

NeoMatrix

The Web is the new worldwide marketplace for everything from used books to aircraft engines. And yes, even breast cancer screening programs. NeoMatrix, one of the emerging pioneers in breast health technology, depends on their website to draw attention to their Halo Breast Pap Test in order to educate doctors and patients alike. That's why they came to Star Marketing.

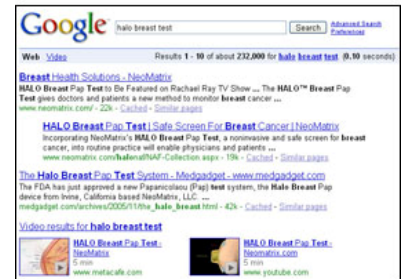
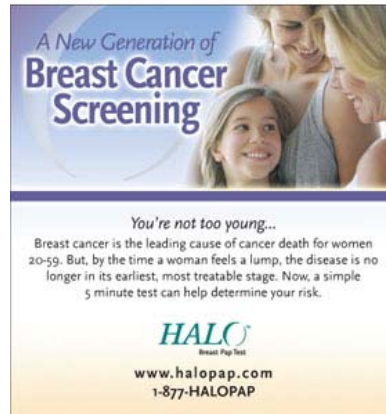
After reviewing their existing website, we made a number of specific recommendations that impacted on the site's ability to communicate its message most strongly. This included adding video to the home page, improving site navigation, creating new interactive content and providing ongoing updates as needed.

But our key task was to increase traffic...and we did!

We implemented a major SEO (Search Engine Optimization) effort that is continually updated, developed numerous PPC (Pay Per Click) ads to test keywords and identify best online placement opportunities, and produced multiple landing pages based on specific audiences.

Offline initiatives included a direct response TV commercial and numerous promotional materials for doctors' offices intended to drive traffic directly to the site.

As a result of our efforts, site visits have greatly increased and the number of women participating in this non-invasive breast cancer screening is steadily on the rise – meaning lives are being saved! We couldn't feel more gratified.



For more examples of our work, go to www.starmarketing.com/portfolio.php