

## core marketing

Digitale Lösungen, die überzeugen

### Core-Kompetenz

Strategisches  
Online Marketing

#### Digital-Brand Analysis

- Consumer Insights
- Brand Insights
- Market Insights
- Chance-/Risc-Analysis
- Brand Potential
- Cost/Benefit-Analysis

#### Digital-Brand Strategy

- Brand Identity
  - Vision
  - Positioning
  - Attributes
- Brand Architecture
- Brand Evolution

#### Digital-Brand Performance

- Brand Constitution
- Business Intelligence / Performance Management
- Change Management
- Organisational Development
- Tools

### Netzwerk

operatives  
Online Marketing

Betrieb: Hosting, Infrastruktur, Maintainance, Recovery, Sicherheit, Skalierung, Content Management, Business Intelligence / Performance Management Realisierung

Design: Informationsdesign, Web-, Screen-, Sound-Design

Marketing: Suchmaschinen Optimierung, Suchmaschinen Marketing, Community-Building, Community-Management, Kampagnen-Management, Kampagnen –Kreation, Reputation-Marketing, Viral Marketing

Fulfillment: Auftragsabwicklung, Retourenmanagement