

### RESEARCH

Define your ideal customers and their pain points. Create 'messaging' around how you will solve their problems.

SEO



### **WEBSITE DESIGN**

Your website is the most important part of your business. Build a professional and 'SEO friendly' responsive site.



# LANDING PAGES

Promotional and 'lead gen' pages will increase your conversion rates. Create specific pages with integrated lead forms.

# **DIGITAL MARKETING ROADMAP**

Start your digital journey...



**Everyone uses Google to** 

performing SEO now so

your site begins to climb

find information. Start

the search rankings.





# PAY PER CLICK ADS

Paid advertising is a quick way to generate traffic and leads. You can test your messaging and gather insights. Try Google Ads.



## **CONTENT MARKETING**

Content 'warms up' your prospects. It showcases your expertise, educates them & generates interest. Produce amazing content.



# WEB ANALYTICS

Before you start any marketing, you need to be able to track performance. **Use Google Analytics to** measure the results.







**EMAIL MARKETING** 

Email is one of the best ways to convert leads into customers. Use email automation software to send targeted campaigns.



### **BLOGGING**

Blogs are a great way to build your brand and to attract customers to your site. Create high quality posts so they get shared.



# SOCIAL MEDIA

Social media will help promote your brand and can assist with SEO. Use the social platforms that your prospects are using.











# AFFILIATE MARKETING

Using affiliates is a good way to 'cheaply' increase your sales. Only pay trusted affiliates when they make a sale for you.



## **DISPLAY ADS**

Banner ads can help raise your brand awareness. Use 'remarketing' ads to encourage visitors back to your website.



# VIDEOS & RICH MEDIA

Videos and rich media e.g. Infographics, will help engage prospects. Create videos to showcase your products and services.



