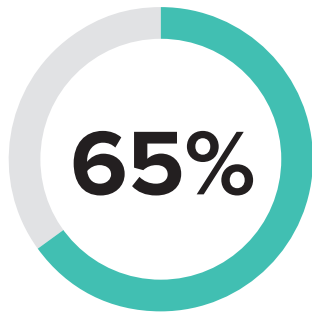


7 WAYS WE CAN HELP

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Modern digital marketing is more complex than ever before, and that complexity is only going to continue. Today, marketers can choose from SEO, SEM, paid social, PR, video, mobile, display, affiliate, email, content marketing, and native advertising - to name a few. Attracting an online audience and building a lead generation machine is difficult on your own. What channels should you use? What data do you analyze? How do you optimize for your conversion goal? Where should I begin?



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Time is precious, which is why more and more companies are turning to agencies that can cultivate and implement a digital strategy that improves conversion rates and reduces headaches. 65% of companies say that generating traffic and leads is their biggest marketing challenge today, but we're here to tell you that it doesn't have to be. By identifying where your target market "hangs out online" and then marketing to them, we remove the guesswork from getting a greater return on your marketing efforts.

Here are 7 ways Marccx Media can take your brand to the next level.

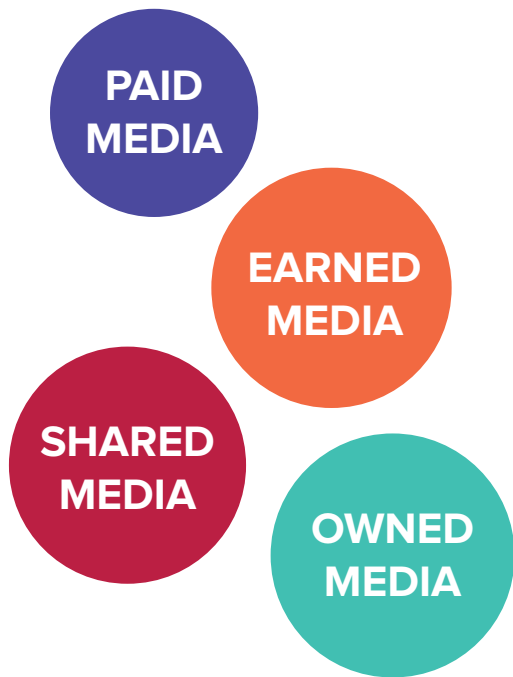
1 Inbound Marketing Strategy



We define your target market based on the factors you use to qualify a lead. For example, if you're a New York area limousine service then you might consider corporate executives from mid to large-size companies to be your target market. We then begin segmenting these prospects based on more specific characteristics like location, business type, or revenue.

Once the target is in sight, it's time to reach out and drive them to your website, landing page, mobile app or blog post. Doing this involves a multi-channel approach that will not only funnel leads your way, but start to establish your expertise as an authority in your industry.

2 Multi-Channel Marketing Strategy

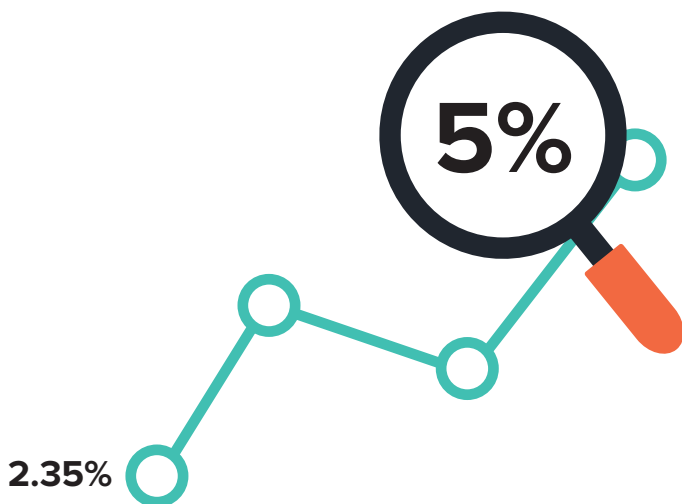


After we defining your target market, we develop an omni-channel strategy to bring them to you. This means creating engaging content that converts, and driving traffic to that content via paid media, earned media, shared media, and owned media.

In the limousine service example, we might commence the conversation on B2B channels, such as LinkedIn. There we could combine organic posting with sponsored ad campaigns to build brand awareness and drive qualified traffic back to the limousine service's website, or to a landing page where they could request a quote. We might also consider an AdWords campaign targeting a keyword like "limousine company near me" and a local SEO strategy meant to rank NYCLimousine.com at the top of Google Map results in the tri-state area.

We create a plan and then we work the plan: A/B testing and optimizing along the way.

3 Conversion Rate Optimization



Of course, just because traffic is coming to your website doesn't mean it's converting at an optimal rate. The average landing page conversion rate is only 2.35%, however a well-optimized page can convert at well above 5%.

We don't aim for average. At Marccx Media, we tweak everything from headline copy to opt-in form placement to ensure we are maximizing your conversion rate. These conversions can come in many forms depending on your business goal. If you're operating a service company, you may consider phone calls or form fill outs to constitute conversions as opposed to email optins or sales for an eCommerce website. By understanding what action your customer should take once she arrives at your website, we'll work with you to setup an inbound marketing strategy that brings her to the table ready to do business.

4 Sales Funnel Setup & Optimization



Understanding your end goal—the conversion—is great, but we must set up a roadmap—the sales funnel—to guide your customers there. It starts by creating a lead magnet, or incentives used to continue the conversation with your customer. In the case of the limousine service example, this could be a FREE downloadable eBook titled “A Guide to U.S. Airport Lounges” Or, let’s say you’re providing consulting on how to use CRM software for your clients. You could create a series of how-to videos that offer a preview of your instructional know how as soon as a prospect enters her email address.

Typically a sales funnel starts with a lead magnet, then gravitates to specifically targeted email campaigns where we begin building a long-term relationship through targeted messaging meant to push your products during the Consideration phase of the sales cycle. Keeping customers engaged and your brand top of mind is a vital component of a sales funnel where success bolsters your bottom line.

A successful digital strategy doesn’t stop with the customer’s first purchase. We then begin our retention and remarketing efforts once we’ve determined a customer’s lifetime value. And yes, we will help you figure out the best ways to bundle and upsell your products and services to maximize ROI.

5 Social Media Strategy



Social Media is a big deal these days and it is not enough to only occasionally post a status update. According to AdWeek, only 2.6% of your Facebook fans will see your posts without a paid social strategy. Success on social media means you gotta pay to play, and we are experts at creating successful ad campaigns on platforms like Facebook and LinkedIn.

Facebook Ads is a particularly exciting platform thanks to its advanced targeting options. We can literally import your existing email list of clients to find thousands of similar potential buyers using Lookalike Audiences. There are other powerful targeting types like Custom Audiences and Dynamic ads, which can target visitors to your website that have not converted and tailor the message to the individual. And there are a lot of individuals! Facebook averages more than 1 billion monthly active users and Marccx Media is your partner to reach the right audience across social media.

6 Tracking & Transparency



Google Analytics

While many advertising platforms have excellent tracking capabilities, we take things a step further by utilizing Google Analytics (GA) to study all aspects of your marketing strategy. GA allows us to predefine goals and desired outcomes from which we can monitor and measure our success over any amount of time.

With Google Analytics we can arrive at conclusions about the effectiveness of our multi-channel inbound marketing strategy. From here we set-up attribution models to determine which traffic sources deserve credit for each conversion, and determine the steps each customer took each customer is taking along the sales funnel to derive the most efficient route.

We are constantly monitoring and re-evaluating our strategy based on the data we discover, using it to optimize existing campaigns and help us build new, more effective ones.

7 Objective Expertise



Marccx Media knows a thing or two about digital marketing strategies that work. After all, our company was founded by a former Googler: Search marketing, SEO in particular, is ingrained into our DNA.

We know that you need objective expertise to help you make the best decisions for building and expanding your brand. Our team stays up-to-date on the latest industry news, as well as the ever-changing digital marketing landscape in order to provide you with the most relevant, sound advice.

WE ARE THE EXPERTS FOR YOUR TEAM

At Marccx Media, we know how to provide the missing pieces to your digital marketing strategy, leaving you to focus on more important things for your brand. We believe in serving our clients, growing your customer base and driving more conversions for your business.

Get In Touch Today!