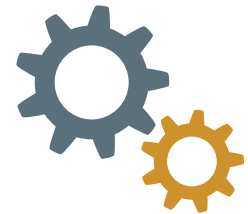


Do You Have an Interactive Strategy?

There are over 3 billion people on the Internet today. Americans spend 8+ hours online daily and your business needs to be a part of it. Having an interactive strategy is becoming a bigger marketing focus for business each year. Learn how to connect online efforts with your brand and marketing tactics for better overall results.

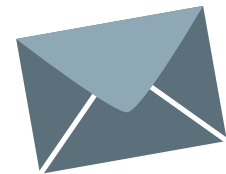
Google Analytics

Google can provide amazing amounts of data and reports on your website's performance. Without analyzing the reports and making website revisions, data is simply a collection of numbers. We can help your company create personalized website goals, track your key performance indicators, and provide you with metrics to let you know how your website is performing. We will interpret this valuable information and make recommendations on how to improve your website.



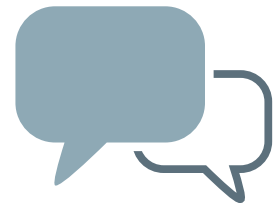
Search Engine Optimization (SEO)

SEO is how you get visitors to your website by letting search engines know what your website is all about. There are several factors that go into optimizing your website including quality website content, relevant page titles and descriptions, correct markup, xml sitemaps, and referring links (like social media). We can build and implement an SEO strategy that ensures your website connects your potential visitors to you.



Email Marketing

Email marketing is a valuable tool for lead generation, nurturing customers, and re-engaging dormant accounts. We can help you determine the goals of your email, fine-tune content, create effective designs with user-friendly software such as MailChimp and Constant Contact, and schedule your emails for optimal launch times. We will then collect, analyze and report on the data of your campaign with recommendations for improving your next email.



Social Media

Social media has to be engaging to be effective. This means regular updates with fresh content to amplify your brand, increase website traffic, and elevate your visibility online. Let us help you determine which platforms are the best fit for your business: Facebook, LinkedIn, Twitter, YouTube, Pinterest, Instagram and more. We can set up tools for managing, posting and reporting for your social networks.



Pay-Per-Click (PPC)

There are many ways to advertise online including text-based ads on search engines, rich media ads on the display network through Google AdWords, or paid/boosted ads on social media such as Facebook, Twitter, Instagram and Pinterest. Increasing the ability of your campaign to convert someone from seeing the ad to completing your campaign goal requires precise targeting, frequent management, and utilization of strategies such as retargeting and behavioral targeting. We can help you set goals, create and manage campaigns, and analyze and report on results.

