
To support their strong worldwide growth, Ipanema is using web marketing media to spread the word

PARIS, France – Sept. 14th, 2009. To support their strong worldwide growth and quickly get messages out to their customers, partners and employees [Ipanema Technologies](http://www.ipanematech.com) has developed a web marketing strategy.

The internet has brought many unique benefits to marketing, one of which being lower costs and greater capabilities for the distribution of information and media to a global audience. The interactive nature of Internet marketing, both in terms of providing instant response and eliciting responses, is a unique quality of the medium.

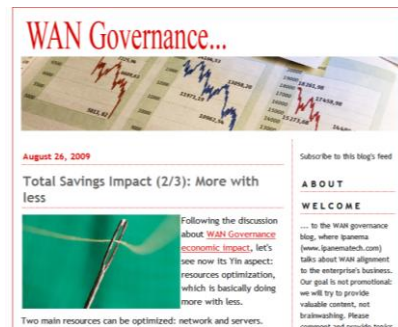
Now visited by over two-thirds (67 percent) of the global* online population, “Member Communities,” which includes both social networks and blogs, has become the fourth most popular online category – ahead of personal email. And according to Nielsen the unique visitors to Twitter increased 1,382 percent year-over-year, from 475,000 unique visitors in February 2008 to 7 million in February 2009, making it the fastest growing site in the Member Communities category for the month. Even more impressive is the average number of Tweets per day which has now reached, 3 000000. .

Internet is an inexpensive tool that can quickly get marketing messages out through interactive discussion and rapid word of mouth and, properly managed, can deliver measurable results.

What is the Ipanema’s Web marketing approach?

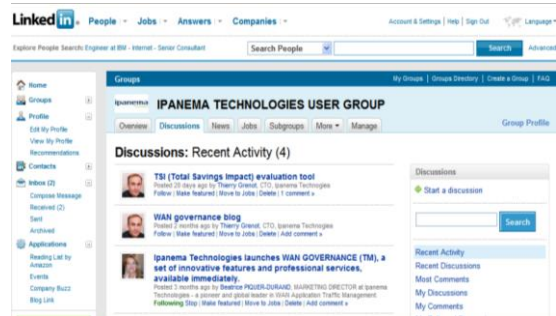
1. Corporate website: www.ipanematech.com exists in English, German and French is the first contact with Ipanema and their solutions where people can download collaterals like white papers, case studies, solution overview, etc.

2. WAN Governance blog (www.wan-governance.com): on the WAN governance blog, Ipanema discusses WAN alignment with the enterprise's business. Our goal is not promotional: we try to provide valuable content, not brainwashing. Please comment and provide topics you would like to read about at wan-governance (at) ipanematech.com.



3. Ipanema’s extranet “My Ipanema” is a secured extranet accessible via the homepage of the public website, for customers, partners and employees where they can find all relevant documents and tools they need to better use, sale and find out more about Ipanema.

4. [Ipanema Users Group on LinkedIn](#): this user group allows customers, partners and employees to be connected into the Ipanema's network. Be a member and proactively receive alerts when a discussion is started or when news is added. It's an easy way to ask questions and share the experience of other users and partners.



5. **Follow Ipanema on Twitter** (<http://twitter.com/ipanematech>): Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What are you doing? Join today to start receiving Ipanema's tweets.

6. **Channel News Ipanema** www.ipanematech.tv: Ipanema TV covers a wide range of current WAN optimization and application performance topics including expert interviews and chalk talks from our customers and partners. Whether you're looking to guarantee user experience, accelerate critical applications, reduce your network costs or simplify network operations, you will find all of these topics addressed on Ipanema TV as well as many others.



For all these supports and media our customers, partners and employees can register to **RSS flows** (Really Simple Syndication) to regularly receive Ipanema's new web content (videos, press releases, collaterals, events, etc.).

[See our video on web marketing](#)

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