



## Internet Marketing Strategy | Internet Marketing Company

Below you will find information about our **internet marketing strategy**, and about our **internet marketing company**.

### Internet Marketing Company

**Omnivision Design** was founded in 2004, originally specializing in the field of print and web design. The market shifted rapidly towards the web, and the need for traffic generation followed. **Omnivision** narrowed its primary focus on developing both user, and SEO-friendly websites, testing diverse channels for inbound traffic generation and direct marketing, including social media marketing. Benchmarking and monitoring website traffic avoids the common practice of investing an entire year's advertising budget into a single marketing channel, which is generally not representative of the optimal internet marketing strategy. Essentially, **Omnivision** has the expertise to develop and implement effective marketing strategies for companies offering particular products or services, in diverse industries, and niche markets.

### Internet Marketing Company Strategies & Expertise

- ✓ Internet marketing strategy, benchmarking, monitoring and analytics
- ✓ Search engine optimization (SEO) and traffic generation
- ✓ SEO-friendly web design and development (HTML, CSS, Flash, Wordpress)
- ✓ Search saturation (multiple organic)
- ✓ Social media marketing (Facebook, Twitter, YouTube)
- ✓ Internal and external Blog creation (Wordpress)
- ✓ Link building
- ✓ Local search marketing
- ✓ Social media marketing (SMM)
- ✓ Video marketing
- ✓ Email marketing
- ✓ Paid search marketing (PPC)
- ✓ Content development (link submissions, article marketing, online press releases)
  - English & French

### Overview of Internet Marketing Strategy & Internet Marketing Process

- ✓ Analysis of market and needs analysis
- ✓ Targeting qualified prospects
- ✓ Testing diverse internet marketing channels
- ✓ Benchmarking and monitoring results
- ✓ Tactically adjusting the strategy

### Other Internet Marketing Services

- ✓ Branding
- ✓ Graphic design
- ✓ Flash development and integration
- ✓ Courseware production and integration (E-learning)
- ✓ Ecommerce solutions (Magento)



The ultimate goal of our **internet marketing strategy**, and our [internet marketing process](#), is to increase the amount of targeted traffic to your website, and maximize conversions, and thus, revenue, on your website. The real challenge is to get visitors to do what you want them to do, which is known as a “call-to-action”. Detailed website analysis, along with on-site and off-site search engine optimization is a large part of our **internet marketing strategy**.