



Traktek Partners Wins Several Interactive Marketing Awards

Traktek Partners has won three awards in April 2015 for their work in interactive marketing and website design and development.

BOSTON, MA, USA, April 29, 2015 /EINPresswire.com/ -- TrakTek Partners, a Boston-based web design and [digital marketing agency](#), has recently received several awards for [interactive marketing](#) and [website design](#).

Traktek Partners has won three awards for their work on the Jimmy Fund Website including the Internet Design Award from Graphic USA, announced in December. Recently jimmyfund.org has been recognized with a bronze Horizon Interactive Awards and a Lamplighter Award.

The Horizon Interactive Awards recognizes companies that excel in the area of interactive and creative media including notable work on websites, videos, and advertising campaigns. Lamplighter Awards are given out by the New England Society for Healthcare Communications to showcase excellence in marketing, communication and public relations.

The Jimmy Fund (www.jimmyfund.org) solely supports Boston's Dana-Farber Cancer Institute, raising funds for adult and pediatric cancer care and research to improve the chances of survival for cancer patients around the world. Results from the seven months since the jimmyfund.org website has launched show that the number of annual gifts received on the new website has increased by 23% and the value of the gifts has increased 34%.

Traktek Partners also received a bronze Horizon Interactive Award in the travel and tourism website category, for the design and development of the Regina Tours website. Regina-tours.com was built on Drupal CMS and uses strong imagery and a responsive design to bring to life Catholic travel and destinations that the company serves.

A 2015 MITX Award Finalist, Traktek Partners has received recognition for their work with Turismo de Tenerife. Traktek, along with their partner firm Unison, was recognized for creating a successful integrated marketing campaign to promote the Island of Tenerife, Canary Island, a virtually unknown destination to the US market.

"It is an honor to receive recognition for our work in interactive marketing and website design and development," comments Cyril Lemaire, Managing Partner. "When working with a client, we

focus on their business goals, their audience's needs, and their branding guidelines to develop a site that blends these pieces together to aesthetically tell their story online. Our clients success is our #1 goal. Awards are the icing on the cake!"

As a digital firm that provides business and interactive marketing strategies, creative design, website development, video production, and search engine marketing, TrakTek Partners works with companies large and small to address their interactive marketing needs. For more information, contact Traktek Partners at 617-855-5148 or visit www.traktekpartners.com.

About TrakTek Partners

TrakTek Partners (www.traktekpartners.com) is a web design and integrated marketing agency that specializes in responsive design, digital communications, and custom application development. We provide business and digital marketing strategies, creative design, website development, video production, search engine marketing and social media campaign management services to domestic and international clients seeking to build brand reputation, generate new revenue streams, and build customer loyalty. For more information, contact TrakTek Partners at 617-855-5148. Visit www.traktekpartners.com.

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