

BE A REDCOW AND BE NOTICED

By Kate Spencer

Redcow Marketing is a business name that makes you wonder what it's all about. But this Waikanae based company owned by Dave Lemmon and Leanne Chapman is to ensure their clients stand out from the crowd, get noticed (bit like a red cow!) and grow their business as a consequence.

"One of our roles is to help people and businesses be found in Google," explains businessman Dave who started Redcow with Leanne almost two years ago after he worked in the States and Ireland.

"After working in the States I was head-hunted to set up an E-Commerce team in Dublin," explains Dave who places great emphasis on teamwork to optimize efficient projects. "We were asked to build a revolutionary booking system for hotels that we launched in 2001. It just took off and there was phenomenal growth." During this time in Ireland Dave was in charge in software management, and web site management of large-scale platforms that supported hotels in bringing more bookings. A large part of this role was helping hotels increase their brand and sales from the Internet.

Returning to New Zealand to start a branch of the Dublin-based 'In1 Solutions', operational issues together with the problems of time zones eventually proved too challenging. "That's when Leanne and I decided we wanted to start our own company," says Dave. "We had been doing something really unique and it was working but we wanted to do it exceptionally well with our own customers."

"We create internet strategies and online systems to help businesses grow bigger and stronger says Dave who together with his team uses search engines and sales orientated websites to improve their revenue "We get people found in Yahoo, Google, Facebook and then draw them to web sites that are based around their features and benefits," says Dave. "That way... they gain more leads and more business."

To find out how Redcow can get you more customers, call Dave on 04 293 5846; E-mail Dave@redcowmarketing.com; call into the office at 11 Mahara Place Waikanae or visit the website www.redcowmarketing.com



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Outstanding in our field
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