

# Managing Digital Marketing and Internet Presence

*Presented by:*





# SmartFinds Marketing

23+ Years Ahead Of The Curve



Today's web has powerful new tools for engaging customers, making it a game changer for businesses.

Leveraging our 23 years of experience in Digital Marketing, we can put those powerful new tools to work for you, providing an important edge in creating successful online customer relationships.

SmartFinds manages a client's entire web presence to become their digital marketing department. This insures a consistent strategy across all marketing and technical channels.





# SmartFinds Marketing

An Award Winning Company



SmartFinds Marketing is an award winning company.

SmartFinds received the Michigan 50 Companies To Watch by the State of Michigan in 2009.

A unique award only given once to a company at the state level.

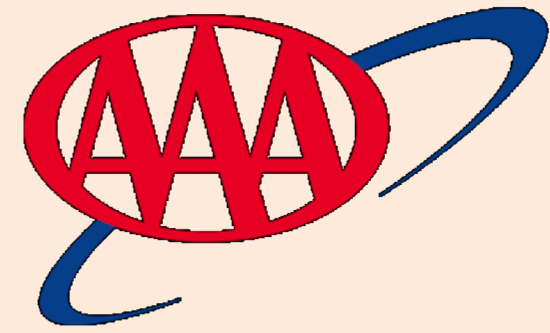




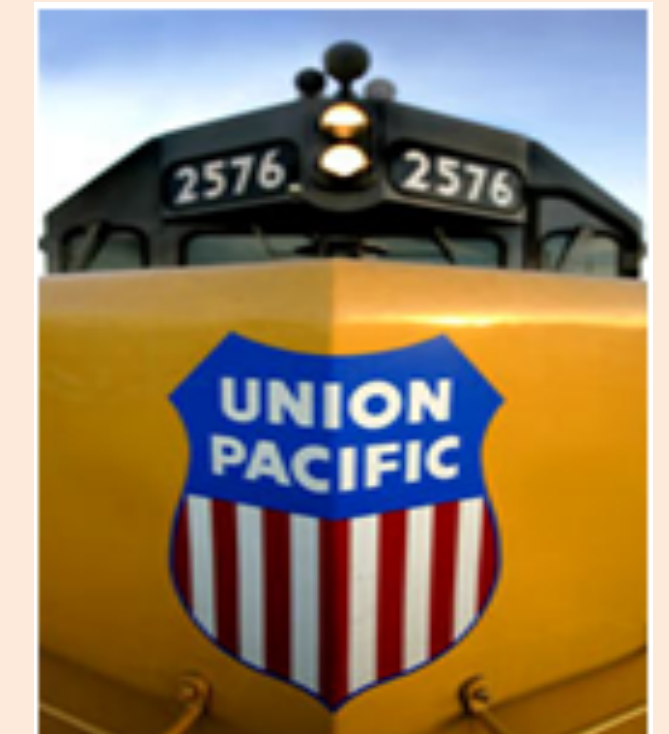


# SmartFinds Marketing

Broad Client Experiences



DELPHI







# SmartFinds Marketing

Service Groups

## Our Marketing Groups



*Research & Planning*

*Technical Marketing & Creative Development*

*Content Marketing, Inbound Marketing, & Social Media*

*AdWords, Search Ads, & Mobile, Display & Video Ads*

*Local Business Listing Management, Ratings & Reviews. Syndication*

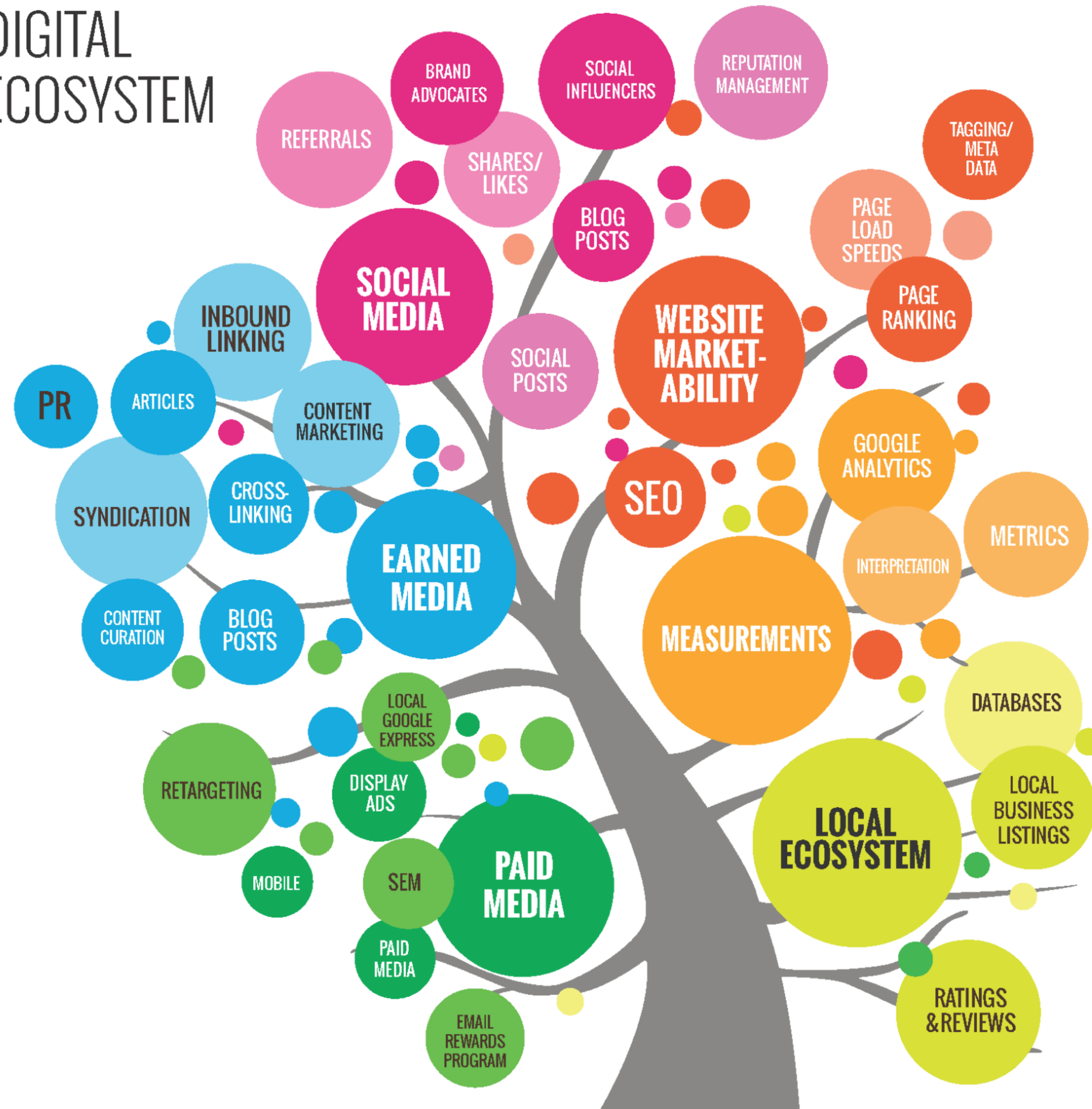
*Measurement, Reporting, ROI, & Tailored Analysis*



# MANAGING THE DIGITAL ECOSYSTEM AND MARKETING PROCESS



# DIGITAL ECOSYSTEM





# Web Presence and Marketing Activity Management

## Program Segments





# Digital Advertising Activity Management

## Program Segments

Website

Campaign  
Setup

Google  
Adwords  
Express

Social Media  
Advertising

Meetings,  
Analytics &  
Measurements

Landing Page  
Development

Landing Page  
A | B Testing

Landing Page  
Performance and  
Optimization  
Changes

Campaign  
Platform Setup  
Activities

Mobile and Local  
Advertising

Requires Google  
Listing Access

Facebook Like  
Campaign

Instagram  
Follower  
Campaign

Various Ad Types

Google Analytics

Ad Campaign  
Platform Review

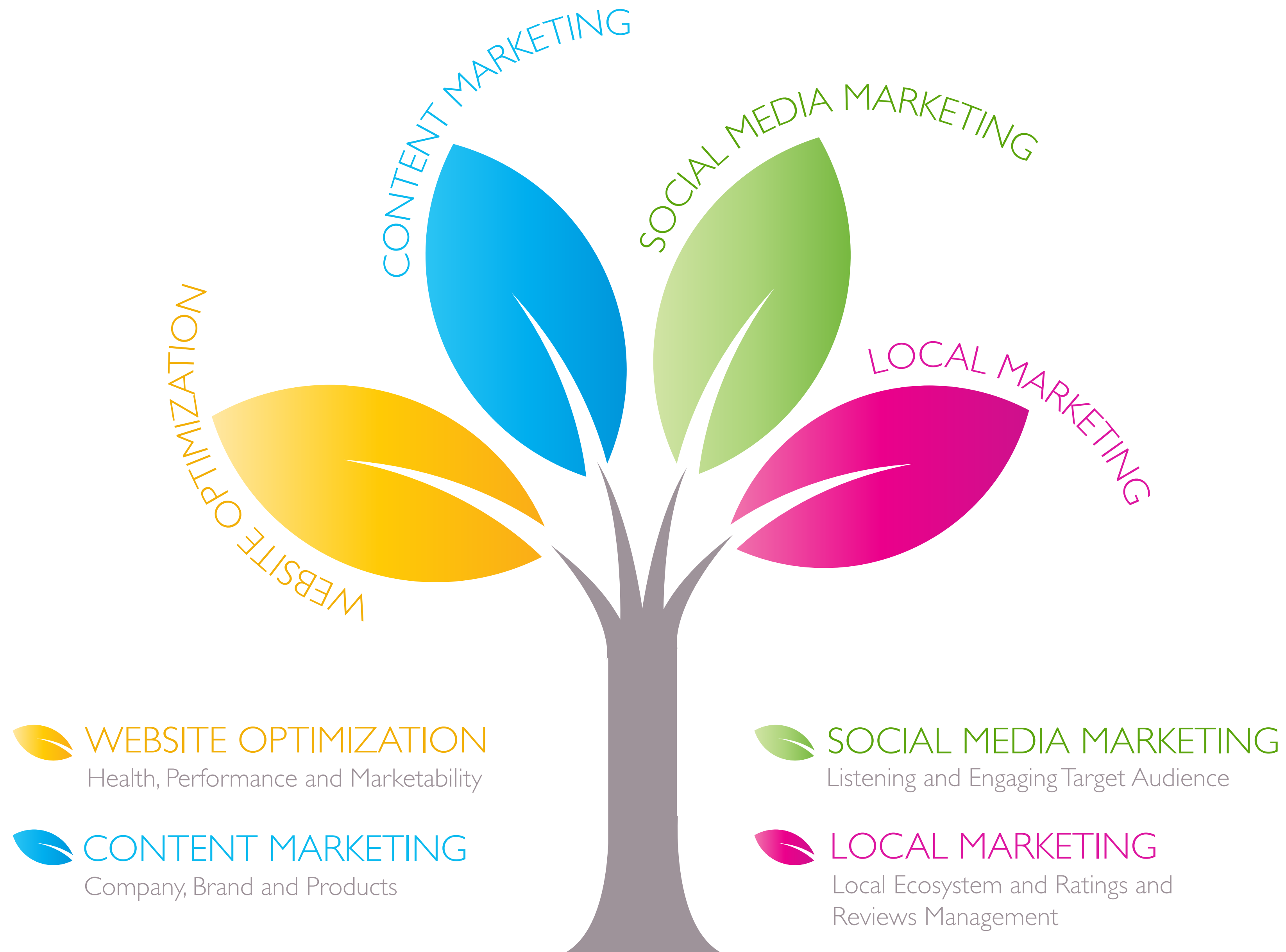
Campaign  
Platform  
Optimizations



# INBOUND MARKETING STRATEGY



# Inbound Marketing Segments





# YOUR SOCIAL MEDIA MARKETING TEAM



# Social Media Marketing Team

## Developing A 3-Layer Team

### MARKETERS

Controlled Communications  
Individuals with  
6 and 7 figures of connections

### BRAND ADVOCATES

Higher Quality Bloggers  
Industry Specific Connections  
High Volume Connections

### INFLUENCERS

The Social Butterflies  
of the Web  
Hired to Re-Share





**smartfinds**  
*creative online marketing strategies*

Reaching Success  
Together

