

The World's leading digital marketing agency

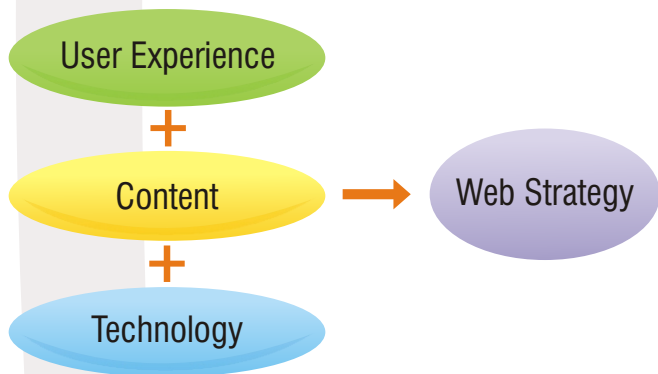


“
Strategy without tactics is the slowest
route to victory. Tactics without
strategy is the noise before defeat.”

The Art of War by Sun Tzu

In the new era of conversational economy, customers desire connection, conversation and interaction.

Our solutions help enterprises to optimize their digital channels to acquire new customers, capture customer insight and deliver personalized content that leads to increased conversion rates and brand engagement.



All advertising is a combination of art and science, logic and emotion, conviction and motivation. Until recently, digital advertising focused on the left brain area of science, logic and conviction. While these are important, it is clear that the next frontier is art, emotion and motivation, which comes from that elusive butterfly creativity.

CHECKLIST FOR A SUCCESSFUL WEB STRATEGY

1. WCM (Web Content Management) system driven website
2. Fresh and rich content
3. Search engine and social media optimization
4. Web analytics
5. Integrated lead management



WHY WCM IS SO CRITICAL?

A Web Content Management System (WCM) is a software tool used by both technical and non-technical staff to manage the creation of structured web pages for a web based experience such as an Internet Website, Intranet or Extranet solution.

Benefits:

- It enables information to be fresh, consistent & high quality.
- It facilitates the re-use of content and enables decentralised content creation through centralised workflow, approval processes and rules.
- It enhances productivity and job satisfaction of the web team

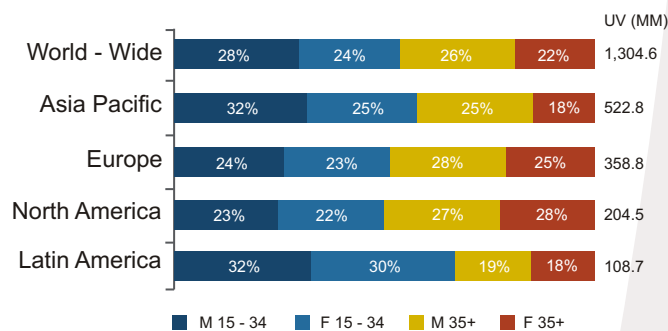
EXPECTED BUSINESS OUTCOMES

1. Better demand generation and reduced sales cycles
2. Improved brand & corporate communications
3. Better talent acquisition capability
4. Investor confidence
5. Reduced transaction cost

GLOBAL INTERNET DEMOGRAPHICS

Asia Pacific, Latin America Skew Younger, More Established Markets in Europe and North America have Larger Audiences Aged 35+

Distribution of Internet Users Ages 15+ Accessing the Internet from a Home or Work Computer October 2010.



A larger proportion of the web audiences in Latin America and Asia Pacific are under the age of 35, compared to Europe and North America.

In general, web users in emerging Internet markets are early adopters, who, typically, are younger and more likely to be male. Established audiences in Europe and North America are more likely to be mature, both in age and in their online tenure. Asia - Pacific shows the largest skew in gender composition: only 43 percent of web users there are female.

THUMB RULES IN DIGITAL MARKETING

1. Establish your target audience and goals
2. Optimize the communication for the target audience
3. Engage and convert

Enriched customer experience is the most important way to grow a business today. One of the major obstacles to web experience management is lack of measurement. Customer experience enhancement starts with data; where they come from, what they seek, why & where they leave etc. Our web analytics dashboards provide actionable insights into the traffic to a website.

NEXT STEPS

1. Comprehensive assessment of the current web presence
2. Engage DreamFire for a workshop on web strategy
3. Formulate a practical web strategy and execute it

OUR GLOBAL FOOTPRINT



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