

You only have a few seconds to get your message across to your visitors so why make them search! **A Microsite is an online marketing experience that generally highlights a particular promotion, new product, or seasonal event. For example, a Microsite could be used for the launch of a new car or a beverage.** Since the information on a microsite is generally more focused and less than a normal sized website, using a microsite instead of a full size website allows viewers to be more immersed in the details of a particular product or brand message. Rich media microsities have also become more interactive and it's very common to see microsities with Flash to deliver high-quality animation, streaming audio and video, and software-like features such as games.

Depending on the complexity of the features, Microsities can be an affordable alternative to large scale web sites. Microsities are able to be incorporated into existing websites so generally new domain names or hosting aren't required.

The real value of a Microsite is when it acts as a hub for a marketing campaign. Microsities can also be set up to collect information from site visitors. This can be done in a variety of ways including web analytics and registration forms. When used often, Microsities can help you clearly to understand your visitors preferred products or services, while offline medias are driving attention and other interesting information about your internet advertising or marketing campaign's audience.

Dimnet can help you develop a dynamic Microsite for your company using a variety of technologies such as Flash web design.

Please visit our online profile to see how some of our clients have benefited from our services and please use the contact form below for any enquiries you may have.