

# Digital Marketing Capabilities Overview

## Marketing Strategy

Success stems from proper planning. Creating a comprehensive, customer-centric marketing strategy is essential for every business. Upon learning your business' objectives, we co-develop a definitive plan to achieve goals, measure performance and test new opportunities based on data, not guesses. I can also provide direction for developing your web-presence, auditing your current efforts and more.



## Analytics



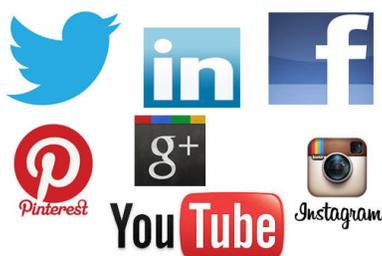
Analytics is how your business keeps score. Ignoring this major piece of the puzzle could be a recipe for disaster. In today's multi-touch point, always-on world, it's more important than ever to have the tools that interpret your customer's action, on every level. We begin by developing a customized Digital Media & Measurement Plan that addresses your business' core focus, identifies key metrics to gauge success and provides a specific plan on how to analyze and utilize the data for smarter decision-making. As a **Certified Google Analytics Individual**, I have the capability to lead you in the right direction, helping you make sense of it all.

## Paid & Organic Search

Paid Search continues to reign supreme as an effective marketing channel for new customer acquisition, as well as building brand awareness. More importantly, you can leverage it to drive repeat business, test messaging and share your valuable content. As the tools get more sophisticated, it gets increasingly difficult to navigate on your own. Organic Search serves as a cost-effective vehicle for driving significant and valuable traffic to your website. As a **Google AdWords Certified Individual**, I have the knowledge and experience to drive the results you need, locally, nationally or globally.



## Social Media Marketing



Social Media is all about connection. As the ultimate medium for word of mouth marketing, it's a must have channel for any business. Success revolves around maintaining a strategic approach, one I can provide. From helping decide which channels are appropriate, to developing a content strategy or driving community management, we work together. My years of expertise allow you to skip the learning curve and drive value from this opportunity.