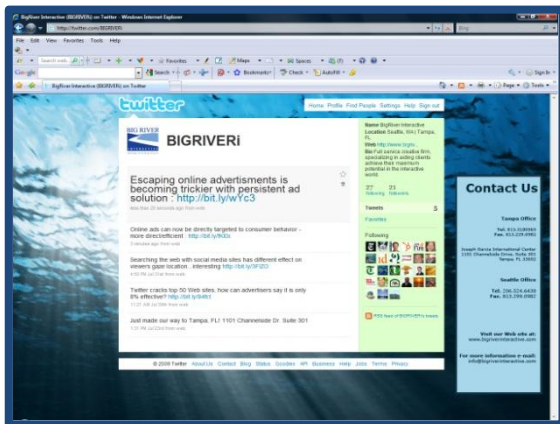




The Trident Approach

Our unique Trident Approach performs a three-prong line of attack towards optimizing online success. Through a carefully devised social media plan, effective Search Engine Optimization, and harnessing the power of public relations the Trident Approach represents a sea of opportunity for your company. Enabling clients and prospects to easily find your company online is key to succeeding in today's market. By employing a tactful public relations campaign alongside social media and search engine optimization, BRI delivers a triple threat for your company to online marketing. Set up an appointment to see us today by filling out the form or calling us at 813-318-0565.



Social Media

A multitude of social media platforms exist to enable users to reach optimal Web performance. Each platform exposes you to a different target groups. Through BRI, we can select the most appropriate social media platform to achieve your unique and distinct needs. Employing professionals to create, maintain and monitor your social media accounts ensures that those accounts will create awareness, traffic, and business for your company.



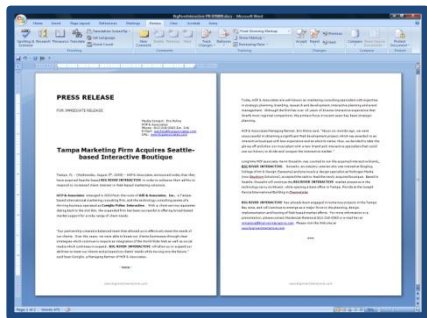
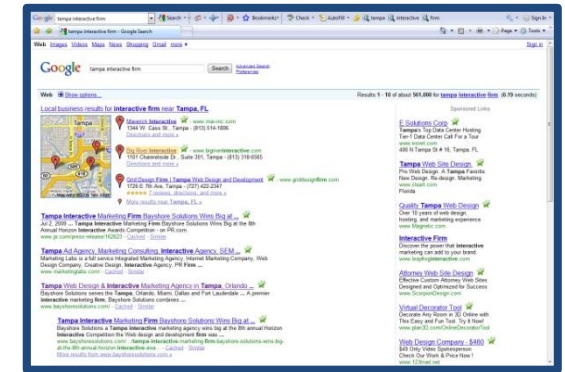
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Search Engine Optimization

Recent research has shown us that 99% of internet searchers do not search beyond the top 30 results, 97% of them never look beyond the top three results. In conjunction, the top 10 positions on Search Engine results pages receive 78% more traffic than those in positions 11-30. With such a drastic difference in traffic via location on the page, today's businesses can't afford to be lower than #10. Ensure that your Web site is ranking high enough that your clients and prospects click on you. Through applying SEO to your Web site you can become "search-engine-friendly" keeping your site on top of the game.

Forrester Research, 2007



Public Relations

By harnessing the power of Public Relations BRI's Trident Approach takes online marketing to a drastically new level. With the assistance of newswires, The Associated Press, social networking, events marketing, and member appreciation programs awareness spreads to a population that far exceeds the online market. While the general goal is to drive traffic to your Web site, understanding that not everyone will be searching online for you is vital. By employing offline tactics reinforcing your online representation Web traffic along with client growth will increase.

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