



Screensavers

HELPING TO ALWAYS MAINTAIN A PRESENCE

When it comes to online marketing, there are three cardinal rules:

- ▣ Get people to visit your site.
- ▣ Get people to stay on your site.
- ▣ Get people to come back to your site.

The more often a person visits a site, the more likely they are to become a customer. Screensavers keep your message in front of your audience, and get people back to your site.

It's a fact that people love screensavers. Millions of screensavers are downloaded every day all over the world. Why? because a computer screen is an opportunity. It's a way for people to customise their personal space with a message, game or information that's important to them. What better way to customise their personal space than with a screensaver that's custom tailored to their interests? Just look around at your own company. How many users have screensavers that they downloaded from the net?

Screensavers provide the perfect medium to deliver branding and company information in a fun, entertaining and unobtrusive manner, and directly to a willing audience.