



## *Methodology*

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**1. Brand & Business Goals** We have created a self-auditing system that begins with an understanding of business goals. Our methods can work within your existing programs to eliminate inefficiencies, or help define new goals and programs.

**2. Media** We understand how traditional and online marketing affect your customers at each stage of the customer engagement cycle and therefore allocate media, or make recommendations, depending upon your objectives.

**3. Customer Engagement** Global Medium enhances the flow of the customer engagement cycle, moving customers' from awareness to purchase through the strategic distribution of media. By understanding this fundamental process, we improve your customer's entire brand experience, finding the optimal relationship between profit and sales.

**4. Measuring Results** We measure the results of your media at each stage of the customer engagement cycle, keeping in mind the interconnectivity of marketing. We go beyond the Web and into call centers and stores, using our experience and patented technology to evaluate all appropriate channels.

**5. Cost Volume Profit Analysis** Global Medium differs from other firms in our industry by looking beyond return on investment. Applying Cost Volume Profit Analysis to measure your customer response at different stages of the customer engagement cycle, we can adjust our methods to produce results where it matters to you: increased profit volume or market share.



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**6. Adjust & Improve** Global Medium facilitates your brand approach and economic objectives using the results of our analysis and drawing on our years of experience. We have an acute understanding of the tradeoffs made between cost, volume and profitability, realizing that you cannot obtain all three. Whether you want to grow your market share or increase profit volume, we understand where those tradeoffs occur and predict the outcome.

**7. Diversification** Our responsive media buying strategies are diversified to manage risk and maximize opportunity. We continually measure, report and adjust the media mix, to better meet your objectives.

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*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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