

# DIGITAL MARKETING PROPOSAL

Clicksoft combines a data-driven approach with knowledge gained from years in digital marketing to deliver outstanding results to our clients. Whether you need an end-to-end digital marketing package or just a few key services to support your internal team, we're able to meet your needs. Specific benefits of Digital Marketing include:

1. Global reach and Audience Growth
2. Lower Cost
3. Trackable, Measurable Results
4. Real-time Key Analytics regarding Customer Needs
5. Personalization

Our services include:

## 1. Social Media Marketing and Digital Content Creation:

More than 1 billion people use social media every day, and platforms like Facebook, LinkedIn, and Snapchat have sophisticated advertising platforms that can help you grow your audience. We specialize in strategic social media campaigns that focus on building and protecting a positive brand image, creating loyalty among fans, and driving new leads for your business. Our full suite of social media services includes:

- *Social Media Strategy Development*
- *Raising Brand Awareness*
- *Social Media Consulting*
- *Social Media Advertising*
- *Community Engagement*

Our data driven approach ensures that you understand the true ROI of your social media efforts, and our team works tirelessly to improve the return on your investment in social media.

## 2. Web Design & Development:

Our web development team can help you build your brand's website from the ground up. We specialize in building websites that tell a unique brand story while meeting the expectations of today's most discerning consumers.

If your website is already built but isn't performing to expectations, we can perform a detailed audit and work with you to improve site architecture, design, and responsiveness.

We offer a full range of web design & development services including:

- *Website Design*
- *Increasing website traffic*
- *Website Coding*
- *Conversion Optimization*
- *Mobile Development*

### **3. Pay-Per-Click:**

Pay-Per-Click (PPC) puts your brand at the top of search results for queries relevant to your brand and audience. This valuable advertising real estate can provide an immediate source of targeted traffic to your website, driving conversions and contributing to revenue growth.

Our PPC services include:

- *PPC Strategy Development*
- *PPC Research*
- *Campaign Setup*
- *Turnkey PPC Campaigns*
- *PPC Optimization*

### **4. Search Engine Optimization (SEO):**

Search engine optimization is a methodology of strategies, techniques and tactics used to increase the amount of visitors to a website by obtaining a high-ranking placement in the search results page of a search engine (SERP) — including Google, Bing, Yahoo and other search engines. In this process, snippets of text and meta data are optimized to ensure your snippet of information is appealing in the context of the search query to obtain a high CTR (click through rate) from search results.

Our additional services include:

**5. Email-driven Marketing Campaign**

**6. Targeting an Online Audience and Growth Optimization**

**7. Creating a Brand Identity and Positive Brand Association**

**8. Improving Communication and Interaction with Key Audiences**