

BRAND TOUCHPOINT

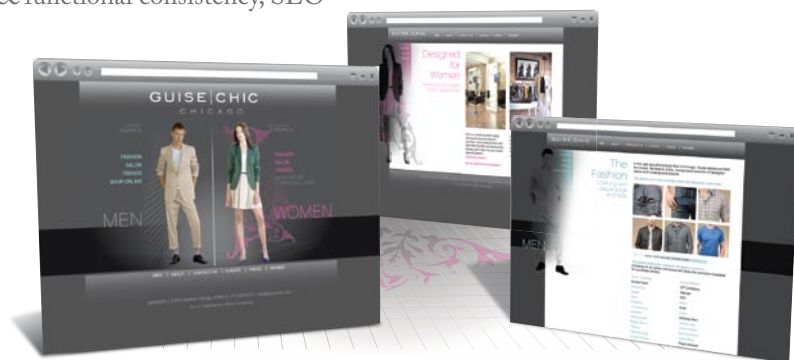
WEBSITES & INTERACTIVE

TripleSpoke, Inc.
3759 N. Ravenswood
Suite 229
Chicago, IL 60613

In today's world, a website is one of the most essential brand touchpoints for any business. Whether it's promoting yourself, informing consumers, or creating a community, a company website is a powerful statement of credibility. Update content quickly to keep customers in-the-know, engage them through interactive elements and reinforce your brand language in a way no other medium can.

TRIPLESPOKE WEBSITE AND INTERACTIVE SERVICES:

- Websites & microsites
- Company blogs & internet syndication
- Content Management Systems (CMS) migrations
- Website audits: branding, visual & functional consistency, SEO
- Email newsletters & marketing
- ePapers (PDFs)
- Interactive media & animation
- Promotional/Interactive CD-ROMs



View this website in our portfolio ►

Use blogs and a content management system (CMS) to keep your content fresh so users are inspired to return to find out what's new and more importantly, what's relevant. Building a resource that keeps traffic humming along is an essential part of any website.



View this website in our portfolio ►

Bright colors and a consistent style help build a cohesive brand message, while a unique copy style let's the content speak in a way that will keep your users interested. Adding interactive elements allows users to delve deeper into content and showcase complex information simply.

WHAT TO EXPECT THE TRIPLESPOKE PROCESS

This process is abbreviated and intended only to give you a general overview of the major steps taken in designing a website.

- 1| We meet with you to learn about you brand, determine your needs, etc.
- 2| Data in hand, we draw up a "site map", a visualization of the site structure. At the same time we begin determining the content for each page.
- 3| Upon approval of the site map and the collection of all the content, work begins on the site design. A presentation is made, usually consisting of a mock homepage and a sub-page to give a sense of the look-and-feel of the site.
- 4| Once the mocks have been approved, work begins to flesh-out the remaining pages. Programming the pages begins here and you can begin to see how the site will look once it is "live" (i.e., posted to the web).
- 5| The website goes live to the world! Continued development is necessary to keep the website alive and useful. We work closely with you to ensure your website meets both your needs and the needs of your visitors.