



APRILIS SOLUTIONS LIMITED

New Frontier Online Solutions

Businesses must be visible and engage on a variety of platforms in order to be successful. One company has helped numerous enterprises and interests make lasting marks on the virtual landscape.

Aprilis is an innovative and strategic marketing company offering one-stop enterprise digital media solutions. It specializes in cultivating brands' business activities through platforms and tools spanning social media, online content, assorted e-commerce practices, ingenious design and diversified IACs (Information Architecture Concepts).

The growing demand for online marketing continuously presents many opportunities in the region. Founded by marketing experts of rich and distinct backgrounds, Aprilis has gained the trust of numerous renowned brands both in Hong Kong and overseas, through proven solutions that have generated explosive online presence and helped multiply sales in just a few months.

Range of Specialities

As an international free port, Hong Kong sees thousands of businesses established every year, willing and eager to gain public recognition in the digital world. According to statistics, among adult Internet users, 71% have a Facebook account, and 78% conduct brand, product and services research online. A company's website can quite possibly be a prospect's first impression, as today's public learns about brands not by entity advertisement, but through its presence on the digital plane.

In view of this, Aprilis has assembled a diversified professional team specialized in providing online marketing analysis, strategic advice and effective solutions. Through the tactical deployment of online messages on the right platforms, brands can interface directly with individuals and communities online, therefore empowering business-



es in the most effective, iterative and authentic way.

Aprilis has a wide array of capacities, covering graphic and ad design, video production, professional photography, reputation management, email marketing, search advertising, web development, and social media services. Its customized and comprehensive approach allows clients to spawn greater public awareness and more importantly, facilitates repeat customers.

Quick and Deft

In comparison to larger marketing companies serving major brands, Aprilis positions itself through agility rather than size, as a more nimble creative, imaginative, and revolutionary brand strategist. The company recognizes that different business categories require specialized strategies. It makes certain that clients enjoy more energetic, tailored options, designed to promote newly introduced yet potentially fast growing brands.

On top of outstanding design and programming capability, the company provides added inspiration and creative input. Furthermore, it seeks to offer ongoing solutions rather than one-off services, allowing clients to focus on operations rest assured that their marketing campaigns are managed well.

The growth of Aprilis is commensurate with those of the brands it builds. Its success lies in stimulating engagement and facilitating conversion until clients take and retain the lead in their specific industries. In this regard, the company has built a solid, diversely skilled and achievement driven team with an affinity for its clients and their brands, as well as their collective practice. These integrated goals constantly promote further achievement, pushing the company forward in a bid to reach the top. ■

For additional information please visit www.aprilis.com.hk