

## YOUR COMPLETE STRATEGIC MARKETING SPECTRUM

Ensure that your strategy is firing intelligently and consistently on all cylinders with an experienced team to maximize your company's growth. Avoid ad-hoc or sporadic efforts and distractions—consistency is key!

KEY

Strategy & Management

Website On-Page Strategies Off-Page Links to Website Social Media Campaigns One-Time or As Needed Items

## **ORGANIC** PAID ONLINE SOCIAL/INFLUENCER **PUBLIC & MEDIA** OFF-LINE **STRATEGY ONLINE PRESENCE ENGAGEMENT CONTENT & SEO ADVERTISING RELATIONS ADVERTISING** Work from a complete, clear, Ensure all online properties send Expand your audience with Immediately increase awareness Keep your messages in front of Leverage opportunities for Consistently rotate & test intelligent & efficient plan the desired message ongoing, quality content that to a targeted audience with an prospective clients and the wider exposure through clients, traditional marketing campaigns events, partners & the media grows search traffic long-term offer that motivates action people they trust to maximize awareness Core Messaging & Website Design & Website Articles & Google Adwords Reputation Management Press Releases, Media Printed Brochures & Competitive Optimization **Blog Posts** Paid Search Ads (Reviews) Outreach, & Sponsorship Flyers Differentiation Monthly Reporting & Website Technical Third-Party Partnership Industry-Specific **Email Marketing** Bing Paid Search Ads Direct Mail Analysis Maintenance Forum Participation Marketing Relationships Video Production & Regular Strategic **Google Business** LinkedIn Profile & Speaking, By-Lined YouTube Ads **Print Advertising Planning Meetings** Optimization YouTube Referral Network **Articles & Ghostwriting** Continuing Education: **Directory Listings & Facebook Posts** Facebook Ads **Facebook Engagement** Referral Programs Paid Sponsorships **Training & Webinars** Google Maps Social Media Profile **Upselling & Repeat** Mass Media: Outdoor, Marketing Audit **Twitter Posts** Twitter Ads Twitter Engagement Pages **Business Programs** Radio, Network TV IT, Automation & CRM Merchandising, Apparel **Instagram Posts** Instagram Ads Instagram Engagement **Networking & Events** Management & Signage Sales & Customer Service Community Service Promotional Items & Other Social Posts Other Social Advertising Other Social Engagement Scripting **Projects** Takeaways