

Bigmouthmedia and NetPeople take the lead in Search Marketing



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Press Release Author: [Bigmouthmedia Ltd](#)

Industry: [Internet & Online](#)

Press Release Summary: Bigmouthmedia and NetPeople/PeopleGroup announce an exclusive partnership for the Danish market

Press Release Body: **Bigmouthmedia** and **NetPeople/PeopleGroup** have announced an exclusive partnership for the Danish market.

Already known for its award-winning [search marketing](#) services throughout Europe, Middle East and Africa, **bigmouthmedia** is a leading digital marketing agency with over 200 staff across 13 offices, in 10 countries across three continents.

Bigmouthmedia regards the new partnership as a perfect fit, enabling Europe's largest independent [digital marketing](#) agency easy access to the attractive Danish search market and to build upon its track record of growth in Scandinavia.

NetPeople is the digital agency within **PeopleGroup**, which maintains a focus on integrated communication, search, traffic generation and conversion, and provides specialised online expertise, a broad range of tools and a wealth of experience in the digital sphere.

"NetPeople is a logical choice for us. The company's industry knowledge, customer base and its reputation as one of the leading

*digital agencies in Denmark matches bigmouthmedia's high quality service standards perfectly. We are confident that **NetPeople/PeopleGroup** is the ideal candidate to present bigmouthmedia Services to Danish customers," said **Freddy Aursø, Managing Director for bigmouthmedia Scandinavia.***

For **NetPeople**, known for its effective and creative integrated digital marketing solutions, this partnership is a perfect supplement to its existing competences. **NetPeople** can now apply significant added value to its digital solutions in form of effective online advertising planning and execution, an area where the company has identified increasing demand from its customers in recent years.

New services now offered by **NetPeople/PeopleGroup** cover:

[Search Engine Optimisation](#)

Search Engine Marketing

[Affiliate Marketing](#)

Online PR

Mobile Ads

Social Marketing Optimisation

Notes to Editor:

About

bigmouthmedia

Founded in 1997, **bigmouthmedia** are leaders in digital marketing, with a team of over 200 staff across 13 offices in 10 countries on 3 continents the company maximizes return and exposure for major brands online through a variety of fully integrated digital marketing channels: Search - [Pay Per Click](#) and SEO, Display Advertising, Affiliate Marketing, Social Networking, Brand Monitoring, Online PR and Web Analytics.

Bigmouthmedia services big-brand customers globally including: Adidas, Hilton, British Airways, Tesco, Aer Lingus, BP, Barclays, Castrol, Conrad International, Dorling Kindersley, Early Learning Centre, easyCar, Fasthosts, Jumeirah, Canon, Samsung, Starbucks, Top Man, Debenhams, Which?, Lacoste, Euler Hermes and Wall Street Institute.

Bigmouthmedia is a Deloitte Fast Growth winner and a 2007 FT Best Place to Work. 2007 saw the company celebrate its tenth anniversary and global CEO Steve Leach celebrated a unique hat-trick of major business awards; UK Entrepreneur of the

Year title at the National Business Awards and National Business Awards for Scotland and UK as well being named European Entrepreneur at a recent ceremony in Paris.

About

NetPeople/PeopleGroup

NetPeople is the digital agency within **PeopleGroup**. **NetPeople** focuses on integrated communication, search, traffic generation and conversion. With specialised online expertise, a broad range of tools and a wealth of experience in the digital sphere.

PeopleGroup is the largest communications group in the Nordics. **PeopleGroup** focus on creating integrated communication and getting the maximum effect through a multi-channel approach. **PeopleGroup** act as one company with 15 distinct competencies, allowing its customers to select precisely the areas of expertise they need. Based on the same strategic and creative platform, the work is aligned across all markets and media to deliver a more effective impact at an increasingly competitive price.

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