

# WEB SOCIAL MEDIA DIGITAL BUSINESS APPS

We are an interdisciplinary team, whose mission it is to strategise, envision, create and develop digital and online campaigns, projects and productions for B2B and B2C marketers.



**GENDEL INTERACTIVE (PTY) LTD**  
A Gendel Strategic Marketing Group Company

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## ABOUT GENDEL INTERACTIVE

A marketing-savvy, digital design and development company that creates strategies, campaigns and projects for web, mobile and social media platforms, as well as applications to communicate, educate and promote. We are an integrated, B2B and B2C communications resource for marketers, across all

media channels. Our approach harnesses the power of strategy, pragmatic creativity and measurement metrics to produce campaigns that work in the market place and deliver an attractive return on the marketing investment. A sister company to Gendel Advertising, a full-service advertising agency.

### WEB, SOCIAL MEDIA, INTERACTIVE MULTIMEDIA, ONLINE SURVEYS, BUSINESS APPLICATION DESIGN AND DEVELOPMENT

**CORPORATE WEBSITES** – from business case to tactical roll-out, we design and develop robust, engaging websites, including mobile and tablet-friendly sites

**CONTENT MANAGEMENT SOLUTIONS** allow clients to update web copy, 24/7

**CONTENT MARKETING** strategies, including content creation for online platforms and integration with client's CRM platform

**SEARCH MARKETING** strategies, including optimisation through technical SEO, onsite content production/management and Social Media Optimisation (SMO)

**SOCIAL MEDIA** strategies (B2B and B2C) and content research, production and scheduling across social media platforms

**ONLINE REPUTATION MANAGEMENT** and community administration

**SOCIAL MEDIA ADVERTISING** management, including pay-per-click ads to grow communities and stimulate engagement

**PAY PER CLICK** campaigns, integrating Google AdWords, ANALYTICS and ROI reports

Stand-alone iOS and Android **BUSINESS APPLICATIONS**

**WEB LOGISTICS** including hosting, site maintenance and domain registrations

**MULTIMEDIA PRODUCTIONS** – video productions and interactive presentations, including concepts, scripting, production, post-production and staging

Interactive, media-rich **eBROCHURES** and product catalogues

Sophisticated **ONLINE SURVEYS** with automated links to best-of-breed CRM and email marketing tools

