

SERVICES



Digitally Speaking

Your consumers are talking, and we invite you to pull up a chair and join the conversation. Tap into all our digital agency services to engage your consumers like never before.

Our Digital Agency Services

Digital Marketing and Advertising

We begin by crafting strategies and creative executions to convey your message in compelling ways.

Strategic Leadership Planning

To capitalize on the online space, we use our expertise in analysis planning and strategizing to make vital connections with today's multitasking consumers.

Digital Experience

Today, audiences are looking to be entertained and rewarded with ads that speak to their personal interests.

Measurement and Performance

Research specialists track and gauge the results of our digital campaigns to show you the return on your investment.

Consumer Insights and Understanding

We get to know your consumers before we talk to them.

Technology Services

Our technology team builds a wide variety of sites and applications using over 50 development, server, and database technology platforms.

Digital Marketing and Advertising

As a full-service digital agency, it's our obligation to grow your business. We begin by crafting the strategies and creative executions to convey your message in compelling ways. That's where the passion lies.

Banner Ads, Rich Media and Broadband.

Explore all the possibilities to create ads that inform and entertain the audience.

Search Engine Optimization

Our search engine marketing experts will optimize your online efforts to ensure your site ranks as high as possible in organic and/or paid searches.

Content Creation, Online Programs, and Content Syndication

Our word artisans, designers, and program strategists create captivating digital content and position it to reach a wider audience.

Email and Digital Campaign Management

We maintain close contact with your target by developing and managing multiple-channel, award-winning campaigns.

Community Creation and Influence

We have long been crafting valuable, influential online communities to enrich the daily lives of your consumers.

Gadgets and Widgets

Look to us to find innovative and creative ways to reach your audience on their terms.

Viral and Buzz Marketing

Haven't you heard? We can help form your brand through spontaneous, organic consumer exchanges. Pass it on!

Strategic Leadership Planning

To help you capitalize on the online space, we use our expertise in analysis planning and strategizing to make vital connections with today's Googling, text-happy multitaskers.

Industry and Competitive Analysis

A complete analysis of key industry and competitive trends allows us to identify client business opportunities.

Audience Analysis

We'll provide recommendations from in-depth research to capture motivations, insights and influencers, as well as leveraging the way consumers use the digital space.

Channel Strategy

We develop strategies that connect your business to your most valued consumers, through the most logical—and lucrative—media channels.

Strategic Planning

Beginning with your target audience, we will identify a digital vision, objectives, where-to-play choices, and a winning action plan to propel your marketing programs.

CRM Strategy and Execution

CRM programs come and go, but ours are here to stay. Our digital agency gives meaning to relationship marketing by striking at the heart of consumers' needs.

Digital Experience

Kaleidoscopes, paddleball, and traditional advertising are all losing entertainment value. You've seen it. Momentary distraction is no solution. What makes us different is how we specialize in creating the kind of rewarding experiences that speak to your consumers.

User-Centered Design

Web design and development at Bridge Worldwide begins with the user. Our digital agency creates captivating, relevant digital experiences that lead to stronger customer relationships, increased sales, and improved loyalty.

User Research

Holistic research methods reveal consumer insights and emotions in relation to brands, products, services, and digital experiences. We apply qualitative research, task analysis, and persona development. Remember: They're people first, and consumers second.

Site Content Analysis

Our research process includes a full content audit to determine what features and functions help you stand out from the competition.

Design Framework

Site maps show the organizational structure of a site. Wireframes are used to model a user experience early in the design process, and screens are drafted to represent the site's features and functions during initial stages of campaign development.

Design Refinement

Experience audits and solution evaluations analyze the user experience with an emphasis on functionality, customer relationships, search engine optimization (SEO) and accessibility. It also includes insights and recommendations for improvement.

Usability Testing

One-on-one interviews and group observations from the target audience provides valuable information regarding usability and value of a campaign. Direct user feedback gives consumers a voice that can be translated into definable wants and needs.

Measurement and Performance

You have to measure the value of your investment. We get it. Our research specialists tap the latest technologies—and tirelessly seek out new ones—to track the results of your project.

Web Analytics and Optimization

We use key performance indicators associated with your online initiatives to enhance overall campaign performance.

Audience Measurement

Competitor and consumer data is assessed to improve campaign strategies and performance from a variety of resources.

Dashboard and Scorecard Reporting

Our ongoing collection and data reporting is collected from various sources (email, websites, databases, and blogs) and analyzed by decision makers within the digital agency.

Consumer Insights and Understanding

We get to know your consumers before we talk to them. Ultimately, our digital agency works to fill the emotional gap between your brand and your consumers.

Consumer Insight Generation

We reveal insights about potential and target audiences to help guide each strategic decision we make.

Qualitative Understanding and Testing

We gain a deeper understanding of your target audience's perceptions and attitudes through careful research into buying behavior.

Quantitative and Secondary Research

Through analytics, primary research, and secondary resources, we build an understanding of a target audience's lifestyle habits and practices.

Target Audience Identification

To identify customer motivations, goals and attitude, we leverage data and consumer understanding. These can reveal and bring to life new market segments and realize unmet needs.

Technology Services

Bridge Worldwide technologists build a wide variety of sites and applications using more than 50 development, server and database technology platforms.

Web Development

Interactive websites are developed in-house with Java, .NET, PHP, Perl, Flash, AJAX, and DHTML/CSS technologies.

Systems Consulting

Experienced systems analysts provide consulting services in the creation of system requirements, architectural software design, functional and technical requirements. Our experts can recommend solutions for hosting your Web infrastructure and databases in a scalable, cost-efficient manner.

Technology Solutions

Within the technology department, you'll find recommendations and solutions for content management systems, e-commerce, personalization, social networking, mobile and widget platforms. Bridge Worldwide's digital agency technologists have vast experience working with both vendor-supplied and open-source solutions.

Database Development and Management

Using a variety of enterprise class databases, we organize and store data for a variety of programs.