BIZCOMMUNITY

Lima Bean's new e-marketing solution

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Over the past five years and to great success, Lima Bean have been dedicated to enterprise grade CMS, world class e-commerce websites and top quality custom development. In addition to this, Spiro Malamoglou, one of the directors at Lima Bean, has been successfully rolling out e-marketing strategies for the past three years. Now, with his experience and knowledge, Lima Bean is excited to be able to extend their portfolio and offer these valuable e-marketing services to their clients, thereby creating an even more comprehensive online solution.

Spiro had this to say about the new venture: "These days, if you're not marketing your business online you're missing out on an incredibly measurable and cost effective platform. Considering that the majority of us now spend a vast amount of time doing business on computers, it makes absolute sense that businesses take advantage and gain exposure via this medium. The potential for increased site traffic and subsequent new business from it is huge."

In today's highly competitive market, a company's overall marketing strategy needs to be cross-channelled and up to date with latest trends if the company is serious about staying ahead of its game. Lima Bean's effective e-marketing solution covers all aspects of online marketing including:

- Research and Strategy (a comprehensive report is compiled detailing exactly where the problems lie and what Lima Bean will do to optimise your site)
- Online Reputation Management
- Search Engine Optimisation (SEO)
- Social Media Management
- Digital Advertising
- Web PR

- Tracking and Interaction

Depending on the budget and scope of work required for a company's site, one can opt for just one or two of the services or go for the entire package. The initial report will show you what really needs to be focused on.

Spiro went on to explain the idea behind integrating an e-marketing solution; "Think of it this way. You've developed a wonderful website, it's live, and it has everything you wanted and more. That's fantastic, but who are the people visiting your site? How are they getting to your site and are they actually converting and becoming paying customers? The truth is, if you aren't effectively marketing yourself online you might as well have dumped your brilliant creation in the middle of a desert for the camels to admire. Quite simply, e-marketing is essential if you want to put your business on the map and our solution is proven to deliver measurable increases in traffic and conversions."

What makes Lima Bean's e-marketing solution a cut above the rest? Firstly, the development and execution of their e-marketing strategy is completely transparent. Lima Bean actively encourages and assists their clients to understand each step of the proposed e-marketing tasks, which helps them to make informed decisions and enables them to gauge the effectiveness of this highly measurable strategy. Month to month reports also allow clients to monitor and track the success of the e-marketing activities. Driven by results that deliver and with the focus on optimising your online marketing strategy; Lima Bean are confident in their ability to help clients achieve the results they desire.

If you feel that you could and should be getting much more out of your website, then consider implementing an e-marketing solution. Lima Bean will tailor a unique programme that suits your site and your budget.

To get the ball rolling and find out what Lima Bean can do for you, contact spiro@limabean.co.za. You can also find out more about Lima Bean's e-marketing service here: http://www.limabean.co.za/e-marketing.

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Lima Bean

Lima Bean is a leading web development company founded in 2005, with a core focus on designing and building high quality content management systems (CMS) and enterprise e-commerce systems.
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