



web site



trade shows

- advertising
- direct mail
- packaging
- sales literature
- stationery
- trade shows
- user interface design
- web site

BuzzBoltMEDIA Marketing Communications

www.buzzboltmedia.com

The Challenge

As a small web design company, BuzzBoltMEDIA had to differentiate itself from the vast number of small "boutique" firms. The goal was to look like a much larger company, establishing a sense of stability and professionalism. The organization wanted to be perceived as the company to go to for any web-based project from simple brochureware and fully integrated ERP extranets, to search engine optimization, on-line media planning, and user interface testing. There was no marketing budget.

Solution

Ms. Heydecker developed the corporate identity to reflect a larger, established image. Massive amounts of content was written and uploaded to the web site and optimized to generate first page rankings on major search engines. A "web-first" marketing fulfillment policy was established to keep printing costs to a minimum (less than \$500/year). A trade show program was implemented in 2002, requiring a 10x10 booth. With a budget of less than \$400, Ms. Heydecker found a used modular booth on Ebay that fit their colour scheme and developed the signage in-house, output at Kinkos, and finished internally. Total cost was \$320.00. Stationery was designed as a Microsoft® Word™ template, so every printed page printed the stationery at the same time on the colour laser printer. Ms. Heydecker was responsible for everything from concept to implementation and reporting.

In addition to the marketing activities, Jeanne oversees all production for web strategy, development and e-marketing firm. She plans and manages all operations and production activities, from interfacing with clients, designing interfaces, proposing site maps, writing HTML and content, arranging web hosting, launching, and testing, to search engine optimizing, on-line marketing research, and reporting traffic.

Ms. Heydecker also manages the R&D of BuzzWare™, database-enabled web components for web sites, specifically, designing the site architecture, user interface, and workflow. Single-handedly developed ALPHA versions of BuzzBios™, BuzzPR™, BuzzJobs™, and BuzzDocs™ for refinement by development group.

She has managed more than twenty corporate web sites, extranets and intranets from concept to deployment.



advertising and direct mail



sales literature



sales literature