

# MEET MARCCX MEDIA

## OVERVIEW

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### ■ How discoverable is your brand?

Modern digital marketing is more complex than ever before, and that complexity is likely to continue. Today, marketers must choose from SEO, SEM, paid social, PR, video, mobile, display, affiliate, email, content marketing, and native advertising - to name a few.

Multi-channel marketing is giving your customers more ways - both direct and indirect - to connect with you.

With so many channels and changing technologies it's easy to see why business owners and in-house marketers could use some extra help. If you agree that specialized expertise is required on a per-channel basis, an in-house team that wants to run SEO, SEM and display advertising needs a minimum of three people just to keep up. Many marketing teams have concluded that the only way to better serve their clients across multiple channels is to outsource some of their online marketing to agencies like Marccx Media.

### ■ Marccx Media Specializes in Search Marketing

Search Engine Optimization (SEO) and Search Engine Marketing (SEM) are two of the most measurable forms of performance marketing, and cornerstones of any digital marketing effort. For any business - small or large, B2B or B2C - showing up on the first page of major search engines for a targeted set of keywords can lead to higher brand awareness, more online traffic and revenue growth.

SEM, also known as paid search or pay-per-click (PPC), are the sponsored text advertisements that appear on top of or below organic search results. SEO focuses on the ten "free" search results per page and it's how businesses set themselves apart by appearing #1 on search engines like Google. Together, SEO and SEM create more real estate for your brand and additional opportunities to promote your products and services on search engine results pages.