



Core Services

Marketing Integration: We have been helping companies integrate their marketing efforts since 2001. Global Medium understands how an un-siloed approach to marketing efforts can promote the flow of customer engagement to achieve growth goals.

Effective online marketing includes the optimal mix of SEO, SEM, Design and Web 2.0 activity, and the proper tools, understanding, and analysis to measure and adjust this balance. Global Medium's unique methods can transform marketing efforts into a valuable relationship with your customer, through the right messaging and investment for each activity.

The Internet holds the potential for new sales and advancement opportunities, but, if used incorrectly, can create tensions and difficulties for previously thriving companies. Global Medium works from the business goals out, optimizing multi-channel efforts and establishing realistic and measureable benchmarks to propel your business forward.

Global SEO: Search Engine Optimization is an important component of an online marketing program, with the potential to drive significant sales at relatively low cost and resource commitment. For over 14 years, we have conducted SEO for mid-to-large sized companies, establishing proven methods for advancing natural search performance and building brand value.

Global Medium understands the challenges large businesses face when executing SEO, balancing internal and external demands with the need to participate in this competitive arena. We eschew static methods in favor of dynamic relationships that allow for resource reallocation and responsive strategy.

Analyzing web data with an eye towards business goals, we seek out the appropriate investment, employing macroeconomic principles to guide our approach. From generic to "long-tail" phraseology, we generate the traffic volume so critical to our clients' success, while working symbiotically with other marketing efforts.

Global Medium speaks to the myriad of cultures that make up a global customer base, at every stage of the Customer Journey. Throughout 25 countries, our unique approach tailors brand messaging to best-in-class methods. Our goal oriented strategies and predictive analysis help our clients achieve their reach potentials, increase brand value and drive sales.



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Global SEM Management: From tactical to academic, we have 14 years of experience managing SEM campaigns, to help businesses realize the full potential of their marketing efforts. We consider the whole picture: Our strategies are designed to work symbiotically with other online and traditional media, to facilitate the flow of customer engagement. Addressing the diversity of worldwide markets, Global Medium can improve the quality and scope of customer reach, maintain brand loyalty and increase sales.

We have a unique approach to test marketing and predictive analysis, with a team of computational linguists and auditors that are experienced in turning volumes of complex data into sound business strategy. As leaders in online marketing, we invented search engine bid management technology that enables us to monitor and adjust bids automatically across multiple search engines, based on predefined objectives.

Using proprietary business processes that integrate and optimize online media purchasing, Global Medium provides the tracking and analysis necessary to maximize net profits. This comprehensive tracking system provides a complete view into search campaigns to determine the best mix and allocation of media.

Our philosophy of Continuous Improvement means that we are constantly reviewing marketing costs and results in small measured quantities, making frequent changes where necessary, to achieve results faster and more reliably than other firms in our industry.

Search Engine Marketing can be a valuable tool in an online marketing program to achieve overall business goals. With an increased pressure of accountability and sense of customer expectation, there's a need for self-auditing systems to review the performance of your marketing efforts. Our next generation of media management technology looks at cost and revenue as well as customer response metrics, to optimize your paid search campaigns, and achieve measurable results.

Design Integration: As the Internet evolves, its' increased speed and interactive capabilities necessitate a shift from need-based design to a user-friendly interface to increase media efficiency and target specific demographics.

Global Medium has seen how media and onsite design elements can affect brand and sales, dramatically. We know what changes are required to promote products and services and encourage purchase.

Design should work with media, including elements of ergonomics and emotion that can build a cohesive brand image and facilitate customer flow. Our background in both design and marketing allow us to leverage the two, to foster a seamless and optimal customer experience.



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Social Media: Social media engagement is being used to increase revenue and market share, and optimize the messaging of other online and traditional marketing efforts. While it is not necessarily a direct-tracked medium, it can be successful in creating sales efficiencies, decreasing Customer Service costs, maintaining and promoting a positive brand image, and lowering Churn.

Global Medium utilizes social media tools without foregoing the foundational elements necessary for its' effectiveness. We define and develop successful social media strategies, finding the appropriate investment required to meet determined goals. Our holistic approach ensures that social media works with other methods for a comprehensive and cohesive online program.

Global Medium is an online marketing and consulting firm that develops, implements and manages search engine optimization and search engine marketing programs for a worldwide market. Unlike most firms in our industry, we look beyond return on investment to focus on profit volume and market share, discovering opportunities to promote sales and brand growth.

As industry pioneers, we employ our extensive knowledge and keen understanding of Customer Engagement to develop and manage actionable strategies that can target a profitable customer base, or create increased brand reach.

We use our patented bid management technology and hands-on experience to reveal your brand's hidden sales potential. Applying macro-economic principles, we continually measure, report and adjust our tactics, to achieve your business goals.

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