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**Innovative Intermedia Delivers Sophisticated Web And Sales Tools To Local Businesses**

Posted: May 3, 2005

GOLDEN, CO - Innovative Intermedia, an interactive media agency, has relocated its virtual office to Golden from its Winter Park location. With years of experience working at Denver firms, Lisa Bridge, now a principal at her own firm, offers consulting, web development, e-marketing, and other interactive marketing services, which are focused on delivering her clients a fast return-on-investment and increasing sales.

Innovative Intermedia specializes in focusing her clients' message, increasing their return on investment and providing them with tools that offer a competitive advantage. The firm operates with very low overhead through the use of virtual office technology and virtual project teams.

"We have an ongoing dialogue with our clients to help them figure out exactly what they want and need to make their investment worthwhile. Then, we deliver websites, CDs or other solutions that truly meet their needs," explains Bridge. "In our experience, we have found that many businesses invest in their websites, and then are disappointed when a sufficient return isn't produced. The best way to avoid that is to engage in some serious upfront discussion about requirements and the actions necessary to produce the results."

Bridge and her team work flexibly; requiring no formal office. They recommend clients also use interactive tools including Instant Messaging and online meetings to increase communications efficiency while lowering costs. The savings in overhead and time are passed on to clients through the firm's competitive rates. Online meetings and website reviews allow teams to share project plans,, eliminating unnecessary and costly travel..

With their broad range of interactive media experience, Lisa Bridge explains, her team of designers, developers and writers develop customized solutions to meet each client's needs.

"We don't do cookie cutter development. We have a history of producing significant results, shorter budget recovery time and demonstrable increased site visits and sales," Bridge states.

For more information about the firm, its services and approach, contact Innovative Intermedia at 303-526-1184 or visit [www.innovativeintermedia.com](http://www.innovativeintermedia.com)

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