

# YOUR GOALS & STRATEGY

WHAT IS YOUR DIGITAL MARKETING GOAL?	POST CAMPAIGN	CREATIVE AD CAMPAIGN	INTERACTION CAMPAIGN	CONVERSION CAMPAIGN	RETARGETING CAMPAIGN	SEARCH ENGINE OPTIMIZATION	WEBSITE BUILD	WEBSITE REBUILD
BRAND EXPOSURE	3	3	3	3	3	3	3	3
WEBSITE TRAFFIC	3	3	3	3	3	3	3	3
BRAND ENGAGEMENT	3	3	3	3	3	3	3	3
LEAD GENERATION	3	3	3	3	3	3	3	3
INCREASE SOCIAL FOLLOWING	3	3	3	3	3	3	3	3
IMPROVE SEARCH RANKINGS	3	3	3	3	3	3	3	3
WARM AUDIENCE TOUCHPOINTS	3	3	3	3	3	3	3	3
UX/UI, MOBILE FRIENDLY WEB DESIGN	3	3	3	3	3	3	3	3

## Where do we start?

- Each partnership begins with a strategy session to determine digital needs, goals, and timeline.
- We will discuss and educate how each platform provides value and how it should be used to meet your needs and accomplish goals.
- You will receive at least one strategy that will accomplish your goals, and remain cost effective.

## What does it cost?

- We know where we stand in the industry. We encourage and welcome you to do any due diligence.
- We are strategically priced for businesses of all sizes, and businesses who require local to national scale strategy.

