



***Maximize performance. Optimize results.***

## **Website Design and Development**

**Make your website succeed as an integral part of your marketing strategy**

### **What is it?**

Create or refresh your website to ensure that its look, feel and content optimally support your marketing plan and program.

### **How does it work?**

Website design and development includes:

- Review your marketing plan and existing website
  - Marketing plan: Value proposition, brand and messages
  - Marketing program: Mix, media, placements and schedules
  - Social media: Sites, post schedules and themes
  - Website: Look, feel, navigation and content
- Create or renovate your website
  - Appearance: Look, feel and navigation
  - Content: Value proposition, brand and messages
- Coordinate content to support overall Marketing program
  - Schedule placements and social media posts
  - Synchronize content updates with placements and social media posts
  - Optimize links to social media

### **How does the client benefit?**

You receive:

- A website that optimally supports your overall marketing plan & program
- A website designed for easy and inexpensive update to ensure continued effectiveness