

Focused on  
providing the  
*right* message  
to the *right*  
consumer.



# Digital Marketing *Overview*



## Branding



### Logo

A logo reflects who you are as a company, and should be an integral part of your story. Our stellar designers can concept and create beyond your expectations.



### ID Package

Along with a logo, ensure you have consistency with other elements when it comes to client communication, including business cards, letterhead and email signatures.



### SiteOne Custom Website

Our team will craft your story and develop a responsive, cutting-edge website you can be proud to show clients and prospects.

## Practice Management



### SEO Local Spark

Get found everywhere and take control how customers view you online. With SEO Local Spark, you can build your business's brand and drive more traffic online—and offline. Build instant citations across 60+ search sites while giving people enhanced data and calls to action.



### Client-Appreciation Events

Throw the bash of the year or the perfect wine tasting to show your clients how much they mean to you. With customized invitations for any occasion, our team has any and all of your events covered with stellar copy and design.



### Digital Lead Generation + Hypertargeting

With our digital lead-generation options, we can target specific audiences to garner you potential business while also helping your community see you as a trusted resource. With hypertargeted strategies that can filter based on demographics such as age, asset level and location, and even the ability to geofence and target those who have entered a specific location. Think layoff, timely and custom campaigns to fit your market.



### Facebook Seminars

Utilize sophisticated digital marketing techniques to bring qualified prospects to your next workshop or seminar. Boomers are all over Facebook, so snag their attention where they're spending time and get them to your next educational event.



### Referral Kit

A referral is worth 1,000 words (way more in revenue!) so build a kit that gets the attention of client referrals as well as prospects. Give them a peek into who you are as a company with a brochure, folder, team sheet and a tchotchke that represents you.



### Social Media Elite

Looking for content creation, social media management, blog management, email marketing management and endless lead-generation possibilities? With little to no work on your end? Meet Social Media Elite, your favorite program that can reach your market in new ways.

*Relevant and useful content establishes thought leadership and makes it easier for customers to locate and use the best products and services they are looking for in a variety of digital channels including organic search, social media and paid search.*