Etanova Enterprise Solutions

Marketing » 2019-01-16

http://www.etanova.com/services/marketing

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A great project or software solution is no good if people do not know about it. Stand out from the crowd by uniquely identifying yourself in your market niche using our marketing best practices. Then go one step further and get creative by allowing us to create a wow-factor in your project presentation!

Identity Branding

Identity branding is essential to any project or business aimed to target users or consumers. A good brand:

- Delivers a clear message
- Increases credibility
- Connects or motivates prospects emotionally
- Facilitates loyalty

To achieve this, it is not enough to pursue your target market to choose you over competition: You must create a unique solution to your prospects' needs!

Social Media Marketing

Studies (such as [this one](#)) show that people are more likely going purchase something that is recommended by another person through social media, than something that has been researched by personal means. For this reason it is vital to facilitate an effective social media strategy through Facebook, Twitter, Google+, or any other social media portals relevant to your project's domain.

Search Engine Marketing

[In comparison to inbound marketing techniques](#) facilitated by the internet, traditional outbound marketing does not perform so well anymore. Take advantage of [Search Engine Optimization](#) to attract prospective visitors and use [Web Analytics](#) to monitor your marketing activities and progress!