



# DIGITAL MARKETING

Advertising is part of digital marketing. A successful marketing strategy dedicates resources to advertising at multiple levels, placing corporate marketing communications in paid, owned and/or earned media. By successfully identifying customer wants and needs – and evaluating the best way to meet them – marketing controls how a company advertises in paid media. Marketing also dictates how a company communicates through owned media and interacts through earned media. Our programs include:

**BRANDING** is the marketing practice of actively shaping your brand. Our team will determine how your business can break through the clutter and grab your ideal customer's attention. Let us help you take your business to the next level by creating an impact that turns first-time buyers into lifetime customers.

**CONTENT MARKETING** allows our in-house agency will develop a multi-media and multi-channel campaign, including written and visual content to help position you as an expert in your field. Our team members are experts in writing content for blogs, social media and email marketing. We also have an in-house creative services team that will produce eye-catching graphics for your content marketing efforts.

**EMAIL MARKETING** provides you with an in-house agency to develop written and visual content and uses email software, such as Constant Contact or Mail Chimp, to deliver email marketing by itself or as part of a multi-media campaign. We also provide analytic reports.

**GEOFENCING** triggers an action when a device, such as a cell phone, enters a set location. Our team finds creative ways to use virtual boundaries such as coupons, notifications, engagement features and more.

**GRASSROOTS CAMPAIGN** uses local-level action to collect input and information regarding change at the local, regional or state level. Grassroots movements are associated with bottom-up rather than top-down decision making, and are sometimes considered more natural or spontaneous than traditional power structures.

**LEAD GENERATION STRATEGY** is the first step to digital marketing that draws the right people closer to your brand. It's all about choosing optimal messaging, targeting and tactics to speak to your audiences, from SEO to social ads and more.

**MARKETING AUTOMATION** includes written and visual content and uses email software, such as Constant Contact or Mail Chimp, to automate marketing. This may include sending reminders if emails are unopened or recipients haven't clicked on specific links within the email.

**MEDIA PLANNING / BUYING / PLACEMENT** includes in-house media buyers and planners working closely together to fulfill these roles. Media planning is the first step. Based on the conclusions and strategies determined by our team, our media buyers execute the media plan – placing the agreed-upon ads on the appropriate channels.

**POSITIONING STATEMENT** offers a concise description of your target market and a compelling picture of how you want that market to perceive your brand. Every product and marketing decision regarding your brand should align with and support your positioning statement. A good positioning statement is a guidepost for your marketing efforts.

**SEARCH ENGINE MARKETING (SEM)** is the use of paid advertising to reach your target audiences on social media. Platforms such as Facebook, Twitter, LinkedIn and Instagram allow you to reach hyper-specific audiences with branded content and offers.

**SOCIAL MEDIA MARKETING / ADVERTISING** delivers a multi-platform campaign for clients that includes eye-catching graphics and paid advertising options designed to meet your organization's goals. These may include brand awareness, lead generation, website traffic and/or page likes.

**TAGLINES** provide clarity, entertainment or emphasis to highlight a brand's mission, purpose or culture. Our team creates taglines that help customers feel more connected to and instantly associate with company brands.

## LET US HELP YOU WITH:

Abstraction • Analogy • Brainstorming • Creative ability • Creative intuition • Creative leadership • Creative process • Creative spark  
Creative thinking • Creative theory • Ideas • Ideation • Imagination • Improv • Improvisation • Inventive steps • Originality • Storytelling