



COMMUNICATIONS

Online Marketing Assessment - What and How you communicate DOES matter

The Internet has made communicating with your constituency easier than ever before. Micro-sites, permission email, newsletters, even banner ads help direct the flow of information from you to your user.

Do you know where the message is coming from for all of these sources?

How is your constituency perceiving the message you're sending?

How do 'people' find out information about you and what do they find first?

These questions and many others have long been the bane of marketing professionals when dealing with any communications medium. The Internet has only added to that confusion. Until now.

B2Communications brings technical sophistication and marketing savvy together to help its clients:

- create a cohesive message across all marketing channels
- drive users to the appropriate information through search engine, site sponsorship, content flow, and code management
- reduce marketing costs and provide QUANTIFIABLE ROI for all online marketing initiatives.

We make it EAS-e

B2Communications' process includes our proprietary EAS-e methodology to make sure that any strategy meets your needs, today and in the future.

Evaluation

We begin by working with decision makers across all business units to determine the communications goals and needs.

Assessment

With an understanding of what 'should' be happening and what IS happening, we work with you to develop strategies to successfully meet your objectives.

Solution

Our creative, technical, and production personnel then develop ROI-centric solutions to implement these strategies.

Enhancement

Unlike other companies, our job does not end with the project. B2Communications works with clients to make sure our solutions change as your needs change.

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Creating Communications Solutions that Make \$ense

