

# INTERACTIVE MARKETING

It's hard to remember life without the internet – especially since the internet can bring such life to your marketing. Simply by its nature, the interactive internet does the one thing every marketer aspires to: engage the customer. Here, nothing should be left to chance – the internet specialists at Infinity Direct can ensure that every interaction is a positive one when your customer engages with you



## These are the services...

Interactive marketing planning  
Interactive presentations

Landing pages and micro sites  
Banner & rich media creation

Website strategy, development and design

Static and animated flash ads

Pay-per-click ad programs

Content management solutions

SEO / SEM (Search Engine Marketing)

Interactive performance evaluation



Dashboards  
Data collection  
Personalized URLs  
E-commerce  
Surveys  
Analytics  
Interactive media planning and buying



## What's the solution?

### Engaging the experts first.

When we step off solid ground into cyberspace, it's a whole new world out there, changing in the blink of an eye. It's not only nice to have experience in your corner – it's necessary. It's not just a matter of designing a website – it's about defining your website. Backing it up with marketing muscle, and fueling it with dynamic content that invites your guests to return again and again.

