

Digital Marketing, Content Management + Web Development

History

14+ year relationship

Engagement

Managed team (20)

Our Role

- Marketing Strategy and Consulting
- Digital Marketing and Communications
- Social Media Strategy and Execution
- Infrastructure Planning and Implementation
- Content Strategy, Development + Optimization
- Web Design, Development and Publishing
- Reporting and Analysis
- User Experience and Surveys
- Search Engine Optimization (SEO)
- Site Migration to SharePoint 2010
- Project Management

Impact

- More Relevant, Accessible Content Worldwide
- Improved Stakeholder Engagement
- Better Search Results (optimized ~250 pgs)
- Measurement driven by Business Objectives



<http://oem.microsoft.com>

Technology + Platforms

- SharePoint 2007, 2010
- SharePoint Designer
- HTML, XML/XSLT, CSS, JavaScript
- ASP.NET, VB.NET, C#
- Visual Studio 2008
- SQL Server 2008
- Product Studio
- .NET Web Services
- Custom CMS
- ExactTarget, PENS
- Windows Live Services
- Webtrends
- Pubwix