



*"Magic Logix built this large and complex website for us in time-scales most agencies would have considered impossible. The website was a critical part of our launch and they delivered a top notch service with a dedication and passion for perfection. We would not have been successful without them!"*

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*Ketan Karia*  
Chief Marketing Officer  
Actian Corp.

### **The Challenge:**

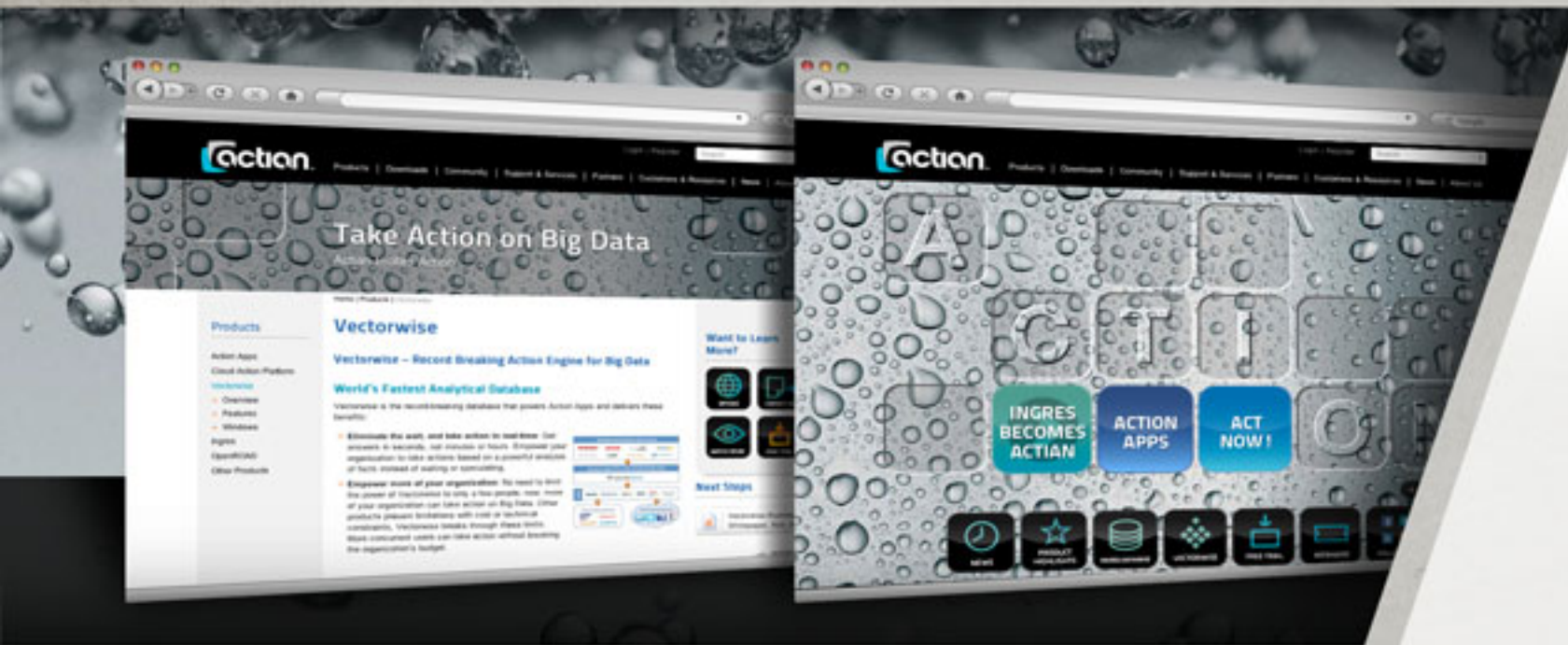
With the launch of a new brand, Actian Corporation's goal was to reach their target audience while enhancing its overall online visibility and brand awareness, thus driving more traffic to [www.actian.com](http://www.actian.com).

### **The Approach:**

Magic Logix implemented an optimized social media strategy to promote user engagement on four major social media platforms: Facebook, Twitter, LinkedIn and YouTube. The objective was to organically enrich social media engagement by the addition of keyword-rich content and customized applications. In addition to contributing to the overall SEO efforts, this interactivity would thus generate a greater buzz about the Actian brand.

### **The Solution:**

Through the output of consistent messaging, along with the simultaneous launch of all social platforms, Actian's website saw an influx of direct traffic, as well as an immediate increase in user engagement across all channels. Actian.com's social media traffic referred nearly 15% of the overall traffic.



**FIGURE ONE:**

In collaboration with 1185 Design, **Magic Logix** designed, developed and launched the newly re-branded website for Actian Corporation.

[www.actian.com](http://www.actian.com)



**FIGURE TWO:**

To illustrate how Actian's business intelligence solutions benefit an organization, **Magic Logix** created dozens of customized infographics.

[www.actian.com/products/vectorwise](http://www.actian.com/products/vectorwise)



**FIGURE THREE:**

To promote the launch of the new site, **Magic Logix** created Actian-branded Facebook and Twitter profiles.

[www.facebook.com/actiancorp](http://www.facebook.com/actiancorp)

[www.twitter.com/actiancorp](http://www.twitter.com/actiancorp)