



Maximize performance. Optimize results.

Website Design and Development

Make your website succeed as an integral part of your marketing strategy

What is it?

Create or refresh your website to ensure that its look, feel and content optimally support your marketing plan and program.

How does it work?

Website design and development includes:

- Review your marketing plan and existing website
 - Marketing plan: Value proposition, brand and messages
 - Marketing program: Mix, media, placements and schedules
 - Social media: Sites, post schedules and themes
 - Website: Look, feel, navigation and content
- Create or renovate your website
 - Appearance: Look, feel and navigation
 - Content: Value proposition, brand and messages
- Coordinate content to support overall Marketing program
 - Schedule placements and social media posts
 - Synchronize content updates with placements and social media posts
 - Optimize links to social media

How does the client benefit?

You receive:

- A website that optimally supports your overall marketing plan & program
- A website designed for easy and inexpensive update to ensure continued effectiveness