

## Your Online Presence is Often Your Brand's First Impression.

*What impression is your online presence making on your customers, prospects, and even potential employees? Can they easily find you on the web and how easy is it to interact with you?*

Chances are you've heard about the next generation of modern site development. Web 2.0, Responsive Approach, Digital Marketing, Social Networking, Blogging, Wikis, Viral Marketing and Search Engine Optimization, Mobile Apps, Virtual Reality 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.

Microexcel's Interactive Practice, me-Interactive, has expert level teams in Creative Design, Web Development, UI & UX (User Experience), Interactive Media, Social Media, Emerging Channels and Marketing Strategy. Our customers range from small and medium sized businesses to large and Fortune 500 organizations. No matter the size of the engagement, Microexcel's Interactive team provides innovative ideas and concepts to help meet your goals.

### Our Services

#### Digital Design & Development

- ▶ UI and UX for Online and Mobile Experiences
- ▶ Creative Design and Branding for Online and Print media



#### Website and Applications

- ▶ Information Architecture (IA) and Content Strategy
- ▶ Concept Design and Development
- ▶ Responsive Web Design (RWD)
- ▶ CSS Frameworks
- ▶ PHP Development (WAMP & LAMP)
- ▶ WordPress, Joomla, Drupal, e-Commerce: Magento, ZenCart
- ▶ Payment Gateway Integration
- ▶ Microsites
- ▶ SharePoint Branding

## Mobile Application Development

- ▶ iPhone, iPad, iPod Touch, Apple TV, Apple Watch
- ▶ Android
- ▶ Windows Phone
- ▶ Blackberry
- ▶ Cross Platform: Phone Gap, Xamarin, Sencha Touch, JQuery Mobile, Ionic Framework.



## SEO and Analytics

- ▶ Search Engine Optimization (SEO)
- ▶ Advanced (Site) Optimization
- ▶ Competitor and Key Word Analysis
- ▶ Analytics Strategy, Measurement and Training
- ▶ Online reputation Strategy

## Digital Marketing

- ▶ Search Engine Marketing (SEM)
- ▶ Email and Social Media Marketing
- ▶ Social Media Integrations
- ▶ Viral Campaigns and Promotion
- ▶ Pay-Per-Click (PPC)
- ▶ Mobile Marketing

## Collaborative

- ▶ Interactive Presentations
- ▶ CBT, WBT and E-Learning

## Advanced Emerging Technologies

- ▶ Augmented Realty Online Experiences
- ▶ Virtual Reality
- ▶ 3D Graphics
- ▶ Gaming (Mobile)

To learn more about how you can benefit from our IT expertise and professional services, please contact us at [info@microexcel.com](mailto:info@microexcel.com)

## About Microexcel

Microexcel Inc., is a global leader in providing innovative and comprehensive software solutions and services. Founded in 2001, Microexcel merges people and technology to deliver the most value and return on investment for customers. With headquarters in Secaucus, NJ, and offices worldwide, Microexcel provides full services and support to clients in the areas of Custom Software Development, Microsoft, SAP, Quality Assurance and Testing, IT Infrastructure, Open Source/Liferay, Staffing, and Interactive Services. Microexcel is ISO 27001:2013 and ISO 9001:2015 certified and is also a New York and New Jersey state Certified Minority Owned Business Enterprise.

For more info: <http://www.microexcel.com>

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