



You Need A Dynamic Agency

It's not just about building a web site or getting listed on search engines, although that helps. We build applications & design processes to improve sales, customer relationship management, marketing, and content management. You instantly add our talent, our experience, our expertise, our creative ingenuity, our partnerships, our ideas, our applications, and, most of us are from the Midwest, so you know we are hard workers with good business ethics. It's about combining our team with your team, and achieving results through many facets of your business. And yes, many times, that usually involves web development & SEO as one of many parts of your Integrated Marketing Communications.

Web & Interactive



Interactive Design

We take a results-based approach to web development. What does it do for your customers & what does it do for you? You can offer much more to your clients than bits of information and a few pretty pictures. We'll help you determine what your site should say, what it should look like, how it should communicate, and what it accomplishes in the process. Web & Interactive Design includes ongoing adaptation, strategy, design, content and feature creation, and programming that will be incorporated into your dynamic marketing program.

- Layout, Color, Photography
- Develop Multiple Site Designs
- Site Structure & Content
- Brand Integration, Interactivity

Content Design

AdEasel works with one or many team leaders on each client account to gather, organize and format content for web, marketing, sales, CRM, advertising and media purposes. From there, we begin to integrate content updates into everyday processes, and not just train management & employees, but motivate them to get more involved and make their own jobs easier at the same time. Site content includes text, pictures/images, files and other information included on the website. Content components of the site focus on informing and engaging your visitors.

- Develop & Present Design
- Collect, Organize, Format Files
- Enhanced Navigation
- Integrate with Site Design

Web Management

Affordable. Reliable. Scalable. AdEasel offers managed, virtual dedicated and dedicated web servers and hosting plans, customized for each client's specific web site requirements. Our servers are located in a secure, state-of-the-art facility in Chicago, IL, and are monitored 24/7 for maximum reliability and responsive support. We work closely with each client to determine their most cost-effective web hosting solutions, and provide detailed analytics reporting to track usage and improve performance. Clients retain full ownership of all domains, and AdEasel is registered as the technical contact.

- Ongoing Enhancement Content
- Ongoing Updates & Adaptation
- Application Management
- Growth & Expansion in Market

Sales Applications

AdEasel provides a wide range of sales & CRM applications, tailored to your specific industry, market, customers, vendors, partners, and processes. Sales & Customer Relationship Management Applications are a key component of your online return on investment (ROI). There is tangible value, and intangible value. Everything counts for something. But the bottom line counts for everything. How is your web site performing? Are you tracking leads? Are you measuring response on your advertising campaigns?

- Online Sales & Communication
- Online/Offline Lead Generation
- Custom eCommerce Apps.
- Client Access Systems

The best part of working with AdEasel is that we become an integral part of your company. Whether we work with you 5 hours or 50 hours a month, we add to your team, always working toward your overall success.

