




SLICE CAPABILITIES FOR WEB AND MOBILE

We develop, craft and execute your marketing and brand strategy. With traditional marketing as our foundation for the past 30 years, we're fluent in the interactive space with fresh ideas—keeping you online, social and mobile.

Website Design & Development	Mobile Apps
<ul style="list-style-type: none"> • Web design • Web 2.0 Strategies • Cross Media & PURL campaigns • SMS Text Messaging • SEO (Search Engine Optimization) • Interactive multimedia • Grayscreen Prototyping • e-commerce and Storefront Solutions • Web site tracking • Content Management Systems • Intranet design • Flash animation • Video Shooting & Production  	<p>Slice has developed mobile apps for each of the three major platforms</p> <ul style="list-style-type: none"> • iPhone • iPad • Droid 



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Virginia Tech MBA Web Site and Banner Ads Case Study www.mba.vt.edu

Brief summary of scope of services being provided.

Client Situation: The Virginia Tech MBA wanted to distinguish itself from the main undergraduate web site by focusing on an older, graduate level audience. The existing web site was difficult to find within the main site and the staff wanted a stronger identity and presence in the educational marketplace. The staff also wanted the ability to update the site easily and quickly.

Solution: Slice used PHP based open source CMS Expression Engine to build the site. We incorporated existing brand colors and images. We worked with the MBA team to develop a specific navigation layout that allowed easier search capabilities for prospective students, current students and alumni. Banner ads were designed for attention and lead the user back to the web site. An iPhone version of the site is currently being tested. Results have been very positive and the site has a high search engine rating. We added social media links which have also let to increased traffic and conversion. Banner ads were placed on selected sites and were built using animated gifs and flash.

Relevance: Visually appealing web site and banner ads promote the MBA program located in Blacksburg. Demonstrates strong use of PHP, CMS, SEO and online marketing. SEO ranking has moved the site in the top 95% for searching. Events calendar developed in CMS tool and site is easy to navigate. We used our grayscreen prototyping to build out site architecture.



Main MBA site with Content Management System



MBA site secondary page

“Anytime you want to brag about the great work of your team I will gladly approve! Thank you for the time and work put into making this web site pop—we honestly appreciate it and could have never done it without you. Everyone on this end is quite pleased with the results.”
 — Melanie Johnston, Associate Director, MBA Marketing and Recruitment, Virginia Tech MBA School



iPhone and iPad version of EMBA site



MBA Web banner ads — various styles using Flash animation