

Cost effective solutions for your online channel

Successful online marketing is more than just placing banner ads onto Web pages!

Web Design and Development

Netramedia offers a complete range of web design, development, support and maintenance services to help our clients build and upgrade their corporate websites and online presence. Our web design and development services can take you from assessing your website requirements to deploying and promoting your site.

Portal Development

Our Portal Solutions are a framework for every type of system and content your users need. You gain a customized, role-based homepage that is the single gateway to all your critical information such as business applications, databases applications from other vendors, external content, and more. Portals give you the ability to make your employees, customers, and partners more informed, effective, and satisfied by giving them personalized access to real-time information and letting them interact with the systems and services of your business.

Web Services and Applications

Netramedia and its partners have a huge wealth of experience in the development and build of online applications. Our speciality is in the development of Rich Client Interfaces utilising the power of Macromedia's MX framework and Microsoft's .NET framework.

Rich Internet Applications create value for end users by:

- >> Reducing Frustration Through an Interactive and Real-Time User Experience
- >> Shortening the Learning Curve for New and Novice Users
- >> Saving Time With a Single Screen Interface
- >> Combining the functionality of traditional client/server applications with the broad reach and low-cost deployment of web applications.

Web Advertising

Successful online marketing is more than just placing banner ads onto Web pages... a lot more. Rich media advertising allows advertisers to create sales and marketing tools that surpass the ordinary and increase campaign results.

Microsite Development

Microsites are focused, high impact web sites useful for advertising an event, promoting a brand or launching a campaign. As on-line marketing becomes the medium of choice many organisations develop microsites as an essential part of their promotional strategy.

Microsites can...

- >> Target key potential groups in a way they are comfortable with
- >> Give visitors all the information they need in one package
- >> Be very cost effective method of advertising
- >> Help keep overheads down by processing initial contacts
- >> Use the web to your advantage
- >> Be fun to use - so people will talk about them and pass them on

Microsites offer many of the advantages of TV advertising at a cost that is equivalent to publishing an advert in a national newspaper. You pay for their creation, an initial on-line promotion campaign and then the microsite works largely by itself. Unlike a national newspaper a microsite will carry your message for as long as you want it to.

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CONTACT US NOW
to discuss your options



Web Based Solutions

- >> Web Design and Development
- >> Portal Development
- >> Web Services and Applications
- >> Web Advertising
- >> Microsite Development

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