Building Brands
Increasing Web Traffic
Delivering Leads – Revenue

Common Problems

- Losing sales/profit momentum
- In danger of being overwhelmed by new competition
- Unsuccessful re-positionings, campaigns, loyalty-building programs
- Lack of engagement with local/neighborhood community
- Spending too much on web with no ROI
- No sense of most valuable customer segments
- Web traffic is too low; web leads are non-existent
- Brands are confusing online
- No repeat business
- Website is hard to navigate or doesn't render well on mobile/tablets
- No Google presence

Typical Solutions

- Reposition the concept/product/service
- Search Engine Optimization (SEO)
- Create "WOW" promotions, items, offers with focus on usability and action
- Reinvigorate the business by taking advantage of co-op funds from suppliers
- Develop customer-driven packaging or searchable content
- Social Media and/or Email Marketing
- Transactional data analysis using predictive analytics
- Re-segment, develop new messaging
- Implement link building campaigns
- Reallocation of marketing resources and optimized vendor managment
- Integrate HTML5 or 3rd party widgets/software solutions

Benchmarking | Metrics

- Increased profits at X%
- Increased traffic, frequency, leads & sales based on history; measure incremental activity
- Increased income at X%
- Increased Average Unit Volume over $X
- Increase total bill by X%
- Customer loyalty scoring
- Google Analytics
- Increased Facebook organic reach and Likes
- Google page and map results are page 1 on keyword search

Call us to start your project
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