

Realm Digital launches partner program offering e-marketing technology to agencies

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Realm Digital has launched a new partner program targeted at design houses, marketing and advertising agencies in the local and international market. This program aims to build and maintain mutually beneficial relationships between Realm Digital and these companies.



Realm

Digital's Content Management System ([rdCMS](#)) has evolved over the years from a simple [content management system](#) (CMS) to a fully integrated e-Business Platform. The rdCMS boasts functionality that targets industries from the Tourism and Hospitality industry to Real Estate and Retail industries. Due to the diverse nature of the modules, the rdCMS has become a popular tool for both web design houses, marketing and advertising agencies.

This led Realm Digital to launch its partner program which targets all design houses, marketing and advertising agencies both locally and internationally. The partner program will provide partners with a tool to effectively maintain their clients' business online.

Realm Digital began working with some local and international design houses and the relationships that have formed have become invaluable. The design houses provide the front end design of the website and Realm Digital builds the website on its rdCMS to provide the backend functionality. This process allows both parties to benefit from the profits, the [website development](#) has a much faster turn around time and if there are any changes to be made at a later stage, the designer can make these changes at a fraction of the cost.

[Website hosting](#) is also offered by Realm Digital with servers in both South Africa and Germany. These servers are the foundation of our internet infrastructure which allows us to deliver high quality service globally. We have an expert support department to handle all hosting queries as well as any CMS related queries.

Communication agencies like marketing or advertising agencies can also reap great benefits from the Realm Digital partner program. Often these agencies have in house designers that have a great flair for design, but their website development is limited. Often the more advanced websites such as [e-Commerce](#) websites are turned away as agencies are scared to take on such complicated websites as they're often not equipped technically to service these websites. Realm Digital provides competent functionality for any level of website from simple content managed sites to content managed flash or e-Commerce websites. This ensures agencies can take on bigger, more technically advanced websites and with partnering with Realm Digital, they will still be able to make decent profit margins. You will have more time to market the website as the turn around time on building websites on the rdCMS is outstanding. The code used is far more stable than many custom developed sites as it receives constant attention and upgrades when new features are developed and thoroughly tested.

The rdCMS is equipped with an [e-Marketing](#) module largely targeted for communication agencies as the end users. Here marketers can send professional looking e-Newsletters on behalf of their clients. This can be done with ease as it is integrated with the [CRM](#) module where client databases can be managed and stored.

The rdCMS also integrates with [Google Analytics](#) which is a great tool for marketers. They can view statistical information that is imperative when planning and evaluation marketing campaigns. This is also a great way to evaluate any SEO or PPC campaigns.

Realm Digital, with its rdCMS has much to offer design houses, marketing and advertising agencies while simultaneously benefiting from their expertise. To date, Realm Digital has had great success in working on projects in [partnerships](#) such as these and would like to see many more relationships develop in the future. To view some of our [current partners](#), please visit our [website](#).

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