

WHY CHOOSE ANTIDOTE X

When you choose Antidote X to provide your company with online marketing services, you not only are hiring a top notch design and technical shop, you are partnering with an award winning full service Interactive marketing firm.

Interactive marketing is what we do, it is all that we do and we do it well. Whether your objectives are to create brand awareness, customer loyalty, increased market share, prospect conversion or even e-commerce revenue; Antidote X can bring you to the next level by leveraging your marketing efforts with solid online strategies that integrate seamlessly with your offline initiatives.

By focusing on Interactive, we are able to follow consumer trends and stay current with proven online strategies for achieving your objectives. We eat and breathe Interactive marketing; constantly researching and studying the latest findings on interactive usability, search engine optimization & positioning and overall best practices.

WHAT IS A "FULL SERVICE INTERACTIVE MARKETING FIRM"

Anyone can claim to be able to build you a website and the plain truth is; they probably can. All you have to do is watch daytime television to see the commercials recruiting people to "Enter the exciting world of web design", to know that there is an ever increasing number of people who can make this claim. From the young novices to the talented veteran designers specializing in the print media, your options for getting a website created are endless. There is a strong chance that you can even do it yourself.

You understand that your online presence is the most common first introduction to your company and is the marketing vehicle offering the largest opportunity for your customers to interact with your brand; in turn will convert more prospects to customer than any other marketing initiatives you execute. You realize that it is too important to let your neighbor's fourteen year old son create your website. You would love to give the new guy a chance, but you just can't; not on this one – it's just too important. So, you are on the right track, you've decided to use a professional; but who? There are four classifications of companies that you could use:

WEB SHOP:

A web shop is a company that focuses on the creation of websites. Typically they have a strong focus and talent on the technical development aspect and come from an information technology background. Web shops are usually lacking in the creative design area and strategic marketing knowledge is non-existent.

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**DESIGN HOUSE:**

A design house is a company that specializes in the creative aspects of your project. A good design house will design a website for you that uses an appropriate color palette that is consistent with your brand and offline marketing pieces. Typically they understand branding and offline marketing aspects. Usually design houses are focused on designing for print media and are lacking knowledge of information architecture and Interactive usability.

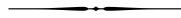
AD AGENCY OR MARKETING FIRM:

An agency is a company that looks at your overall marketing efforts, builds your brand through all forms of media, both online and offline. Smaller firms typically do not have in-house Interactive capabilities and farm out Interactive work. Some firms will inappropriately assign their in-house print designers to design your website and contract out the development. Agencies often look to Antidote X to work in collaboration where we provide expert level Interactive strategic, creative and technical consultation and execution.

FULL SERVICE INTERACTIVE MARKETING FIRM:

A full service Interactive marketing firm is a company that specializes in delivering strategic marketing campaigns using all forms of digital media. They offer end to end in-house solutions starting with Interactive strategic planning; to design and execution; through effectiveness measurement.

When it comes to your brand and online marketing, you need to know that the time and money spent is going to achieve your objectives. You do this by partnering with a full service Interactive marketing firm.

WHICH FULL SERVICE INTERACTIVE MARKETING FIRM SHOULD I USE

So now you've decided that your online presence is too important to be handled by any type of company other than a full service Interactive marketing firm. Antidote X did not create this category of business, nor are we the only choice out there.

So why us?

Above, we used the word "partner" versus "hire" because when you work with Antidote X, we consider the relationship a partnership. We can not be successful unless our clients are successful and we take this very seriously. It is our job to apply our years of knowledge, in the following areas, to your online marketing efforts.

CREATIVE DESIGN:

Regardless of whether this is the consumer's first introduction to your brand or if they have already been exposed through other forms of media, it is critical that the first impression formed when hitting your website is a positive impression; driving the site visitor to want to know more.

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Interactive marketing has to deliver your message in a fraction of the time. Of course all forms of media have their unique challenges to capture, engage and convert their audience; however, print media offers extended opportunities to grab the audience during the longer lifecycle of the printed piece. Broadcast (television and radio) have the luxury of repetition. With the speed and ease of moving from one website to another, judgment will be made almost instantly upon arriving to your website. Studies show that you have roughly three seconds to capture and engage your audience before they are off to your competition's site.

The Antidote X design teams understand all the creative considerations that must go into the online representation of your brand to impress and hold your audience. Our design staff will create a beautiful interface that represents the essence of your brand. But they won't stop there; every design element, down to the pixel, serves a strategic purpose. From the color palette selection to use of white space to the positioning of content on the page; careful strategic consideration is given to every aspect of your design.

INFORMATION ARCHITECTURE:

So we have captured and engaged your audience and they want to know more. The organization of your content is critical to retain the site visitor. If they can not quickly and easily find what they are looking for; again, they will be off to your competition's site. Information architecture is a science that involves the understanding of the behaviors of your target audience combined with industry best practices, resulting in effective call to actions and content organization. Antidote X studies best practices and through a series of conversations with you, designed to identify the behaviors of your audience, we will devise an information architecture that pulls your audience in and cross promotes content across your whole site. The longer retention time you can hold your site visitors, the increased opportunity to achieve your objectives.

USABILITY:

Both broadcast and print media have challenges of layout, flow and readability to communicate their message. With these forms of media a poorly designed ad or direct mail piece will fail to deliver your intended message and find themselves in the trash or ignored. Online media faces these same challenges, yet in addition, usability is unique to Interactive marketing. Your website must be easy to use, though still deliver value while your site visitor interacts with your brand. And that is exactly what they are doing when they are visiting your website. Constant re-evaluation of your brand is being performed with every click on your website. If the site is confusing and not easy to use; you guessed it, on to the competition's site. Finding that fine line between high functionality and ease of use is our specialty. Antidote X will construct your website to ensure that your audience is given the information and online tools necessary to provide value, while maintaining an interface that is clear, concise and intuitive.

COPYWRITING:

We have already discussed capturing and engaging the audience quickly with design, providing an intuitive architecture to the content on your website and the need for ease of usability. An author of a novel, a public relations specialist or a newspaper columnist are all talented in their respective forms of writing. Writing effective copy for a website is an art that requires a writer that specializes in Interactive marketing. Calls to action are



different in Interactive than print or broadcast. The copy must be written clear and for a quick read, yet maintain effectiveness. Antidote X has Interactive copywriters at its disposal that have mastered this art.

TECHNICAL DEVELOPMENT:

The information architecture of your site has been decided and you have selected a creative design; now it has to be built. There are several technologies that can be used to build your web site. Hyper Text Markup Language (HTML) is a form of basic programming that controls the layout and formatting of your site. Flash is a tool used to deliver animation and other forms of rich media and interactivity. PHP, ASP, .NET, CFM and JSP are all forms of programming executed on website servers to add additional functionality. MySQL, MSSQL, MSAccess and Oracle are databases used to store information that is delivered on your website or capture information from your website visitors.

Each technology offers its unique pros and cons and many facets of your project must be taken into consideration when determining which technology is right for the development of your website. Antidote X has the in-house technical muscle to quickly identify the proper technologies and develop a site that delivers high functionality while not sacrificing performance. In-house technology is pinnacle to the success of your website. Our creative and technical teams have developed working relationships that streamline the translation from design to implementation.

OUR PROCESS:

With print media there is design, copywriting, print vendor decisions, press checks, color checks, etc... We won't even go into broadcast, except to say that it has an entire complex process unique to its form media. As with all marketing executions, Interactive has a unique process to deliver a successful project that is completed on scope, time and budget.

By identifying the key components that make up any project and then, not only allowing them to, but insisting that they interact with each other in an iterative manner, we have broken free of the linear model. The top level view of these components are: Discovery, Strategy, Creative Design, Technical Development, Testing & Deployment and Review and Measurement. At Antidote X, all the disciplines are inserted throughout the lifecycle of the project or campaign and no one operates in a silo.

Your project will be managed by a qualified Project Manager that acts as a liaison between the members of the internal Antidote X team, as well as between Antidote X and your team.

Our process at Antidote X has been proven time and time again to deliver effective strategic Interactive marketing remedies for our clients.

FOR MORE INFORMATION, PLEASE VISIT OUR WEBSITE AT WWW.ANTIDOTEX.COM
