

Interactive Communication and Net Marketing



Objective

Our goal is to become **strategic partners** of our customers in the digital world, creating a **close bond with brands** by providing **quantitative and qualitative information**, performing the corresponding **analysis** and from there generate **overall strategic campaigns**, always linking creativity content with the latest trends on digital media, ranging from web 2.0 initiatives, offline activities, custom applications and mobile campaigns.

Services

- **Online Market Research:**

Seeking to know, who feel that consumers think Web 2.0 (social media) and as a tool to capitalize insightful to give value to brands and to generate future communications more efficient.

- **Full Communication Campaigns:**

Using an open dialogue and horizontal interaction as strong, we propose and provide distinctive contents, integrating from websites to blogs in an easy way to work, up to off-line strategies that bring customers closer to the brand in order to position them in the same side of the sidewalk.

- **Online Sowing:**

Press and PR products and services in Web 2.0, in order to add additional value to members of social communities and brands. Planting new concepts on the web that makes want to communicate or investigate. Generate and stimulate **viral phenomenon**.

- **Search Engine Optimization:**

Improve brand position in search engines like Google or Yahoo!.

- **Ad-Serving:**

Prepare an online advertising campaign that **redirect traffic** to the site of the brand, achieving a greater **visibility** to your products, as well to generate a **qualitative and quantitative** useful information for understanding the **behavior of target** in order to use it for strategy in **future products**.

Results

Estudio Yuste follows up and **evaluates** the communication measuring not only to gauge the reaction of the actions being carried out but also to **predict future situations** and **make decisions** about how to proceed. It generates **quantitative and qualitative information** to any customer's business.

Success Cases

National Geographic – Campaign “El desafío del Geoturismo 2009” – [More Information](#)

Telmex – Campaign “De Cacho para Vos” - día de la Madre – [More Information](#)

Samsung – Campaign “¿Cuál es tu música?” – [More Information](#)

Revista GPB – OnLine positioning – [More Information](#)