



## Microsite Development

### THE COST EFFECTIVE PROMOTIONAL STRATEGY

Microsites are focused, high impact websites that lend themselves expertly to 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...

- ✦ Give visitors all the information they need in one package.
- ✦ Be very cost effective as a method of advertising.
- ✦ Help keep overheads down by processing initial contacts.
- ✦ Be fun to use - so people will talk about them and circulate them.

Microsites offer many of the advantages of TV advertising at a cost that is equivalent to publishing an advert in a national newspaper. By paying for their creation and an initial online promotion campaign, the microsite then works largely by itself. A benefit worth noting is that unlike a national newspaper, a microsite will carry your message for as long as you want it to.