

## Web Strategy is Key to ROI

Contributed by Carla  
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When it comes to marketing, the Internet has provided many distinct benefits, the main one being the ability to circulate media and information around the world at a much lower cost than more traditional forms of advertisement.

Marketing on the Internet combines the technical aspects of the Internet with a more creative side. Internet marketing is certainly not just limited to building or promoting a website, it's also about conversations and how customers interact with your brand.

AlterSage understands that for effective Internet marketing, comprehensive and dynamic strategies need to be devised that are consistent with the client's goals and brand image, and that will enable them to reach the appropriate target market.

Many people, particularly in the South African context, still seem to be under the impression that Internet marketing is solely based on Search Engine Optimisation (SEO) and Pay Per Click (PPC). Naturally those in the know are aware that this isn't true.

Christine da Silva, AlterSage founder and online strategist, commented "of course SEO and PPC form the foundation of online marketing, but with the ever-evolving industry as it stands, with increasing competition online, companies really need to leverage all they can to get ahead. This includes traditional marketing."

With resources at our disposal such as online media placements, email newsletters, social networks, blogs, affiliate marketing, viral campaigns and so forth, what can be done to market online is virtually limitless. "Multi-channel marketing is key," says da Silva, "this is why traffic alone no longer is good enough. It needs to be targeted traffic. Speak to the audience where they are spending their time, and this might not necessarily be on search engines."

SEO and PPC may be a prominent part of Internet marketing, but AlterSage acknowledges that there are other elements one can utilise that are equally important.

What some tend to forget though is that Internet marketing is still marketing. Just because the channel is different, the purpose is still the same. It's still about building brands, acquiring and retaining customers and managing to a certain extent people's engagement with and perception of a brand.

"Because we take the time to understand our clients and their markets, we provide customised solutions that get results," da Silva says.

This is yet another reason why at AlterSage you are guaranteed effective marketing strategies. To add true value to a client's e-marketing initiatives it's crucial that their brand identity and message is portrayed accurately in the online world.

Regarding online marketing tactics, there is no "one-size-fits-all" solution. Every client will have individual, specified needs for their brand.

Generating traffic for a website is just one aspect of online marketing. AlterSage firmly believes that it's more than simply making a noise and generating traffic. The acid test remains return on investment – and that ultimately translates into conversions.

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