

Mobile marketing experts join up with video marketing experts

Convima uses video content to promote mobile events offered by Roadshowbus

Cologne. If your marketing department wants to organize promotional events in different cities, and if your goal is to get as much awareness as possible, you will have heard of the Cologne-based company Roadshowbus. They provide a variety of busses for promotional events and point of sale marketing and can act as an interface between marketing department advertising agency. Roadshowbus also transport VIPs and music bands in their vehicles.

While in event marketing, many contacts happen on a word of mouth basis, Pierre Rettig, CEO of Roadshowbus approached the online marketing agency Convima and wanted to visualize his service portfolio to reach out to a wider audience. Convima is Germany's first company that combines video content production with online marketing and SEO strategies. Chris Dengler, Convima Business Development Manager agrees that „...It is this specialisation that also got them a top 20 position in the category of „online marketing“ in this year's „Innovationspreis 2009“, a special award in Germany that goes out to innovative companies and business ideas.“

The video content specialists have been consulting Roadshowbus about optimising their online presence. Convima is responsible for upcoming video content on their website. In addition, Convima has set up an online marketing mix for roadshowbus.de and will be implementing further online marketing measures to promote the company online and ensure an overall sales boost. Thanks to better search engine ranking, Roadshowbus has already seen an increase of sales enquiries.

Pierre Rettig, CEO of Roadshowbus is more than satisfied: *“We've seen great results, since we started working with Convima. They understand our needs and have managed to meet our clients' expectations. Our online presence and performance has improved considerably.”*

About Convima:

The online marketing agency Convima combines outstanding knowledge from the online marketing world, business consulting and video production. The emerging synergies coming from marketing know-how, conceptual understanding, technical talent as well as video production experience offers a comprehensive service for their customers.

For more information, please visit: <http://www.convima.com>

About Roadshowbus:

Roadshowbus is the bus rental service for successful and mobile marketing activities and promotional events. The company has delivered bus rental services for mobile marketing since 1997. Roadshowbus has been contracted by leading marketing agencies and has worked directly with large companies like AXA, S. Oliver or 1LIVE

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