



Blue Neptune can provide you with a comprehensive online marketing management solution that can be tailored to suit your exact requirements and budget. We deal with every aspect of online marketing management whether you want to run Pay Per Click (PPC) Advertising campaigns using Google Ad Words for online lead generation, drive more traffic to your web site through improved organic search engine optimisation (SEO), or incorporate a relevant social media tool like Facebook or Twitter into your online marketing mix.

In response to customer demand Blue Neptune have now put together a simple online marketing management service where you can have your entire online marketing management function outsourced, safe in the knowledge that it is being managed by experts and at a cost that you can budget for every quarter with no surprises!

Many SMEs now find themselves seeing great benefit from online marketing and it allows them to compete with much larger players due to the relatively low cost of online marketing. However, like everything else - getting the most out of online marketing requires time and expertise, which you may not have inhouse, or may not have to the level required to get the results you want.

Also, we can tie in your online marketing activity with your offline activities too, so you get a more effective integrated marketing campaign.

Whatever your situation, for a **Fixed Monthly Cost** we can run a very effective online marketing activity for you, primarily utilising any of the following:

- **Pay Per Click Advertising** - Currently this means Google Ad Words, but there are other competitors coming along in this space, most notably Microsoft - so from 2011 Google won't have this all their own way.

- **Search Engine Optimisation** - Driving organic search engine traffic to your site and maintaining a good high ranking with Google and Bing.

- **Social Media Sites** - In particular Facebook, Twitter, LinkedIn, MySpace, Bebo etc... the choice depends on the business situation and above all, who is the target customer.

- **Email marketing** - still extremely effective and important when used in the right context and even more effective now when integrated with the social media channels as listed above.

For more information on our Monthly Online Marketing Management Services or to get a quote please:

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