companies to communicate directly with customers, partners, and consumers interested in receiving updates and information about your products and services. Our applications will deliver HTML, text-based and rich-media based email messages and campaigns. We will help you develop, manage and categorize your lists to send segmented and customized messages to 100 or 1,000,000 contacts. Our enterprise level systems are capable of sending millions of messages per day, personalized to each user based on their preferences.

- Branded Template Design
- Database Development
- List Management Applications
- Opt-In / Opt-Out Subscription

## Search Marketing

There are an infinite number of web pages, and your site needs to maintain its position. Adaptive Easel uses updated tools and applications to improve the ranking and placement of your online presence for all major search engines and directories, including Google, Yahoo, MSN, Excite, Lycos, and other local, industry, and general directory-based media and vehicles. But there is also life beyond Google and Yahoo! Everyone talks about Search Engine Optimization like it's the most important thing. It is and it isn't. Just getting out there on a search keyword isn't going to drive business, or necessarily even drive traffic. It takes a well-planned, and an even more well-executed strategy.

- Targeted SEO Strategies
- Advanced Tracking & Reporting
- Referral & Viral Strategies
- Promotion & Lead Generation

## Press & Media

Are you looking for that extra exposure that goes beyond your advertising dollar? Press Relations, Public Relations, Media Relations, and Community-Based Marketing can go a long way to delivering your message in a more objective manner. Chances are you are doing something that is newsworthy. Get your message out by working with Adaptive Easel to create an effective press, media and public relations strategy. We will work closely to help identify newsworthy announcements and campaigns, and work with you to leverage the right methods, media contacts, and PR tools for your business.

- Branded Electronic Press Kits
- Keyword Strategies
- PR Applications & Integration
- Cost Effective Solutions

AdEasel will develop and customize an online and email marketing strategy for you to target market segments, manage contacts, create & distribute messages, and track both online and email-based promotions & communications.