



- 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

Website Promotion - Strategy

Internet Marketing Strategy (IMS)

Fundamental to KnM's strategy for Client X is to:

1. Consolidate the business, putting in secure online footing
2. Grow Client X as a business
3. Allow Client X to do business more efficiently
4. Increase Client X's online credibility and internet presence
5. Explore all online marketing avenues available and include

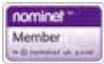
The IMS is further broken down into individual website promotion campaigns. Campaigns often run in unison. Individual Campaigns focus on:

1. Methods for increasing revenue
2. Improve web site customer conversion – converting more visitors in to customers
3. Strengthen customer loyalty
4. Maximise marketing spend, ROI

Search Engine Position

Link Popularity

Keyword Suggestion



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