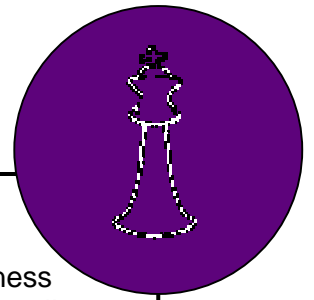


# DEVENEY COMMUNICATION

## INTERNET MARKETING



Deveney Communication leverages new media to capture markets for traditional business or to change the image and perception of a business or organization. We are internationally recognized for our innovative approach to integrating community relations, strategic alliances, media relations and special events into powerful Internet marketing campaigns. We've launched or leveraged Web sites and Internet strategies for private, government and nonprofit organizations.

### Internet Marketing Tactics

Our Internet marketing efforts focus on three distinct areas:

- *Communicating via Your Web Site* – We leverage existing Web sites as tools that will be integrated with other marketing strategies. Deveney Communication also has experience in revising Web sites to make them more effective at achieving specific communication goals, as well as launching sites for organizations lacking an online presence.
- *Disseminating Information via the Internet* – Deveney Communication has developed and managed successful e-marketing campaigns that have helped raise awareness of organizations and their key messages. Our interactive expertise assisted the Louisiana Physical Therapy Association (LPTA) in raising awareness of the need for direct access to therapy. Before hiring Deveney Communication, the LPTA had spent nearly 20 years trying to change the perceptions of the general public and state legislators regarding the need for direct access to physical therapy. Following our campaign, the new legislation was passed.
- *Garnering Online Coverage* – Numerous online news sources, both those affiliated with print publications and those that are independent, are accessed by millions of Internet users on a daily basis. Deveney Communication can identify ideal online vehicles for positioning organizations to relevant Internet audiences. Online coverage also helps drive traffic to client Web sites, furthering awareness and helping to achieve specific communication goals.

### Internet Marketing Leaders

Our insights on using Internet marketing to achieve public relations goals was featured in *Communication World*, the international magazine for marketing and communication leaders. Tulane University professor Steve O'Keefe cited our mardigras.com campaign in his book, *Complete Guide To Internet Publicity: Creating and Launching Successful Online*

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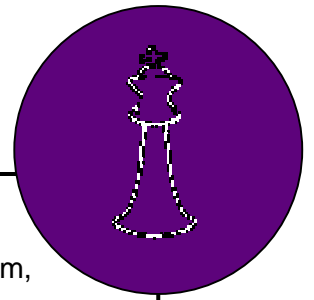
504.949.3999  
pr@deveney.com



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*Campaigns*, and uses it as a successful example in his classroom. Tim Burns, author and business consultant, sought our expertise for his latest book, *entrepreneurship.com*, in which he uses our work and insights to set guidelines for Web site marketing efforts.

John Deveney presented at the Next Wave Conference, the top global Internet conference, on how organizations can leverage their Web sites and more recently, at the 2002 International Public Relations Society of America Conference on the full suite of Internet marketing tactics available for shaping public perception.



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