



## **Avis Car Rental Hires "Podium Interactive" for Driving the Internet Marketing Forward**

*Avis Israel has decided to work with the leading Israeli internet marketing firm "podium for all internet marketing activities."*

Tel Aviv, Israel ([PRWEB](#)) November 10, 2004 -- There are two pleasant ways hire an avis car in Israel:

- 1) Recommendation from friends & family
- 2) Getting there from the internet.

Avis web site and advanced internet marketing strategies were created especially for travelers and people who need to rent a car.

Podium promotes Avis.co.il website via the search engines using SEO strategies & advertising.

Doron VP Podium: "We have been working for corporate companies such as Air Canada and we consider ourselves the only corporate & B2B internet marketing firm in Israel."

The web continues to grow faster than ever. Search engines are increasingly not able to provide serious results to users search. In this manner, Podium offers a wide variety of marketing services with the technology and internet marketing developments.

Today's travelers to Israel are not as complacent about travel as in the past. They are proactive in their quests for travel information. Rather than just calling up the first car rental company, they seek practical travel advice and ideas. This is where Podium true value integrated in the Avis internet marketing.

Main service for the project:  
SEO (Search Engine Optimization) and SEM (Search Engine Marketing)  
Internet 1-on-1 marketing

Visit Podium  
[www.podium.co.il/english.asp](http://www.podium.co.il/english.asp)

Visit Avis Israel  
<http://www.israelcarrentals.com/avis/site/local/avis/english/IsraelRentals.jsp?banner=seoTEL+972-3-523-2916>  
FAX+972-3-523-0884

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**Contact Information**

**Omri Brill**

PODIUM

<http://www.avis.co.il/avis/site/local/avis/english/IsraelRentals.jsp?banner=seo>

+972 4 6264324

**Online Web 2.0 Version**

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