

Chameleon Net

www.chameleonnet.co.uk



Online Marketing

The Internet is now widely used for promotional purposes. Organisations have realised the cost and speed benefits in pursuing the Internet as a marketing avenue.

In turn, many people expect, and compared to postal mail even prefer, to receive relevant email broadcasts. When researching a new purchasing decision, web savvy users immediately turn to search engines for help.

Chameleon Net Services

Chameleon Net provides services to help organisations understand how to make the most out of the Internet as a marketing tool, and how online promotional activity ties in with both their website and offline marketing campaigns.

For instance, what are the methods to increase visibility on Google, how do sponsored links work, what are the best ways to convert website visitors, and what sort of ROI information can be provided for email campaigns?

Our main aims are to help our clients formulate, conduct, and measure online marketing activity to provide successful results and inform future campaigns.

Services include:

- Web Strategy
- Search Engine Optimization
- Pay Per Click Advertising
- Web 2.0 & Social Networking
- Email Marketing & Newsletters
- Campaign Tracking
- Statistical Analysis
- Creating Micro Sites

