



## Blue Diesel Capabilities

When it comes to capabilities, we think the question isn't "What are your capabilities?" but rather, "How capable, trustworthy and innovative will you be with our business or our brand?"

For us, the answer is "very."

While boasting is not our nature, we are confident in our position as experts in interactive marketing for the pharmaceutical and healthcare industry.

In addition to artfully blending strategy, creativity and technology to develop effective, efficient and relevant interactive experiences, we care about you, your project, your brand, your metrics, your deadline, your budget and your end-customer.

You won't find anyone who values a partnership with you more than us... and you won't find anyone better than us in delivering the results that fuel your business.



## Capabilities

### Strategic Interactive Services

- Brand Development
- Identity Development
- Interactive Strategy
- Copywriting
- Medical Writing
- Information Architecture
- Usability Testing

### Web Sites

- Product Web Sites
- Education-focused Web Sites
- Corporate Web Sites
- Microsites
- Intranets & Extranets
- Professional & Social Media/Blogs

### Closed-loop Marketing

- Tablet PC Detailing
- Virtual Details
- Self-guided Details
- Data & Analytics

### Online Marketing & Advertising

- SEO (Search Engine Optimization)
- SEM (Search Engine Marketing)
- SMO (Social Media Optimization)
- Banner Advertising
- E-mail Marketing
- Viral Marketing

### Mobile Devices

- Mobile-friendly Web Sites
- Text Messaging
- Mobile Applications
- Podcasts

### Video & Multimedia

- Motion Graphics
- 3D Animation
- CDs/DVDs
- Kiosks
- Interactive Games