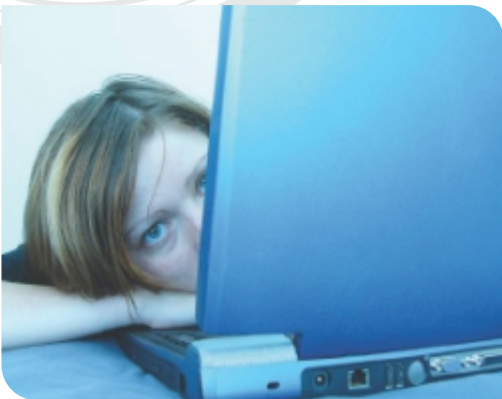




Your website is your calling card!

What impression is it making on your customers?



Can they even find you on the Web, and when they do locate you, do they know what you sell and how to interact with you?

Chances are you've heard about the next generation of website development. Web 2.0, digital marketing, social networking, blogging, wikis, viral marketing, and search engine optimization are more than just buzz words. Combined with strong web and content strategies, they can make a world of difference to your online presence, lift brand awareness, and help increase customer loyalty.

At me-i (Microexcel Interactive) we are experts in **Creative Graphic Design, Web Design, Responsive Layout Design, UI & User**

Experience, Interactive Media, Social Media, SEO, Emerging Channels and Marketing Strategy. Our experts have worked on sites for many Fortune 100 companies. Call us for a comprehensive website review and let us help launch your company into the 21st Century – at a fraction of the cost of the big guys.

Our Services

Creative Design / Digital Marketing / Branding

- Inspiring Creative Designs
- Original Art Design including illustration, Logos, Brand elements, Icon Systems, Unique Typefaces, 3D Modeling and Animation
- Engaging Flash, Flex and Silver light Experiences
- Augmented Realty Online Experiences
- Social Media Integrations and Marketing Campaigns
- Brand and Promotional Microsites including Ad Banners

SEO and Analytics (How to increase & Measure the ROI ?)

- Search Engine Optimization
- Advanced (Site) Optimization
- Analytics Strategy, Measurement, and Training

Interactive Presentations

- Corporate CD Presentations
- CBT's, WBT's and e-Learning study courses





Website and Application Development

- Responsive UI development - HTML5 + CSS3
- OpenSource: MySQL, PHP, Linux, Drupal, Joomla, Python, Django, Ruby Rails, Volusion, Maagento, Zen Cart, and many others, payment Gateway Integration - Cyber Source, PayPal, EBS, Authorise.net and CC Avenue
- RIA - Rich Internet Applications
- HTML & CSS frameworks: Foundation, Bootstrap, Kube, Less Framework, Skeleton, Blueprint, Gumby Framework, KendoUI and many more...

Website and Application Design

- Insight-Driven and User-Centric Design
- Crisp & Pixel perfect UI's (Mobile & Web)
- User Research
- Industry Best Practices
- Usability Testing
- Competitors Analysis

Mobile Application Development

- iOS
- Android
- Blackberry
- Windows Mobile



Our Experience Set Us Apart

Yes, there's a method behind the madness. And a very sophisticated one, at that. We can help you with:

Marketing Strategy

Develop tactics that integrate with all your marketing efforts so you get a holistic, seamless campaign that supports your brand and business

Inspired Ad Creative

Make the most of your customer's interactive experience – online, instore, and out-of-home – wherever they interact with your brand.

Use fresh, eye-catching creative to create two-way communication with your target audience to draw attention and get results.

Media Planning and Buying

Our planners and buyers put your message out to the right audience, in the right locations (online, in-store, and/or out-of-home) and at the right time – our experience and reach makes it work.



Search Engine Marketing (SEM)

Your customers don't have time to look everywhere so be where they're searching for you – with measurable results!

Email Marketing

Email marketing is still king and can be extremely effective and relevant when done right.

Viral Campaigns and Promotion

Grass roots tactics and buzz-generators are seemingly self-starting, but that's what makes them so effective. People still love gossip, and word-of-mouth advertising – when done right – is the most effective way to reach an audience, hands down. We create thoughtful strategies behind the organic campaigns that will educate, entertain, engage, inspire and compel your customers into passing along your messages through innumerable channels (both digital and non-digital).



Our website design and development services start with a sound strategy

At one time, almost anyone could bang out a website. But today's consumers are more internet- savvy than ever. To reach them you need:



Strategic Planning and Requirements Gathering

- We identify key business goals and customer needs
- Help define your vision for an interactive experience
- Identify and understand your brand – learn about it and live it
- Identify measurable goals and a strategic approach for the project, and develop a roadmap to take your site to the next level.

Analytics and User/Consumer Research

- We provide you with solid, industry-proven facts to make the best possible choices
- We take our user research and feed it into the overall requirements and design of the project using Best Practice principles

Information Architecture and Content Strategy

- We determine your audience, find out what they want from your site, and create personas to decide on the best navigation, content and function
- Present useful, relevant, and timely information when and where your audience wants it. Understanding the audience is pivotal to success





Website & Brand Microsite Design and Development

Our team of information architects, content strategists, visual designers, copywriters and developers work together to create websites that are usable, innovative, simple when needed, practical, and creatively stunning

Content Management and Technology Solutions

Your customers are only aware of technology when something goes wrong. As your interactive partner, we:

- Give you tools to improve internal content publishing which lowers your cost of ownership.
- Work closely with our designers to create technology that integrates with your current systems (if applicable) and enhances the online experience
- Put the solutions to the test to ensure bug-free performance and 99.99% uptime

Plus, We Can Integrate Emerging Channels

The market is full of services for established interactive channels.



At me-interactive, we're not only focused on desktop browsers, but are also working in other interactive spaces, including digital indoor and outdoor displays (digital signage, out-of-home advertising, in-store television networks) interactive kiosks, and mobile devices are all viable channels with opportunity for new, engaging customer interaction.

In a busy market, these emerging channels get messages to your on-the-go customers for a truly integrated campaign wherever they happen to be.

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