

AsiaXPAT Stays Strong in its Business – Cost-effective Advertising Solutions for their Clients

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As the effects of the weak economy impact global and local businesses, companies are increasingly looking to AsiaXPAT for cost-effective advertising solutions that deliver proven results to help them weather the storm.

William Russell Insurance, a long-time AsiaXPAT advertiser, has extended their campaign and has increased their regional exposure running a larger banner for 2009 and into 2010.

“In an increasingly challenging environment we need to focus on media that deliver measurable results in a cost-effective manner. We have renewed our relationship with AsiaXPAT because this site allows us to target a very valuable and specific demographic with our insurance product” indicated Michelle Ewens of William Russell.

AsiaXPAT Founder and Managing Director, Paul Luciw commented that ‘not only are we experiencing an extremely high rate of client renewals, we are also seeing clients increase their presence on our sites as they look to gain an advantage in an extremely competitive environment. We are also generating strong new business with new blue-chip clients such as The Hongkong Land Company and Henderson Land launching substantial first-time campaigns this month.’

AsiaXPAT continues to make improvements to its platform having recently implemented an intensive search engine optimization that was handled by PASR Technologies in Singapore. This, along with other marketing initiatives resulted in a huge spike in traffic.

“We are of course extremely pleased with the SEO results” commented John Luciw, AsiaXPAT’s Hong Kong General Manager, “We now have PASR handling a complete overhaul of our sites and are ahead of schedule on this upgrade.”

AsiaXPAT is the leading resource for professionals, expats and executives in Asia, with a community of over half a million in Asia. Providing a range of resources for this lucrative target market including news, classifieds, recruitment advertising and local dining, accommodation and service information, AsiaXPAT sites are now available in Hong Kong, Macau, Seoul, Tokyo, Bangkok, Vietnam, Singapore, Beijing, Guangzhou, Taipei, Shanghai, Manila, Jakarta and Kuala Lumpur. Please visit www.asiaxpat.com for more information.

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