

## Digital Marketing Services



*Projex IMC offers an array of cost-effective digital marketing services ... specifically tailored to the needs of smaller organizations with limited marketing staff and budgets.*

Our digital marketing services are designed to help clients generate traffic, qualify leads and convert prospective buyers into profitable customers. We begin with a clear understanding of your objectives, then help you create campaigns that reflect your overall business strategy and budget.

Projex IMC understands digital marketing. Our experienced digital marketing team can work with you on a project or retainer basis to craft and present impactful marketing messages that reach relevant audience members.

Creative services available include branding, graphic design, creative/technical writing services, photography/illustration, image editing and video production/oversight.

### **Marketing Services:**

- Strategic planning
- Search engine optimization
- Market analysis/lead acquisition
- Content/social media marketing
- Online advertising (SEM/PPC)
- Email marketing
- Ecommerce

**Your source for cost-effective digital marketing support services.**

### **Strategic Planning**

Projex IMC can help your organization plan and execute marketing initiatives that are fully-aligned with your overall business strategy and budget.

### **Search Engine Optimization (SEO)**

SEO is a process undertaken to improve the visibility of a website and its content in organic (non-paid) search engine result pages (SERPs). Projex IMC works closely with clients to ensure that key SEO strategies are baked in to every website we develop. We also offer SEO audits for existing sites and training programs for content authors.

### **Market Analysis/Lead Acquisition**

Account-based marketing is a sales acceleration strategy that identifies and focuses on individual prospects within a specified market. Projex IMC — through our association with D&B Hoovers (formerly Avention OneSource) — can provide highly detailed market/customer profile data to help our customers identify new opportunities for growth. We can also define and track events, or “signals,” that may indicate new sales opportunities.

### **Content Marketing/Social Media Marketing**

Our content marketing and social media marketing services engage your audience by generating and sharing useful information across relevant marketing channels. Social media marketing provides opportunities for hyper-targeting, customer engagement, brand loyalty and sales promotion strategies.

### **Online Advertising (SEM/PPC) Programs**

Search Engine Marketing (SEM) and Pay-Per-Click (PPC) advertising programs improve visibility by placing your messages in appropriate online channels (search engines/websites/social media platforms). Remarketing programs can also be used to track website visitors and display your ads on subsequent visits to participating websites.

### **Email Marketing**

An effective website is/should be the foundation of your marketing effort ... but that won't matter if targeted organizations and/or individuals are unaware of — or are unable to find — the information they are looking for. Email marketing provides an efficient means of communicating timely, relevant information to current and prospective customers.

### **Ecommerce**

Electronic commerce provides the opportunity for existing or prospective customers to rapidly finalize their evaluation of a product or service of interest, and then follow through with an immediate onsite purchase. Projex IMC can help you develop an effective ecommerce solution for virtually any product or service.

Call Projex IMC today to discuss your digital marketing requirements:

*Your Digital Transformation Partner ... since 1994*

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#### **Projex IMC**

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