



# DIGITAL MARKETING SERVICES

At MacInnis Marketing we have become digital marketing gurus. We didn't start that way, but over the past 5 years we have honed our skills because of the dramatic change in the customer interactions online. With this revolution, has come a whole new way to market and thus digital marketing services are now a big part of a small businesses marketing kit-bag.

We work with you to ensure that your online marketing strategy works and more importantly you understand what your budget is buying you. The terminology let alone the technology is confusing. We help educate you to be able to make informed decisions and ensure that you receive a report and measurement of everything we do online. We match your marketing goals with the technology and ensure your budget serves you best.



## DIGITAL MARKETING AUDIT

We do an audit of your current marketing online tools and ensure that they are optimised and working effectively. This includes a web, blog, social media, email campaigns, SEO, Pay Per Click and other advertising online.



## SEO - WEB AUDIT AND OPTIMISATION - HELPING YOUR IDEAL CUSTOMERS FIND YOU!

Very few of us when we search on google look past the first page. Most of us click on those sites that we can see in the top half of our screen (above the fold). Because of this, getting your website listed on the home page of google has become a competition. However, for small business being on page one of google may not be so critical as being found in their local directory like True Local. We work on what you need to achieve with your website and your ideal lead generation for your business, not just traffic rankings. It doesn't matter if you have 100,000 visitors a month if none of them contact you or leave their details.

SEO is a process that involves analysing your website's code, architecture and content. These elements are then adjusted to ensure that your site is optimised to be found by your ideal customers and prospects. Optimising your ranking in Google through embedded site tagging coupled with SEO knowledge will enhance your ranking. You can pay a lot of money on SEO services without really understanding what you are getting for your money. Starting with a web audit can help you determine if a SEO package of ongoing optimisation is the best decision for your business and what key words or terms you should be considering for paid search options.

SEO includes: competitor and target market research, Keyword research, site need assessment, site content optimisation, link building, local search, training and support.



## LOCAL BUSINESS LISTINGS

For small business some of the most important search is local and optimising your site to be found in local search directories. We set up and claim your google listings in google places, True Local, and other directories important for your industry and your customers.



## WEBSITE AND CONTENT MANAGEMENT

Your website is your welcome mat, your shopfront that is open 24/7. It is perhaps the most pivotal sales and marketing tool. It does deserve your attention. We work with you to ensure you have a website that can be easily updated using a content management system. We also want it to be able to grow with your needs and look to those sites that can integrate, SEO tools, email lead generation and forms so your website is a lead generation tool not just a pretty brochure. If you are building a new website we develop a wireframe site map so we can formulate the ideal structure and if you you are refreshing your old website we will map out the changes using a site map.

Involves: Website design and Development, custom landing pages, email and newsletter integration and design, social profile design and integration, blogs, shopping carts and promo-boxes.



## TARGETED KEYWORDS AND ANALYTICS

When it comes to deciding on which key words to focus on for your website or ad it is important to do the research and test but it is as important to know about your ideal prospect and how they search. We work with you to ensure you are only paying for those key terms that will keep your marketing budget in check and deliver you the results. Google analytics is a free powerful tool that we can set up for you and educate you on how to use it to make better marketing online investment decisions.



## EMAIL MARKETING AND DATABASE MANAGEMENT

Email marketing is all about nurturing communications with your prospects and customers. Delivering and creating compelling communications and ensuring that this process is easy and repeatable is all part of creating an effective email strategy. We have the aim of building your email communication using a database that is automated and cleans as it goes, as well as being a useful lead tracking and scoring tool.



## ARTICLE MARKETING

Article marketing is submitting articles to article submission sites and editors online to create valuable links back to your site. We ensure that this is done only with quality article submission sites. We also make sure that the topics you are writing about have high visibility and build a strategy that dove tails nicely into your key word strategy on your website. Being know as the "go-to" person or company for your area of speciality can be a great long term strategy and a very effective lead generation tool if well planned.

Article marketing includes: writing articles, key word research, placement, measurement and coding for back links.



## SOCIAL MEDIA MARKETING - IT IS ALL ABOUT YOUR CUSTOMERS

Setting up a profile in any social media begins with you understanding what your objective is and where your customers would like to engage with you. Once we establish this, we can leverage social media infrastructures like, Facebook (Places or Ads), LinkedIn and Twitter (Company or Individual) profiles. Social media extends beyond these tools to U-tube videos, Four Square and Coupon and mobile marketing tools. Social media is about engagement. It takes strategy, creativity and a great understanding of different social networking. You may end up doing a u-tube video, podcast, Facebook competition or a twitter outreach campaign but whatever you involvement, it will always be about building a social media strategy that keeps you engaged with your ideal customers.

*Involves:* social media profiles, copywriting, links, analytics, ad campaigns, monitoring and analytics



## FORMS, ASSET LIBRARY AND LEAD GENERATION

It is amazing the number of websites, landing pages, ads on line or blogs that have no clear call to action for the prospect. This is a waste of an opportunity to nurture a potential visitor to your site. They have found you and now you have lost the chance to further your relationship with them. Having some valuable downloads, checklist, survey tool gives you a chance to collect their name and email and build a relationship with them using email marketing. Clever ways to create the opportunity to create a lead generation tool on your site is built into our DNA. We work with you to build your asset library so you have a list of online sales tools working hard for you on every page of your website.

*Involves:* development of online assets, form creation, email marketing templates, landing pages, buttons



## PAY PER CLICK AND BANNER ADVERTISING - PAID SEARCH MARKETING

Pay per click advertising, sometimes called "paid search" is when some-one clicks on your ad you pay. It has been described as one of the most important advertising mediums of this decade because unlike other marketing techniques(tv or newspaper) it is highly targeted and can be measured. Whether you invest in Pay per Click advertising in Google, Facebook or another source, whether it is a display ad or a listing, you need to know it is working and effective. We work with designers and agencies to ensure that what the ads your place are cost effective and targeted. We can help you reach your audience with precision targeting.

*Involves:* campaign audits, key word research, landing page design and optimisation, ad copy creative, campaign management, ROI conversion analytics, local search, A/B split testing, social media advertising

**Ready to get started? Why not chat to us today about your digital marketing needs.**

[Click Here to enquire](#)

**Take our How Effective is Your Website As A Marketing Tool Survey Now.**

[Click Here](#)