

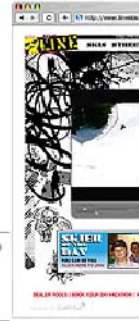


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- pacific marketing associates
- line skis
- franklin resource group
- macy's

Line targets a younger-than-average demographic, the 15-30 age bracket. When Line made the decision to sell directly to consumers, they needed a completely revamped online presence, and asked Uventus to lead them through the process.

Since Line had such a web-savvy target demographic and the ability to sell direct, we advised them to re-think their entire marketing strategy, shifting their focus to online permission marketing. For a small company like Line, the strategy is more cost-effective than a print campaign and allows a company to interact more directly and frequently with customers, leading to higher sales and greater brand loyalty.

Uventus provided a highly-dynamic, Flash-animated website maintained through a powerful content management system, and service-oriented applications that organized consumer data so it could be used to disseminate marketing materials. The site was designed to provide its young audience with additional incentives to visit, including community-building and social networking – further cementing the brand's position as an innovative, youth-driven ski



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Line Skis

<http://www.lineskis.com>

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Uventus is a leading provider of digital marketing solutions for small and medium-sized businesses. Our services include website design, search engine optimization, social media marketing, and email marketing. We work with clients to develop comprehensive digital marketing strategies that drive growth and increase brand awareness.

