

## SEO / Search Optimization

SEO focused on UX best practices earns top search ranking for our clients.

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# Display & Remarketing

Relevant ads targeting those who have and have not visited your website.

#### **Personalization**

Improving the relevance of the UX improves engagement and conversion rate.

#### **Rich Content**

**PPC / Paid Search** 

Campaigns built on relevance,

attribution, accountability to

spend and performance.

Thoughtful interactive, video, 3D, infographics and more help educate, engage and convert.

# Integrated Inbound Marketing

Our inbound solutions integrate all aspects of digital marketing from strategic, creative, and technical. Simply put, we architect, build and maintain client campaigns. Recommendations are often delivered with working concepts and game-ready creative. From visibility and awareness to content marketing and lead generation, our results turn heads and raise eyebrows from end-users and stakeholders alike.

### Platform Integration

Integrating marketing automation, CRMs and other platforms critical to your campaign.

### **UX / User Experience**

Optimal UX lifecycle aligning ideal outcomes for your audience and your campaign.

#### **Competitive Analysis**

Insight into competitor strategies for SEO, paid search, display and UX uncover new opportunities.

## Research & Strategy

Your goals, audience segments and existing marketing efforts along with market and keyword research help form the inbound strategy.

#### **Attribution & Analysis**

Detailed performance analysis and attribution data drives campaign optimization efforts.

#### **Campaign Optimization**

Constantly improving conversion rate, acquisition cost and other key success metrics.

#### **Consulting & Reporting**

Monthly reports, client calls, recommendations, performance details, new opportunities, client feedback, refine and repeat.