

ACTIVECONVERSION DIGITAL TRANSFORMATION SERVICES

MAKING B2B SALES & MARKETING WORK

SEARCH ENGINE OPTIMIZATION (SEO)

- Initial research on your business, highest value products, most important services, brand, messaging, and more
- Keyword research based on content, search intent, search volume, and competitive analysis
- Optimize on-page elements such as page titles, headings, and meta descriptions to align with keyword targeting
- Create a long-term SEO strategy that includes content development, conversion optimization, technical optimization, and improved overall user experience
- Professional reporting on what has been done for SEO

PAY PER CLICK ADVERTISING (PPC)

- Mobile & desktop specific strategies
- Budget spend tiered towards high-ROI or priority products or services
- Customized keyword phrases to target qualified leads
- Tightly themed ad groups for ad text flexibility
- Campaigns targeted towards specific geographic locations- anything from postal code targeting to having international exposure
- Ads displayed only during the days of week and times of day that your audience is searching
- Wide range of ad types and platforms including image, video, text, display, content, and search

WEB DESIGN & DEVELOPMENT

- Primarily use industry-standard WordPress CMS platform
- Create websites that reflect the business, provide an excellent user experience and drives results
- We have our clients fill out a questionnaire so we can better understand and discuss your objectives, needs, and possible issues
- Kick-off meeting with you to learn about your goals and key ideas
- Determine branding and content structure at the beginning of the project
- Ensure the site is optimized for SEO & conversion

DIGITAL SALES & MARKETING STRATEGY

- A robust plan outlining recommendations to create an ROI-driven digital marketing strategy
- Messaging refinement and actionable ways to increase reach and drive revenue
- Using our other services (SEO, PPC, Conversion Optimization, etc.) to create a fully integrated online sales & marketing approach
- Clear actionable insights to help you digitally transform your business processes

SOCIAL MEDIA MARKETING

- Install social media sharing functionality
- Creating social media channels if required
- Showcase profiles within website and mobile design
- Blog integration: complete with a topic outline, calendar and ongoing consulting
- Formulate social media calendars: with specific roles and goals in mind
- Social Media training/consulting
- Promoting content through social media channels
- Reporting analytics on social activity

EMAIL MARKETING

- Providing important company updates, special offers, webinars, events or tailored content
- Contacting a qualified audience (list) provided by the client or created using outsourcers
- Creating automated nurture campaigns to ensure leads are followed up with
- HTML & plain text emails to improve deliverability
- Subject lines and design that increases open and click-through rates
- Lead to engaging landing pages that help you convert targets into leads

CONVERSION OPTIMIZATION

- Ease of finding contact information and phone numbers
- Navigation makes sense and it's easy to find relevant content and information
- Producing a contact strategy that is clear and concise, and contains what the user would need to make a purchase decision
- Responsive design to improve use on mobile devices
- Including multiple calls-to-actions such forms, inquiries, or content downloads
- Focus on security & speed to improve site indexing, while also utilizing advanced SEO tactics like product schema markup Conducting A/B testing on landing pages with a set goal in mind

DIGITAL MEDIA STRATEGY & BUYING

- Researching media to find where you will reach the most qualified demographics
- Negotiating pricing, ad placement and frequency with publishers
- Creating engaging ad copy that will generate clicks and reads
- Ensuring ads lead to relevant landing pages that drive engagement conversions
- Utilizing advanced cost per lead technology to match identified prospects with intent data relating to your products and services
- Reporting on ROI delivered from all digital media channels

SOFTWARE DEVELOPMENT

We are experts in helping you achieve your custom software development goals, in various development languages and platforms. Some of the projects include:

- Software Development
- Mobile Application Development
- Configuration Tools
- Portal Development
- Intranet Development

CONTENT WRITING & PRODUCTION

- Creating engaging content that will educate your buyers and move them through the buyer's journey
- Improving SEO by including keywords that you are aiming to rank for
- Developing clear conversion paths related to your content to ensure readers become qualified leads
- Executing marketing strategies to ensure your content is reaching your desired audience

Active
CONVERSION