

New Online Marketing, Advertising, & PR Offerings



Rhino Internet Solutions
www.rhinointernet.com

Now that we've built it, how do we get people to come?

As part of our ongoing efforts to increase our value to our clients, **Rhino Internet Solutions** has made some exciting staff additions! We've been able to capture some industry leaders that had migrated from NY and CA to the Valley. These new team members will allow us to offer our clients expertise in marketing, advertising, and public relations both in the interactive and the traditional space.

We've helped you build a better site, a database, a newsletter, an application—now we need to get those tools to work for you and make your company more successful.

Our **NEW** expertise* includes:

- ▶ Search Engine Optimization/Marketing
- ▶ Banner Advertising (Including Behaviorally Targeting)
- ▶ Competitive Analysis
- ▶ Usability Testing
- ▶ Heuristics Studies
- ▶ Permission-based Email Marketing (Opt-in Email)
- ▶ Online Contests and Promotions
- ▶ Newsletter Creation, Management, and Marketing
- ▶ Cross Promotions
- ▶ Website and Marketing Analytics/Metric Reporting
- ▶ Online Public Relations
- ▶ Content Sponsorships
- ▶ Interactive Media Planning and Placement
- ▶ Integration of Interactive with Traditional Plans and Campaigns

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We can also help you with specific goals and needs including the development, placement, and tracking of interactive campaigns that may include:

- ▶ Run-of-site banner advertising
- ▶ Targeted banners, tiles, towers, etc. (by content, user behavior, demographics and more)
- ▶ Pop-Overs/Pop-Unders
- ▶ Opt-in email campaigns
- ▶ Newsletters—both internal and external
- ▶ Paid search engine placement
- ▶ Content Sponsorships
- ▶ Rich media and static art
- ▶ Contests and special promotions
- ▶ Audio
- ▶ Video banners
- ▶ Eyeblasters
- ▶ Inventory placement within existing e-commerce sites
- ▶ Online classified buys
- ▶ Affiliate programs/Referral programs
- ▶ Sponsored chats
- ▶ Viral marketing
- ▶ Text messaging
- ▶ Wireless integrated advertising/sponsorships

***and, of course, we still build great web sites.**