

bigmouthmedia extends collaboration with Microsoft

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In the wake of a successful collaboration with Microsoft Germany, bigmouthmedia, Europe's largest independent digital marketing agency, plan to extend the 2B-Found Project by offering a range of SEO tools to the software giant's sales network. Providing a range of services to the manufacturer and its partners, the new framework will afford access to a set of analysis and optimisation modules designed to help members fine tune their websites for search engines.

"Having worked with Microsoft for the last 18 months, we have developed a very strong relationship with them. It is the next logical step to extend our collaboration. We are very excited to be working more closely with Microsoft and look forward to developing 2B-Found further. For their part, Microsoft are pleased with the results and to have the recommendation of such a major software player is a fantastic endorsement," said Lyndsay Menzies, Chief Operations Officer at bigmouthmedia (<http://www.bigmouthmedia.com/>).

The deal follows the success of bigmouthmedia's search engine optimisation (http://www.bigmouthmedia.com/products_services/search_engine_optimisation/) campaign promoting the Microsoft Dynamics brand across Germany. Since launching in early 2008 the team promoting the software manufacturer's enterprise products has achieved rapid results, doubling the percentage of search engine traffic to the Dynamics site.

"These results have exceeded our expectations. Bigmouthmedia has quickly and clearly increased our traffic and the visibility of our Microsoft Dynamics brand, so we have therefore decided to expand our cooperation further and make the know-how of the company's SEO experts available to our distribution partners", said Antje Reichelt, Audience Marketing Manager at Microsoft Dynamics.

The Microsoft Dynamics brand is one of the world's largest providers of enterprise software. Distributed through partners, its products are used by 300,000 corporate clients across the globe.

"Following our collaboration, Microsoft Dynamics is now showing a significantly greater proportion of prominent placements in search engine rankings. In just a few months we have been able to reach the first places in searched terms at Google for Microsoft's most important keywords, a ten percent increase in comparison to its competitors," said Isabell Wagner, Managing Director of bigmouthmedia Germany.

"We are pleased that project's success means the continuation of our cooperation, which means that Microsoft's partners will also now benefit from our services."

About bigmouthmedia

Founded in 1997, bigmouthmedia is Europe's largest independent digital marketing agency. With a team of over 200 staff located across 13 offices in 10 countries on 3 continents, the company maximises exposure for major brands online through a variety of fully integrated digital marketing channels: Search (SEO, PPC, Online Media Planning, Affiliate marketing (http://www.bigmouthmedia.com/products_services/affiliate-marketing/), Social Networking, Brand

Monitoring, Online PR and Web Analytics. Bigmouthmedia also provides up to date daily digital marketing news (http://www.bigmouthmedia.com/news_information/industry_news/) to ensure clients are fully informed and aware of all industry developments.

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