

# Chain Reactions Nigeria refreshes website

In an aim to strengthen its online presence and gain increased mind share in the business community, specialised African strategy company Chain Reactions Nigeria, has re-launched its corporate website.



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The website is said to provide improved functionality and benefits to visitors, which include a simplified main menu with links to various enriched content pages and social networking services for users to interact with the organisation directly. It also offers faster and quicker real time access to users and prospective clients who desire to experience the company's bouquet of services.

Commenting on the new website, the Chief Strategist of Chain Reactions Nigeria, Israel Jaiye Opayemi said the re-conceptualisation of the website was an integral part of a holistic effort aimed at repositioning the company to play bigger and better in the new frontier of marketing communications which is being fast-paced by the digital media. "It is a conscious effort in the direction of our vision to become a leading player in the continent of Africa. This new website is a significant milestone on that journey to build an inter-African PR and Reputation Management company whose sphere of influence will be Africa.

## Enhanced added features

Opayemi added that the website has been enhanced with added features such as mobile optimisation, a feature that enables efficiency on different mobile platforms such as tablets, iPhones and other smart mobile devices. With search engine optimisation, integrated graphics and social media integration, the new website will enable users to interact with the company in a friendlier online ambience.

"The new website was redesigned with the busy clients and prospects in mind. Visitors who are interested in our corporate information, are now able to get our most up-to-date corporate case studies directly online and can find out the stories behind our work on-the-go," Opayemi assured.

Opayemi further reveals that the new appearance has live graphics using jquery and proper CSS styling. The site navigation is built to make easy usage of the site possible with proper sitemap oriented menu layout. "The extravagant

usage of our shade of orange was to serve visitors to the site a polite warning that we are a company of creative rebels who tirelessly challenge corporate dogmas and traditions while the black is a statement of the depth of insights we share with the clients we serve and our dependability in crises times."

For more, go to [www.chainreactionsng.com](http://www.chainreactionsng.com).

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