

YOUR WEBSITE. IT'S WHO YOU ARE.

The first impression many people will have of your company will be created by your website. It has become commonplace for people to look up companies on the web, and people make quick judgments about your company's professionalism, stability, and quality based on your website. If they are searching for specific information, users also expect to find that information quickly. For every company that increased sales by reaching new audiences, there are others companies that are missing opportunities because of a mediocre site. By learning what you want to accomplish, and understanding your audience, we can build an effective site that speaks to your existing and potential customers.



Within 24 hours of our contact, Next Strategy was our website server and within days, significant work was completed and uploaded onto our website. Next Strategy, Inc. worked with us hand-in-hand to create a professional image that we were looking for.

Marti Tirinnanzi, President and CEO
Financial Standards, Inc.
www.financialstandards.com

STRAIGHT FROM OUR CLIENTS

How can we attract, and keep, more visitors on our web site by making it more user-friendly, graphically pleasing and rich with content?" This was the burning question I was asking as our image on the web seemed stale and lacked compelling content. As a high-end caterer, we are often looked to by our clients for creativity, a sense of style and professionalism. This is when I turned to Rudi Ottina and Next Strategy to enhance our appearance and message on the web.

With only a few brief meetings to discuss my vision of what our web presence should be, Rudi and his team of designers quickly presented me with an exciting new site design with added functionality. Within a few weeks we were up and running on Next Strategy's servers with increased traffic. We are now receiving more compliments, and more importantly, more business inquiries as a direct result of our enhanced image on the web than ever before."

Andrew Gerstel, Catering by Windows,
Vice President, Sales and Marketing

"You have managed to capture the essence of our company history and philosophy and the unique design and appeal of our condominium projects. The response from prospective purchasers who have found us online has been tremendous. Once again thank you for a job well done!"

Giuseppe Cecchi, THE IDI Group Companies,
President and CEO

Clients tend to find us on the Internet with their initial search. They do not type in our web site, instead they search very general keywords, and we consistently turn up in the first 10 listings.

Bob Allen, Fox Chase Manor,
Director of Sales

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WEB DEVELOPMENT

nsTM
nextstrategy INC.

WEB MARKETING



TURN LEADS INTO PROSPECTS...

PROSPECTS INTO CUSTOMERS...

AND CUSTOMERS INTO PROFITS.

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WEB MARKETING/DEVELOPMENT AND HOSTING

THE INTERNET IS A FAST INEXPENSIVE WAY TO DELIVER INFORMATION TO CUSTOMERS

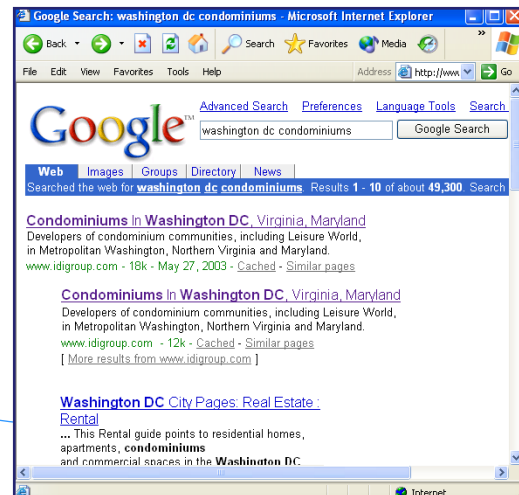
DIRECT ONE-TO-ONE COMMUNICATION WITH YOUR CUSTOMERS!

Using our e-mail marketing solutions is the fastest and least expensive way of communicating with a large number of people. With neither printing nor postage, it costs only pennies per piece, while generating the highest response and conversion rates of any direct marketing tool. We are capable of measuring your response rates and analyzing the return on investment for your campaigns via web-based reports that measure the success of your campaigns including number of messages delivered and messages read, overall click-through, and unique click-through.



OVER 90% OF SITE VISITORS ARRIVE VIA SEARCH ENGINES!

Drive new customers to your web site by listing your address (URL) in top search engines and directories. Compared to traditional marketing methods of demand generation, engine placement will broaden your visibility at extremely low acquisition costs, allowing targeted leads and incremental revenue growth.



Our solution strategies place your site at the top of the most popular search engines and directories, right in front of the people seeking your product or service — increasing your site's exposure and dramatically boosting online sales. After you are indexed, we continue optimizing your keywords to maintain constant and consistent visibility in the top results.

WEB DEVELOPMENT

Creativity, experience, technology — we combine all these critical elements to develop intelligent design strategies for your business. Each site we build is unique and built from the ground up. We use the latest tools in technology and design to meet and exceed our clients' goals. We invest our years of programming expertise and creativity in each design.



WEB HOSTING

All our hosting solutions can provide Secure Remote Access, Business E-mail Management, Database Development, and E-Commerce Development. All our hosting solutions include a monthly report that transforms information collected from web visitors, customer profiles, and transaction databases into knowledge that can help you determine for what your customers are looking and from where they are coming (countries, websites, search engines).