

Ascom Japan

profile

AscomJapan

Internet Impact



Specialist Areas

- **WEB-BASED MARKETING CAMPAIGNS**
- **GLOBAL ADVERTISING STRATEGIES**
- **VENDOR MANAGEMENT**

Executive Summary

Ascom Japan.....

...works with market leaders in mature and emerging economies to maximize the effectiveness of Web-based sales campaigns and advertising programs. We utilize the latest online and back-end tools and programs to create targeted Web campaigns and marketing analysis to help our clients get maximum returns for their marketing spend.

Who are you marketing to?

Ascom Japan targets companies looking to grow their businesses using the Internet, innovative software solutions, pay-per-click advertising services and search engine optimization technology.

What specific benefits can you provide to the foreign community?

Ascom Japan offers an effective mix of English language consulting coupled with comprehensive Japan market experience, as well as:

- Expertise in partnering with foreign multinationals
- Customer Relationship Management (CRM)
- Bespoke software solutions.

What are Ascom Japan's key points of difference?

Ascom's management is laser focused on maximizing the results of keyword placement technology in clients' websites.

Ascom Japan ensures that Consultants capture complete data and project requirements of every client, and compile detailed Keyword Profiles that are checked regularly by each client.

All data is input into Ascom Japan's database, which allows the company to deploy targeted SEO test campaigns to determine the most cost-efficient SEO options.

These unique capabilities allows Ascom Japan to track progress of all specified goals to ensure client goals are met.

Ascom Japan's key business achievements

- 2013 earnings topped ¥1 billion .
- Steven Davis - Asia Business Executive of the Year.
- SEOsearch DVD voted Best SEO Consulting TurnKey Product of 2013.
- Secured 100th Fortune 500 client in 2013.

Client list

- TechKnow Inc.
- XexonAsia
- DigiTech Inc.
- SecTech Industries
- Tokyo Electronics Inc.

Basic Data

PRODUCTS / SERVICES

SEO CONSULTING

- Detailed keyword research
- SEO website analysis
- Site Maps
- Directory submissions
- Meta-tags and image tags
- Hyperlink optimization
- Link building

INTERNET MARKETING

- Search engine optimization
- Pay-per-click advertising
- E-mail marketing
- Affiliate management

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