



A MOBILE DIGITAL MARKETING STRATEGY FOR ENHANCING ONLINE MEDIA PRESENCE FOR A FORTUNE 50 FIRM

Endeavour's mandate was to build a mobile digital marketing strategy using latest mobile trends and technology to enhance client's online media presence by mobile enabling client's entire web portfolio of 300+ web sites. Endeavour's specialist consulting team helped client in realizing its mobility vision and provided the much needed clarity by not only providing the strategy and methods for mobile enabling existing sites, but also by proposing a roadmap to weave mobility into their web site development process, so that future sites are mobile enabled from day one with minimal effort and cost.

HIGHLIGHTS

Industry: Healthcare, Wellness, Cosmetics

Customer : A Fortune 50 Firm in Healthcare and Wellness space, US