



# DIGITAL MARKETING 101

How to leverage online mediums to reach highly-targeted audiences

## 4 SIMPLE REASONS TO GO DIGITAL

### 1. Reach

Since 90% of Americans use online mediums regularly, employing the use of digital marketing platforms allows businesses to target their ideal demographics with ease, convenience, and effectiveness.

### 2. Affordability

Online advertising is considerably less expensive than alternative marketing methods by using hyper-targeted advertising on online channels to reach specific audiences.

### 3. Interactivity

A unique feature of digital marketing is being able to build relationships with consumers through interactive features on online channels. It's great way to gain customer trust, elaborate on services, and establish a complete brand identity.

### 4. Flexibility

Digital marketing boasts a variety of strategic ways to connect with audiences and offers the ability to make real-time adjustments to campaigns, making it an invaluable resources to businesses of any size.

## TACTICS



### SEARCH ENGINE AND DISPLAY MARKETING

Are you targeting the right people in the right places with tailored online marketing campaigns? An agency utilizes research and data to ensure your ad dollars are connecting with consumers looking for your services on popular search engines.



### WEB MANAGEMENT AND SEARCH ENGINE OPTIMIZATION

Your website is your virtual storefront. Make sure it's an accurate reflection of your business with an agency's help! A combination of top-notch design and functionality will grab customer's attention, while expert SEO work will ensure your site is accessible and easily found online.



### SOCIAL MEDIA MARKETING

Social media use may seem simple, but social strategy requires more than just clicking the share button. Settling for average is not beneficial in today's online world. Hire a professional to expertly navigate the digital landscape by monitoring data & implementing strategies to boost your brand identity.



### CONTENT CREATION AND COPYWRITING

All good digital marketing requires carefully crafted messaging to connect with potential customers. There's no substitute for experience, and with an agency, you'll get a team of experts working to ensure your business has a cohesive, high-quality brand image across every platform.