

Transformyx

A *different* kind of IT



Websites, SEO and Social Media services

Since 1996 *Transformyx* has been at the fore-front of cutting edge, award-winning web marketing services. Now in 2010, we have expanded this department to include expertise in search engine optimization (SEO), email marketing solutions and social media implementations.

Websites and e-Commerce

Website creation, management and e-commerce just got easier! Now you can deploy almost any website project in days not months, for thousands less than you expect and without outsourcing or overtaxing your IT department. *DynaSite™* is a complete website solution that creates, manages, deploys and reports all from a single web based interface anywhere, anytime. All you need is a live connection to the Internet and a web browser.

Search Engine Optimization (SEO)

There's more to Search Engine Optimization (SEO) than great keyword rich content. *Transformyx* can help give you that extra push over the top of your competitors, whether you're trying to reach a new or existing market or industry. We will utilize the newest and best methods of SEO to give your site the best Search Engine Ranking from the package of your choosing. Let our highly trained professionals help with all of your SEO and Search Engine Marketing (SEM) needs.

Social Media strategies and implementations

Transformyx is your expert in Social Media. The things people say on social media platforms can greatly affect the way your brand is perceived. Fortunately, it's possible for you to play an active role in this exciting world by implementing some smart social marketing techniques. We now offer complete setup and training on multiple Social Media systems, all tailored to your specific marketing needs.

Transformyx, Inc. — “A *different* kind of IT”

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Email marketing with iContact.com:

Transformyx has partnered with the global leader in Email Marketing - *iContact.com*. *iContact's* proven and industry-leading email marketing software empowers businesses to engage, educate and retain customers, targeted prospects and website visitors — and ultimately maximize ROI. *iContact* currently provides email marketing software to over 600,000 users across the globe, and has been consistently ranked #1 in their field for the last 4 years. Effective email communication starts with an organized and well-managed database of email marketing contacts and lists. These *iContact* tools and features can help you get started the right way.

- **Grow and Manage Your Contacts**
 - Create lists, add contacts and divide lists into segments all within minutes. You can even create custom fields for mail-merge personalization and generate a sign-up form to place on your website. *iContact* provides all the direct email marketing tools you need, whether your list is 100 contacts, 100,000 contacts or more.
- **Create Your Message**
 - Our message creation tools provide you with an easy-to-use editor, the flexibility to choose from hundreds of pre-designed templates from our library, image hosting and *SpamCheck™* assistance. We even provide survey functionality included with your account, so you can learn more about your customers the easy way: by asking them.
- **Send Your Emails**
 - A third-party company, *Pivotal Veracity*, scores our email deliverability rates over 99%. Any contact who has unsubscribed or has an invalid email address will automatically be removed from receiving your message. In addition, our *Schedule-Delivery* option allows you to work when you want, and send when you want.
- **Track Your Emails**
 - These reports allow you to see opens, clicks, bounces, successful deliveries, unsubscribes and message forwards for each of your emails. Using this data, you can track the performance of your direct email marketing efforts. We provide you with reports to compare the results from different emails, view your sending history in detail and get results from surveys you've sent.
- **Integrate with Third-Party Apps**
 - Harness the power of *iContact* in the applications you use for your business. Whether you are an *iContact* user or a developer, we offer the tools and plug-ins you need to take advantage of our software.