

**NOW**/media

# CAPABILITIES

creative strategy / interactive marketing / web development / media planning

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## COMPANY BACKGROUND

NOW/media is a digital agency catering for the growing demands by large and small companies for quality intergrated web development and interactive marketing services.

Michael Hill and Travis Jackson lead a team of highly skilled interactive personnel that bring a wealth of practical knowledge into the digital agency space.

The team has worked across a wide variety of clients including organisations such as:



## COMPANY DIRECTORS

### Michael Hill / Director

Michael has immersed himself in the interactive industry for the last 9 years. During that period he has led some of the largest enterprise-level website developments in Australia. Michael brings a holistic perspective to the role of client services from relationship management, strategy, development and technical implementation.

Michael's passion for the interactive space means he is on a constant mission to research the latest marketing and technology trends globally, and how they can best be applied to our current client portfolio.

### Travis Jackson / Creative Director

Travis recently clicked over 10 consecutive years as creative director of one of Australia's leading web development firms. In that time he has been the creative force behind many top-tier corporate and industry sector developments with recent focus on creative strategy in the advertising realm.

Realising a breadth of opportunities in the web-service industry, he formed NOW/media with interactive marketing solutions in-mind.

## CREATIVE STRATEGY

It's not all pretty pictures. Your brand needs to present a professional knowledge of your market segment. Coupled with a well-rounded approach to on-screen design, your product or service should be fully realised with industry research and competitive analysis.

NOW/media brings to the table years of web-interface proprietary.

Key services include:

- Online strategy and branding
- Campaign concept development
- Industry research
- Competitor analysis
- Requirements gathering
- Focus group research
- Wireframe development

## INTERACTIVE MARKETING

Still in it's infancy, online advertising continues to grow exponentially. With masses of distraction vying for users attention, your product or service needs to cut through the clutter with resonating messages and high-brand awareness.

Key interactive marketing services include:

- Campaign analysis & site development
- Rich media banner advertising
- Search Engine Optimisation (SEO)
- Search Engine Marketing (SEM)
- Pay-per-click (PPC)
- Email Marketing
- Mobile Marketing
- Podcasting
- Online Game development
- Viral / Social campaigns

## WEB DEVELOPMENT

Interface aside, the strength of most development solutions is the engine required to run your online presence. NOW/media resource and deliver the latest technologies to support your application.

Key web development services include:

- Specification documentation
- Web site development
- Content Management System (CMS) deployment
- Database development
- Application development
- Intranet and extranets development
- Third-party application integration
- Web hosting (shared, dedicated & custom)
- Web site statistics & reporting

## MEDIA PLANNING

Hitting the target with your audience is assisted by placing your campaigns in the right demographic segment.

Our planners take the time to thoroughly research and analyse the key objectives of your campaign to ensure that your message is delivered to the right audience, on the right digital media placements, at the right time; for maximum effect.

For every campaign the NOW/media Strategy, creative and media representatives work together to formulate a complete, cohesive campaign strategy.

We work diligently with our media partners to ensure the best possible buy placement rates to help maximise your return on investment.

At the conclusion of every campaign we rigorously analyse the performance to deliver reporting on the overall campaign effectiveness.

## MORE INFORMATION

If you would like more information about NOW/media's service capabilities or would like to discuss how we can help your business achieve a more effective return on your web investment, please contact us today.

### **MELBOURNE**

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