



Eve Dmochowska

I help companies understand the potential of the web for their business success, and align the web strategy with core business goals. I have a thorough understanding of all new media tools, and can identify those that are ideally suited to each company. My focus is on strategy, advice and education.

I align all my recommendations and strategies to a business model, or marketing budget, and can put together a team (in-house or outsourced) for implementation.

Some areas with which I can help:

- Creating an initial, strong online presence for your business
- Honing and extending your existing online presence
- Finding an engaging with an online audience
- Creating a niche social network
- Applying the best mix to an e-marketing budget
- Finding or improving online business models
- Web copy writing
- Creating a comprehensive A-Z web strategy plan

I also train and present new media concepts to in-house teams, with an extended Q&A session.

For more information, please visit the links on the left, or my projects listed below

I am very eager to talk to South African start ups. If you would like to bounce some ideas off me, ask my advice or want to be put in touch with the "right people", please contact me directly. .



eved@ideabank.co.za

082 903 6677

TwoJumpsAhead.com

My hub of new media writing, observations, analysis and third party resources. You will find plenty of free and premium content here, as well as links to other industry experts.

Click.co.za

A rating and review site, based on user comments re South African e-commerce shops.

This site builds confidence in local online shopping, and motivates shop owners to provide better service.

InternetGuide.co.za

A regular, online .pdf magazine available for free downloaded, aimed at keeping South Africans up to date with Internet news. It has received great feedback from readers.

Business Beat

I work with Innovation Hub and the Business Beat program to help identify promising online ventures, and help them through the incubation period. I can also match funders with innovative winning concepts.

New Media Journal

A regular online .pdf journal aimed at marketing professionals who want to learn more about the power of New Media. Free to download.

My Writing

You can find more of my writing on

[Of Relevance](#) (my blog),

[Thought Leader](#),

[Bizcommunity](#)

New Media Vendor List

A comprehensive list of web 2.0 vendors from around the globe, aggregated into a .pdf file for ease-of-use. Helps companies choose right partners.

Contact me

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