



Web Marketing Services

Technology for Marketing

Online Strategic Planning
Website Design
Website Development
Content Management (CMS)
Search Engine Optimisation
Accessibility
Internet Marketing
Statistics, Profiling & Tracking

Web Marketing Services

Technology for Marketing



Representing our ever-growing new media Internet marketing capability, Anderson Baillie Digital challenges the boundaries of both web and marketing communications, staying ahead of advances in new technology and delivering dynamic, market leading web solutions.

Anderson Baillie Digital s origins arose from the increasing requirement to provide web-based marketing solutions for its IT and Technology client base.

During the mid to late 90s, Anderson Baillie Digital saw a massive growth in the demand for creative, campaign-focused websites; but as client business objectives and user expectations matured so to has our broad suite of new media services. Creative vision combined with technical experience and solid processes ensure that we succeed in delivering highly usable digital business solutions.

Anderson Baillie Digital has now become one of the UK's leading authorities in the use of digital media, helping companies to maximise their digital marketing investment.

Web Integration Strategy

It concerns us to hear any organisation say 'we need to have a presence on the web, it has to be a website . Why? is this best solution?

When defining the purpose of a web solution, ABM Digital starts simply at 'use . With a clear vision and objectives, solid foundations for all future activities can be laid, ensuring they are undertaken within a considered framework.

Consideration is given to areas such as target audiences, traffic drivers, personalisation, security requirements, content integration and management. These areas are definition along with use rewards, content alerts and email-updates. All web solutions are platform and hardware independent, ensuring availability across desktop, wireless and mobile technology.

This is why Anderson Baillie Digital advises and develops with all its clients a Use Strategy Plan, outlining a web solution to target audience 'use requirements, expectations and maximise customers, partners and prospects experience.

Developing a Content Interaction Architecture

Establishing the 'Use Strategy Plan enables the rapid development of a 'Content Interaction Architecture .

Guided by how the solution is to be used, content type, information access hierarchies and presentation options are defined, the aim being to develop specific, targeted experiences for each user. A functional architecture can be developed, taking into account delivery channels from SMS to 3G, email through to voice interaction. The concluding Content Interaction Architecture enables us to develop a scalable, integrated solution, maintainable with minimal resource overheads.

Our development processes, architectures and applications focus on delivering a robust, flexible solution within the required environments, across platforms and within budget.

Consultancy & Development

Website Optimisation and Promotion

Critical to any marketer is high search engine listings for their web presence, without top 20 results, valuable traffic and prospective customers can be lost.

We recommend firstly building your long-term audience acquisition and growth in traffic through developing appropriate content and keyword optimisation programs in conjunction with search engine and directory submissions, advertising, target audience portal linking and content relevancy auditing.

Statistics, Profiling & Tracking

Visibility of your digital success:

Visibility of your audience/customers behaviour is essential to managing your web presence effectively. Tracking actions in real time allows you to monitor who has responded to your email campaign, read/downloaded key information and who clicked through to your website, giving your sales team the user profiles needed to drive sales, prove the value of your new media investment strategy and your market approach.

ABM Digital services Include:

- Online Strategic Planning
- Website Design
- Website Development
- Content Management (CMS)
- Search Engine Optimisation
- Accessibility
- Internet Marketing
- Statistics, Profiling & Tracking

Just some of the customers we work with:



Further Reading and Information

Integrated Marketing Communications

Read about our Integrated Marketing Communications and learn about a smarter way to market.

www.andersonbaillie.com/projects

About Anderson Baillie

Anderson Baillie is one of the UK's foremost authorities in the delivery of technical business to business marketing working in IT and other complex product markets. Managing all marketing disciplines and communication programmes, Anderson Baillie is responsible for the creation of Integrated Marketing Communications, providing a strategic vision through to implementation and planning for accelerated revenue generation.

www.andersonbaillie.com

Anderson Baillie

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Anderson Baillie Digital.
Part of the Anderson Baillie Group solutions.