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Boost website traffic with rich media

In today's online marketing world, not many opportunities come along that can promise an increase in web views and user actions by 600%. Yes, 600%.

A MediaMind study reports that including *rich media* in your site can provide just such a boost. So, what is it and where do you get it? The term 'rich media' describes a broad range of digital interactive media that provides dynamic motion. This interactivity can occur in the form of streaming video, webcasts, user-controlled slide shows and animated videos that can either be available as a download or imbedded in the page. However, if you choose to add video to your website be prepared...this can increase user visits by up to **9 times**.

As with any marketing expenditures, you should do your homework when choosing who will provide your online marketing services. True online marketing is more than just a website, to thrive in the online arena you must find a company that integrates SEO, web 2.0 traffic building including blogs, e-articles, YouTube, Facebook, Twitter and of course, the all important rich media.

The **Internet Marketing and Management Group** was founded on the belief that delivery of a rare blend of web-centered marketing and management skills supported by modern, web based technology, provides clients with that extra propulsion needed to turn ideas into richly rewarding business ventures and existing businesses with enhanced revenue streams.

Call **IMMG** on 1-888-Web**IMMG** (932-4664) for more information about their services and to learn how **IMMG** can bring you spectacular results by bringing their team together to add value to your company.

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