

DIGITAL MEDIA MARKETING SERVICES CONT.



Google Adwords

With Google Adwords, we are able to utilize a pay-per-click methodology to get in front of interested searchers (potential customers) by placing your marketing message in front of Google Users based upon their keyword search and prior website visits (retargeting).

As a service, we are able to create comprehensive campaigns to ensure the targeting of individuals who are relevant to your company goals, based upon demographics, time, geography, keyword relevancy and website visitation. We will develop and execute your campaign, create a keyword list, publish ads and provide weekly optimizations to ensure the efficient use of your budget to convert users. Monthly reports with future recommendations are also provided.

Email Marketing

Email marketing is a powerful tool that when paired with Google AdWords and social media can help convert interested buyers into loyal customers. Email marketing provides the automation to enable the consistent promotion of new products, announcements of new offers and interaction with your client base, while driving them directly to your website's useful content. Email marketing provides high-quality, useful content that can be utilized to help boost sales, customer service efforts and recruitment. We offer a breadth of email marketing strategies and tactics that can be conducted as a long-term, month-over-month communication tool or as a strategic campaign to promote your business.

