

Svanströms choose to optimize their media investments with Getupdated

Getupdated, a leading company within the Internet marketing industry, signs contract with Svanströms a leading office products company. Getupdated will be responsible for the distribution of their search media investments.

Åke Norström, CEO Office Depot Sweden AB says: "After Svanströms was acquired by Office Depot, Getupdated was a natural choice to become the advisor also for Svanströms search media investments. Getupdated has been Office Depot's advisor for the last 5 years and we see it as a natural progression that Getupdated work with all the brands within the group."

Svanströms sees clear benefits in working with specialists within online marketing and the knowledge that Getupdated possess. Getupdated acts as a comprehensive and strategic advisor and will maximize the benefits of Svanströms investment in search media. Getupdated will develop a media plan for which search media Svanströms should be involved in. Then they will specify the products / services that should be used and when and why they should participate in each media channel.

Paul Yates, CEO of Getupdated, says: "We are delighted that Svanströms has chosen us to be responsible for their search media investments. Since 2004 we have identified the search behavior of Swedish people and the outcome of this is the foundation in our media plans. With our expertise in Internet marketing Getupdated is a perfect partner to help Svanströms to achieve optimal distribution of their media investments. "

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Just Search, part of the Getupdated Group, is an SEO and internet marketing company based near Manchester. The company provides marketing solutions right across Europe and packages include [SEO](#), [PPC](#), [social media](#), online PR, [content writing](#), [design](#), development and [affiliate marketing](#). Getupdated Group has some 160 employees in Sweden, the UK, France, Ireland and Italy. The parent company Getupdated Internet Marketing AB is listed on NASDAQ OMX First North and its Certified Adviser is Erik Penser Bankaktiebolag. For more information please visit www.getupdated.com.