

# EFFECTIVE COMMUNICATION

# SUPERIOR RESULTS



*The Direct Marketing Association notes that the ROI index for e-mail is 70% higher than any other direct response vehicle.*

WEB SITES



MOBILE



E-MAIL



SOCIAL



BlueCanoe does more than just create online resources:

**WE CREATE CONTENT**

that keeps your audience coming back for more.

## SOLUTIONS & SERVICES

BlueCanoe develops and manages digital marketing communication tools to help healthcare marketers deepen relationships with communities. BlueCanoe has been creating and maintaining online media for healthcare clients, since 2001.

We offer **fully custom** e-publishing products to precisely meet your editorial, design, and functionality needs. In addition, we offer off-the-shelf e-publishing products to help you reach audiences easily, reliably, and economically.

Our unique production process makes your online initiatives efficient and easy to manage, providing an engaging and effortless solution. A team of more than 70 writers, designers, developers, and project managers combine their talents and industry experiences to bring unparalleled expertise forward to support your online marketing initiatives.

We offer **comprehensive services**, including planning, writing, design, programming, testing, maintaining, list management, domain acquisition, hosting, e-mail deployment, and data reporting.

**Our mission is to contribute to the success of our clients.**

E-MAIL MARKETING

WEB SITES

DIGITAL MAGAZINES

BLOGS

CONTENT MANAGEMENT

DATA REPORTING AND ANALYSIS

E-COMMERCE

E-NEWSLETTERS

INTERACTIVE MEDIA

LIST MANAGEMENT

POLLS/SURVEYS

INTRANET PUBLICATIONS

PODCASTS

RSS NEWS FEEDS

AUDIO/VIDEO

WIDGETS

MOBILE APPLICATIONS

SOCIAL NETWORK INTEGRATION

# LEVERAGE THE EXPERTISE OF LEADING CUSTOM CONTENT PROVIDERS

BlueCanoe and True North Custom Publishing: the dynamic duo of print and digital communications.



Let's discuss digital communications options to help you reach your audiences and achieve your marketing goals!

The number of Americans going online for health information has grown by more than **100%** since the year 2000. Clearly, digital communication has a formidable place in healthcare marketing strategy.

—Pew Internet & American Life Project, July 13, 2009

**“Working with BlueCanoe is very easy.**

I just review the content, approve it, and they take care of the rest.”

—SJA, Illinois

To discover more about how BlueCanoe Dynamic Media can help your company deliver a cohesive marketing message to your audience, contact Russ Stoker at [russ.stoker@bluecanoedynamic.com](mailto:russ.stoker@bluecanoedynamic.com) or by calling 800-624-7496.

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