

Marketing magic

Julius Cruickshank knows the value of meshing creative thinking and online technical skills to create successful digital marketing.

As the creative director of Elastic Digital, a communications company which tailors digital strategies for a wide variety of brands and companies, Julius Cruickshank's job is to interpret briefs from clients and create for them an engaging site that goes beyond simply fulfilling stated expectations.

Initially starting as a weekend activity Julius, along with friend Cameron Avery (business director of Elastic Digital), saw the potential in Flash design and how it could improve the impact of marketing. Elastic Digital can provide a complete end-to-end solution for clients as they design, build, distribute and track each digital marketing campaign.

As with any online venture, the industry continually grows. Interactive marketing is the area which Julius

believes is growing the most, "You can create unique interactive experiences for each individual user. Traditional media talks at people whereas interactive allows you to have a personal conversation with someone. Our proprietary Profile2Lead platform gives our clients rich tracking capability - immediately delivering leads to the client while their brand is still in the mind of the customer".

Julius also predicts that Elastic Digital will move into the direction of using more video on the web: "Integrating video into our sites and combining it with interactivity is the direction that we are going".

words: prue roberts



Market research

- 1 If you're looking for a career in web marketing, swot up on Flash design.
- 2 Don't neglect technical design skills, either. They are a must.
- 3 Surf the web and examine current marketing strategies to get a feel for the industry.
- 4 Keep an eye on the rise of video on the web and keep track of where it's heading.
- 5 Be open to change, growth and continual learning.