



WeiFang IEA Electro-Acoustic Co.,LTD.

About WeiFang IEA Electro-Acoustic Co.,LTD

WeiFang IEA is the largest ECM manufacturer on acoustic products in China. 80% products are exported throughout the world, including Europe, America, and Japan.

Client Requirements

The client required a theme based website that will highlight their corporate profile, product information, quality systems and foreign collaborations. The website helps the client to disseminate corporate information and it serves as a marketing tool cutting across geographical boundaries. It is also design with well-established brand and Clear focus on products.

The Challenges

- ✓ Brand building
- ✓ Total marketing strategy
- ✓ Creative consultancy
- ✓ Search engine optimizaiton
- ✓ Interactive website
- ✓ Content management

Strategies & Solutions

WeiFang IEA Electro-Acoustic Co.,LTD is an organization deeply committed to the values of respect, quality and communication. These values were integral to the planning process as they make IEAEA the unique company today. So the website for the company should be highly professional, interactive and functional.

To build up brand awareness and ultimately attract business partners, ChinaClick suggested personalization and experience marketing solutions. We focused on the highest value customer segments, developing imagery, content, and amenity options to meet customer's needs and preferences, promote a consistent brand experience and ultimately encourage their loyalty.

Samples



