



E-CENTIVES™
Integrated E-Marketing Solutions

STRATEGIC SERVICES



Develop Smart Strategies That Get You Results



Marketing in a digital world offers unprecedented consumer relationship-building opportunities. Yet when crafting digital marketing strategies, traditional marketing approaches don't always apply. After all, new interactive media introduces a host of new challenges, rules and regulations, and requires increasingly complex marketing initiatives. This is where an experienced strategic partner can make all the difference.

E-centives Strategic Services helps our clients develop cost-effective and practical marketing strategies that leverage interactive media to capture audiences and get results. Our proven e-CRM methodologies, industry best practices, and years of professional experience combine to forge strategies that identify and overcome interactive marketing challenges and maximize their advantages, all to strengthen consumer relationships and increase ROI.

E-centives Strategic Services provides the necessary building blocks for an effective strategic plan, as well as an execution roadmap for successful e-marketing programs.

STRATEGIC BUILDING BLOCKS FOR ONLINE RELATIONSHIPS:

As part of our three-pronged approach to strategic planning, E-centives will:

Discover

- Understand business objectives, target audience and segments, key product or service differentiators; identify priorities.
- Conduct an analysis of your competitors' activities in e-marketing, e-CRM, etc., for comparative and threat assessment purposes.
- Review existing capabilities—technologies, services, data, etc.—to identify competencies and gaps.

Assess

- Determine investment criteria and ROI requirements; identify profitability drivers and link to business value.
- Identify the essential people, processes, information, business functionalities, and technologies required for successful program execution.
- Provide you with best practices benchmarking; identify business risks and mitigation actions.

Develop

- Determine consumer value drivers and most effective "hooks", in order to catalyze participation and motivate ongoing involvement.
- Create an action plan to prioritize objectives, identify resource needs, assign roles and responsibilities for implementation, etc.
- Establish program time scope and phased initiatives based on priorities and interdependencies; identify Key Performance Indicators.



STRATEGIC
CONSULTING



PROGRAM EXECUTION
SERVICES



CONTENT SOURCING
& E-PUBLICATION



CREATIVE SERVICES



ANALYTICS

STRATEGIC SERVICES



DIGITAL STRATEGIES IN MOTION:

Digital marketing programs can gather higher volumes of consumer information than ever before, resulting in much more customized, relevant and influential messaging—and stronger, more profitable consumer relationships. Yet as more and more consumers communicate with companies and brands on their own terms, it is crucial to use interactive vehicles properly when implementing your strategies, in order to engage and build relationships. E-centives' knowledge, experience and industry-leading technologies make this happen.



E-CENTIVES STRATEGIC SERVICES:

A Key Part of an Integrated Solution

Strategic Services is one component of E-centives' integrated approach to consumer relationship marketing. Our strategies, combined with our proprietary marketing technologies, other premiere client services, and data-driven insights, form e-CRM solutions that will help you build and maintain stronger direct relationships with your consumers.

Used individually or as part of a comprehensive solution, E-centives Strategic Services will help you capitalize on new opportunities, improve marketing accountability, and maximize ROI.

Learn About Other Technologies and Services from E-centives

Craft an Effective Strategy Today Contact E-centives

About E-centives

E-centives is a leader in interactive consumer relationship marketing. Global marketers such as Colgate, Georgia-Pacific, Reckitt Benckiser, Gerber, GlaxoSmithKline, Wyeth, America Online, and many others, have relied on E-centives to acquire, retain, or build stronger, more profitable relationships with their consumers. E-centives, Inc. is headquartered outside Washington, D.C. and has offices in the San Francisco Bay area. E-centives, Inc. is traded on the Swiss Exchange (SWX) under the symbol "ECEN".



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