

# Digital Consultants



## ✓ Strategies

Whether you need a new website, a site re-design, an application or any other solution, we have the fresh ideas and proven strategies to achieve results.

## ✓ Consulting

Our digital consultants work closely with you to implement appropriate strategies and techniques, ultimately increasing traffic, sales, and brand awareness for your business.



## ✓ Management

We work with you to whatever extent you need in order to define, coordinate, schedule & document your project. Our dependable process saves you time, money, and a headache.

## ✓ SEM / SEO

With our help, SEM / SEO will work for you. Customized optimization of your website will improve search engine rankings, increase site traffic, and extend time spent by viewers on your site.



## ✓ Experience

For nearly two decades we have delivered digital marketing solutions to our clients. With analytic results you'll see why so many companies depend on us to expand their digital business without inflating costs.

## We Have Consultants Who Will Implement Your Digital Ideas.

With nearly 20 years of experience in managing the development of websites, interactive projects and search engine strategies - we have extensive knowledge of the methodologies that lead to successful digital marketing solutions.

### Our "Digital Consultant Team" Will Work With You In Three Areas.

#### Web Strategies and Consulting

We'll advise you on improving website usability, user experiences, online media buying, mobile marketing & other media strategies to increase traffic, sales and brand awareness.

- **Websites.** Strategic consultation for companies in need of a new website or website re-design.
- **New Media.** Web and Social Media focused strategic business planning and implementation.
- **New Ideas.** Digital marketing strategy, design and management for applications and solutions development.
- **Training.** We'll work with your in-house teams to share how to incorporate elements of new media effectively into your existing corporate marketing mix.

#### Interactive Project Management

We work with our clients to clearly define their needs, develop a succinct project plan, and execute it flawlessly to deliver quality projects - on-time and on-budget.

- **We Can Help.** We work with clients in whatever capacity makes the most sense - we can lead, follow or seamlessly integrate with your team to achieve your goals.
- **Manage Relationships.** We can work with you in identifying appropriate partners by evaluating, selecting, and managing project agency or vendor relationships.
- **Proven Processes.** From strategy to build and from launch and beyond - we will plan, coordinate, schedule and document each step of a project so you have a clear understanding at the outset of roles, responsibilities and critical milestones.

#### SEM / SEO Planning and Metrics

We'll take the mystery out of SEM / SEO and get you started. We'll help you understand the difference between what "works" and what will "work best" for you.

- **SEO Know-How.** We have ideas to move your website closer to the top of the search engine rankings. Through the optimizations of site and page content, its structure, and its number of inbound links to the site - we get results.
- **Paid Search.** Buying keywords allows you far greater control over your search ranking and the copy used in the search results. By researching and defining your list of keywords and the "cost per click" - results get easy.
- **Analytics.** Everything is trackable, but metrics can be difficult to understand. We have the experience to help our clients past the confusion to the real work of measuring SEM / SEO success.

## We Make The Web Work



## Implex Digital Studio

We're 'Marketing Technologists' and our Digital Studio's rich interactive history stretches back to 1991. Today we are still proud to be a leader in building online experiences for our clients - both large and small.

Our areas of expertise include website design and production, interactive and banner advertising, multimedia and webcasting services, web strategies and consulting, project management, and, SEM / SEO planning and metrics.

Learn more at [ds.implex.net](http://ds.implex.net)



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**18** Years Experience. We've been providing connectivity and interactivity for the digital economy since 1991.

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