

## Interactive Media Services

### Search Engine Optimization

- Improve your search engine ranking and drive more traffic to your website
  - There are dozens of different factors that determine your Search Engine Ranking. Search Engines (Google, Yahoo!, etc) use complex algorithms to determine how sites are ranked, and we will use our expertise to improve your ranking when a user types in keywords relevant to your site.

### Search Engine Marketing

- We will build an effective SEM campaign that will result in increased conversions for your business
  - Although major search engines tout the ease of use of their respective Search Engine Marketing tools, without the proper expertise, it has the potential to waste tens-of-thousands of dollars. We will create an efficient SEM plan that includes keyword selection, competitive bidding, and effective ad copywriting.
  - We will closely monitor SEM progress on a daily basis and tweak the campaign on-the-fly to make sure you get the most out of your advertising dollars.

### Overall Site/Online Store Optimization

- We will help you make your website and online store more user-friendly; from aesthetics, to optimized site structure, to effective copywriting that puts your business' best foot forward.
- Case studies have shown repeatedly that properly implemented site optimization results in increased conversions.

### Online Brand Analysis

- Complete research and summarization of what people in the blogosphere have to say about your company
  - The blogosphere offers unfiltered, completely honest opinions from your customers that focus groups just can't provide. We will do exhaustive research to find out what the public is saying about your company, what they like, and what they don't like. This provides invaluable insight on how to improve your business and increase customer satisfaction and retention rates.

### Competitive Analysis

- Keep one step ahead of the competition with our thorough, real-time competitive analysis. What are internet users saying about your competition? What are they doing right, and what mistakes are they making that your business can avoid? What aren't they offering that you can?

## Online Promotions

- We will help get the word out about your company, through contests, special offers, and setting up opt-in e-mail lists on your website to drive traffic and raise overall awareness.

## Viral Marketing

- We offer advice on how to use user generated content sites to raise company awareness in a lasting way. From YouTube to iFilm, we show you how to use new media to your advantage.

## Blog Services

- From custom social networking pages to stand-alone blogs, Revolution Media can tap you into this valuable marketing tool. From setup all the way to content, we will show you how to effectively use blogs to raise awareness, drive traffic, and increase repeat visitors to your site or business.

## Online Media Buying

- After a significant amount of research to find the sites that best target the audience you are looking for, we will recommend a comprehensive online media buying plan tailored to your specific needs and budget. Whether you are looking to target a huge demographic, or married, female coffee enthusiasts in Chicago, our targeting capability will ensure that your ad reaches only the most relevant audience.

For more information, contact:

Revolution Media

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