

Creative Festival



Digital

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media
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If you think good design is expensive, you should look at the cost of bad design.

– Ralf Speth

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Make it simple.
Make it memorable.
Make it inviting to look at.
Make it fun to read.

- Leo Burnett

About eNewMedia

We are a company of thinkers and makers - expert technologists, experienced product designers and business strategists.

We came together to create a completely new type of digital design business that bridges the gap between strategy and delivery.

For the last decade we've worked at the forefront of product design, an emerging practice area that brings agile software methodologies, lean start-up and design thinking together - with zero dogma.

03

Design, in its broadest sense, is the enabler of the digital era - it's a process that creates order out of chaos, that renders technology usable to business. Design means being good, not just looking good.

— Clement Mok



Services

Digital Strategy

Marketing has always been about connecting with your audience in the right place and at the right time. Today that means that you need to meet them where they are already spending time: on the Internet. An effective digital strategy combines a thorough analysis of the competitive landscape with an understanding of a company's existing capabilities, economics, value proposition, and potential. We work with our clients to create a sustainable, holistic plan that drives qualified traffic and conversions.



Affiliate Marketing

Affiliate programs can be an extremely valuable part of a performance marketing portfolio representing 5-15 percent of online sales, but they are also very complex and can easily turn from a revenue generator to a cost center if not managed carefully. Our Marketing strategist has been at the forefront of affiliate marketing, moving the industry to the next generation that places a premium on incremental revenue and brand supportive behavior.



Social media

Social Media is the most popular online activity, with 74% of adults using social networking sites. People are spending more time on social media than anywhere else online making it a highly effective channel for brands seeking to find and acquire new customers. We take a very structured approach, identifying niche opportunities to quickly identify sweet spots and deliver the best ROI.



Analytics

A staggering amount of data is now easily accessible, but being able to organize, monitor, and determine what data truly matters is key. Our Business Intelligence team will be able to take the client's key performance metrics and create customized dashboards to help clients easily digest the most significant data and performance results.

We can create a range of data visualizations/dashboards to meet everything from the high-level 'snapshot' needs of C levels to more detailed and dynamic visuals for those interested in getting granular and diving into the numbers.



SEO

Many sites are put together on an ad hoc basis, piece by piece with pages that don't function together. More than "free traffic," SEO is one of the key platforms of integrated performance marketing. As for the analytics piece, our clients benefit from our in-house data warehouse on the Tableau platform and our partnership with Searchmetrics, a global enterprise platform that delivers a wealth of forecasts, analytic insights and recommendations.



Display & Retargeting

Successful display advertising can enable brands to drive performance by reaching the right customer at the right time and place. With market saturation and users blocking ads, digital marketers are increasingly under pressure to find more creative ways to get their ads in front of the people who matter.



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We don't get hired to make pretty things or win design awards. We get hired to solve business problems.

— James Bradley

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