

# HARNESS THE POWER OF WEB INTELLIGENCE.

## WEB ANALYTICS AT A GLANCE //

### **Discover the types of visitors to your website.**

Using advance statistics, your online visitors will be segmented into meaningful clusters where you can identify their needs, habits and preferences, which can effectively guide your marketing and sales efforts along the most likely route to success.

### **Identify and nurture prospects.**

Having gained insight about your website's visitors you will be well positioned to efficiently tailor and match promotions to the most suitable and valuable segments of your visitors.

### **Assess the effectiveness of your online campaigns.**

From email and pay-per-click to offline-online campaigns can be monitored and assessed to provide a play-by-play account of their success so your overall strategy can be quickly informed and research findings leveraged.

### **Improve your customers' online experience with your company.**

Ease of use by website visitors is of utmost importance. By identifying emerging trends in website usage, knowing what is working on your website, what needs improvement and exactly how you can go about doing this becomes easy.

### **Improve your website with actionable insight.**

Website optimisation is a continuous process that involves testing, analysis and strategising. Executing any of these activities coupled with practical theory-driven advice, your effectiveness online can be significantly improved.

### **Listen to, participate with and capture your customers using social media tools.**

Several hundreds of thousands of your prospective customers use social media and are open to hearing from you. It is high time you join the conversation and build a community around your brand.

# RENALDO BERNARD

## Social Psychologist, Strategist & Speaker



Renaldo Bernard is a UK trained social psychologist specialising in cyberpsychology. Currently he works as an online media consultant helping Caribbean organizations build their online presence successfully. This involves educating businesses about the opportunities the Internet provides to them, developing online strategies that promote their products and measuring the success of online initiatives employed using advanced psychological research techniques. Using his specialist knowledge about online behaviour and years of experience in website design and development Mr. Bernard works alongside marketing, communications, public relations and information systems professionals helping their organisations connect better with their online audience and build lasting relationships with them.

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