

Blog

n. A website on which an individual or group of users record opinions, information, etc., on a regular basis.

SEO / Search Engine Optimization

n. The process of maximizing the number of visitors to a website by ensuring that the site remains high on the list of results returned by a search engine.

Data Mining

v. The automatic extraction of useful, often previously unknown, information from large databases or data sets.



Defining Social Media

There is tremendous marketing potential in today's ever-expanding roster of personal networks and social media platforms. At Eire Direct, we can help you navigate through it, understand it, and make it work for you and your business.

Search Engine Optimization

In an increasingly mobile, wireless world full of smart phones and virtual offices, more and more businesses are discovering the revenue and lead-generating potential of targeted key words and page-one search results.

Original Content

Compelling original content – both text and video based – can help build a powerful personal brand while letting you establish yourself as an opinion leader in your field. It can become a linchpin of a consistently successful search strategy.

Database Mining

Building and cultivating a robust database of engaged and active end-users is often the difference between an online brand or message going viral or it remaining undiscovered and largely unrealized.

For more information contact Jim Kearney.

(312) 640-4000
jkearney@eiredirect.com

Benefits of an Integrated Social Media Strategy

- Maximum search results
- Thought leadership
- Higher level press coverage in trade publications and the consumer press
- Younger, more tech-friendly and more upwardly-mobile demographics
- Increased internet traffic
- Industry-wide key executive and corporate brand recognition
- Increased public speaking opportunities, as well as more prestigious opportunities
- Costly "push marketing" gives way to more cost-effective "pull marketing"