

Oxiem Announces “Digital Launchpad” Web Marketing Giveaway

Win an Online Marketing Business Launchpad Package including Website Design, Search Marketing Campaign, Social Media Strategy and more

For Immediate Release

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Oxiem Marketing Technology will work with your organization to create a strategic plan, develop your Website and launch a cutting-edge web marketing program for 2010 – for free.

Oxiem, a digital marketing agency in Columbus, just announced its Digital Launchpad Web Marketing Giveaway, geared towards small or start-up businesses in need of online marketing that packs a punch. The package winner will walk away with a custom designed marketing-focused website, blended search marketing program and a social media strategy from Oxiem’s digital marketing experts (estimated value \$20,000).

“We wanted a way to kick-start a deserving, innovative and entrepreneurial company into high gear for this coming year with the crucial components to drive real business,” says technology director Bill Sterzenbach. “This is our way of leveraging what we have to offer to make our own business community a little bit better.”

From graphic design, marketing strategy and planning to programming, hosting and launch – it’s a pain-free process that will drive one lucky business into the next decade of success. The site will be built using Oxiem’s proprietary O² content management system, include an advanced lead capture sales system, and the winner will be able to maintain and update their new site with ease.

“Your website is often the first impression your customers get of your organization – but building it is only part of the process. With the addition of Oxiem’s five crucial components of doing online business, 2010 will look a whole lot better for the winner,” says Sterzenbach.

Interested small business owners can apply by going to Oxiem.com/launchpad and submitting a 250 word statement on why they deserve to win this web marketing launch pad package for 2010. For full rules, details and award criteria, see below.

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About Oxiem

Oxiem Marketing Technology is an interactive marketing agency focusing on strategic web marketing, search engine optimization and campaigns, web site development, and social media integration. Oxiem is marketing-driven with a digital heart, rooted in the belief that results and accountability are at the heart of all client service. Integrating dynamic web designs with user-controlled content management systems and highly functional infrastructure modules with active online marketing programs, our unique approach is to make technology usable, innovative and measurable.

RULES & CRITERIA:

- Only one (1) entry per company
- Applicants must submit 250 word statement about why they need a new digital marketing program and website as well as basic organization information
- Company/organization leadership team must be involved in the process
- Company can have no more than 15 full-time employees
- Must be headquartered in the central Ohio area
- Entry deadline: Feb. 1, 2010
- Winner will be announced Feb. 15, 2010

DETAILS: What Will I Get?

I. Planning

- Information Architecture & User Experience strategy development sessions
- Sitemap and Wireframe development

II. Design

- Home page design concepts
- User Experience Design throughout all unique pages
- Dynamic, branded interface design with user-rich functionality
- Content page design concepts
- Design approval

III. Web Development

- Server setup
- CMS development & implementation
- Module development
- Content migration and development
- Implement organic & paid optimization programs
- Site testing and debugging
- Test conversion objectives and goal reporting

IV. Launch

- CMS training
- Site launch

V. Search Marketing & Search Engine Optimization

- Keyword list development
- Content & structure optimization
- 30 day Pay Per Click ad campaign

VI. Social Media Strategy Development

- Social media audit, content strategy and tactical recommendations
- Account setup and profile development on 2-3 social networks