

Strategic new website for BMi Research

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Enhanced brand recognition and a strong identity are at the core of BMi Research's new web portal (www.bmi.co.za), which not only showcases its extensive range of specialist qualitative and quantitative research solutions, but also critical industry insights penned by the company's thought leaders.

Hinged around a very specific marketing strategy that ensures the portal accurately targets the correct markets, the site offers an in-depth look at BMi's multi-sector experience through profiling its innovative research solutions for the industrial, manufacturing, retail and consumer markets.

The portal is as distinctive as the solutions BMi offers, and allows the company to be recognised as a brand in its own right. It has been designed in such a way that it can be instantly updated from within the company, making the site more personal, more relevant and more interactive.

"The portal was created through an international blogging company, which ensures increased accessibility, while local web developer, Webvudu, created elements and themes we were able to take ownership of and make our own," says BMi CEO, Gareth Pearson.

New site elements include pages to upload CVs; view career opportunities; access necessary documentation, like the company's BBEE certificate; and view its community outreach projects. It also includes profiles of the BMi thought leaders and access to a new blog.

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BMi Research has more than 40 years' experience in the industry across a wide range of methodologies and markets.

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