



SUMMARY OF SERVICES

Specializing in relationship-focused marketing designed to help small to midsized businesses grow their client base, nurture long term relationships and increase revenue. Services include industry research and examination to develop and implement a successful internet marketing strategy. Marketing strategies are developed with effective and integrated use of employee development, content, SEO, SEM, social media platforms (LinkedIn, Facebook, YouTube, Twitter, Instagram, Pinterest), blogging strategies, webcam strategies, and various social media couponing.

RESEARCH

- 1) Conduct an industry environmental scan and extensive marketing research
- 2) Complete an assessment of your business through research and interviews
- 3) Identify your business marketing assets

PLANNING & IMPLEMENTATION

KEYWORD IDENTIFICATION

- 1) Generate a list of keywords based on industry and relevance
- 2) Assess the website and provide keyword strategy recommendations/changes
- 3) SEO monitoring and evaluation

INTERNET MARKETING FOR LEAD GENERATION

- 1) Identify optimal product or service offerings
- 2) Select advertising platforms based on budget
- 3) Create engaging calls-to-action
- 4) Identify and link to landing page
- 5) Develop follow through sales strategy

SOCIAL MEDIA MARKETING FOR LEAD GENERATION

- 1) Establish a Social Media presence supportive of the industry and business needs. Focus on community-building and lead generation using a variety of platforms (Facebook, Twitter, LinkedIn, YouTube, Pinterest, Instagram)
- 2) Create and implement a content calendar
- 3) Reputation management – monitor social media platforms

ONLINE EDITORIAL STRATEGY FOR LEAD GENERATION

- 1) Develop an editorial calendar
- 2) Write keyword optimized, engaging Blog articles
- 3) Write lead generation assets – ebooks, whitepapers, newsletters, articles, Op Ed articles

EMAIL MARKETING FOR LEAD GENERATION

- 1) Evaluate business assets to create a beginning email list
- 2) Identify list building opportunities and implement strategies
- 2) Develop email content and create marketing collateral
- 3) Evaluate email performance

EVALUATION AND ANALYSIS

- 1) Evaluate performance against marketing plan goals and objectives
- 2) Identify improvement opportunities and implement necessary changes

TRAINING

- 1) Develop training programs and conduct training sessions using phone, webinar, and screen sharing
- 2) Provide ongoing training and continuing education with industry and marketing trends