



- Website Promotion
- Search engine optimisation
- Website traffic
- Internet marketing
- Email marketing
- Keyword Research
- Content & copy
- Strategic link building
- Viral marketing
- Gates 360™
- Web design
- Web development

ROI

Search Engine Position

Link Popularity

Keyword Suggestion



Website Promotion - Campaigns

Campaign outlines

Example Campaigns are outlined below. Many campaigns will continue running in unison with others campaigns, regardless of their introduction phase. Although we introduce a client to all online marketing tools, the client has total control over the strategy and may see some of the tools as not desirable.

First Phase

1. Initial Marketing
2. Research
3. Web redesign Project

Second Phase

1. SEO Campaign
2. Strategic link building
3. Directory addition

Third Phase

1. Global intranet
2. Viral Marketing (word of mouth information)
3. Press release and Article propagation

Fourth Phase

1. Affiliate Marketing Campaign
2. Email marketing



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