



Empowering Your Digital Success:

Achieve Your Potential

CAPABILITIES

2024

PRESENTED BY



smartfinds marketing

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Our Digital Marketing Ecosystem **Delivers Results**

Our team of marketing professionals, together with our creative and technical teams, are here to help you scale growth, increase bandwidth, and optimize your outreach.

These benefits demonstrate the value and impact of your digital ecosystem in helping clients achieve their marketing goals, drive business growth, and succeed in the digital landscape.

Our Ecosystem

Accessibility: Weekly contact with our marketing professionals for scalable growth and optimized outreach.

Agility & Adaptability: Dynamic marketing strategy with à la carte services and no long-term contracts.

Audience & Consumer Insight: Mastering digital marketing landscape with data-driven targeting.

ROI Focus: Key performance indicators tailored to your business for measurable results.

Data-Driven Growth: Performance-focused approach for measurable results across all business types.

Tenured Talent: Experienced team providing expertise and agility for your success.





Our Mission

Your Strategic Partner

At SmartFinds Marketing, our mission is to empower businesses with the digital marketing solutions they need to thrive in today's dynamic business landscape. We understand the importance of leveraging digital platforms to amplify brand visibility, engage target audiences, and drive measurable results.

As a leading digital marketing agency, we combine creativity, technical proficiency, and data-driven insights to deliver tailored solutions that align with each client's unique goals. With our expertise, we navigate the complexities of the digital realm and unlock new opportunities for growth. Trust us as your reliable partner, staying ahead of emerging trends and technologies, dedicated to driving your business's success.

By hiring SmartFinds Marketing, corporations gain access to a team of experts, customized strategies, increased brand visibility, targeted audience reach, enhanced customer engagement, measurable results, scalability, competitive advantage, and collaborative support.

Our Team



MELIH OZTALAY
CEO

Melih serves as a strategic advisor, challenging C-suite leaders and marketing teams to think differently about the future of marketing, strategy, messaging and embrace new and emerging technologies to expedite their go-to-market tactics and ultimate sales growth. His gift for data and analytics fuels recommendations for continual program improvement.



MELISSA FISHER
Vice President

Honored by the American Business Awards as "a visionary and strategist with extreme savvy in establishing strong negotiating positions, communicating competitive value and exploiting new business opportunities," Melissa focuses on strategic messaging and managing aggregate client services.



KELSEY MCCORMICK
Marketing Director

Kelsey's energetic leadership style commands an agile and sophisticated team of web designers, digital content creators, and social community experts. She specializes in bringing on-trend, multi-channel integrated marketing campaigns from ideation to execution.



ROSE SUAU
Communications Specialist

Rose's team of creative storytellers, brand marketers and messaging experts work collaboratively with internal teams to enhance marketing message effectiveness, automation, and ultimate audience activation.



BILL BOWEN
Creative Director

Bill is an Emmy-award winning designer, specializing in branding and creative development. He builds brand recognition, aesthetic, creative constancy, and credibility through multi-media. Bill's team consists of graphic and web designers, videographers, editors and sound engineers.



IAN GRAY
Lead Developer

Specializing in digital platforms including WordPress, Woo Commerce, and Shopify. Ian conceptualizes, builds and develops web solutions using the latest technology and best practices, including emerging digital platforms, Web3, metaverse and 5G mobile.

Solutions

At SmartFinds Marketing, our dedicated team of experts combines creativity, technical proficiency, and industry knowledge to deliver tailored digital marketing solutions that drive tangible results and help your business thrive in the digital landscape.

These services include:

- Creative Development
- Research, Strategy & Planning
- Website Development
- Maintenance
- Digital Advertising
- Multiple Digital Marketing Strategies
- Local Marketing
- Analytics, Reporting & Interpretation
- Technical Development

Specialty services include:


- Conversion rate optimization (CRO) for increased website visitor conversion
- Lead generation strategies for email marketing
- LinkedIn marketing
- Various Artificial Intelligence marketing tools to reach your target audience more efficiently

Increase Leads and Sales by Optimizing Your Website's Conversion

Unleash the full potential of your website with our conversion optimization services. Elevate user experience to new heights, turbocharge lead generation, skyrocket conversion rates, optimize technical performance, fine-tune design and layout, analyze UX and UI for optimal results, gain invaluable insights with heat mapping, conduct A/B testing for continuous improvement, and witness an impressive return on investment. Experience the transformative power of website conversion optimization as we supercharge your website's performance, drive unparalleled business growth, and maximize the impact of every visitor interaction.



Drive Your Strategy Forward with Accurate Research and Analytics



By incorporating accurate research and analytics into your strategy, you gain the benefits of data-driven decision making, performance analysis, a competitive edge, strategy optimization, enhanced ROI, and the identification of target areas.

SmartFinds Marketing can provide the expertise and tools to drive your strategy forward and ensure your marketing efforts are well-informed and effective.

Website Creation and Marketability That Wow Your Audience

Unleash the power of your online presence with our website creation and marketability solutions. Make a lasting impression with a visually stunning and user-friendly website, boost your search engine visibility, capture mobile audiences with seamless responsiveness, establish credibility and gain a competitive edge, and maximize conversions with strategic optimization. Elevate your business to new heights with a website that captivates, converts, and propels your success in the digital realm.





Solutions

Digital Campaign Solutions to Amplify Your Message

Ignite your marketing success with our powerful digital campaign solutions. Experience an enhanced online presence, precisely target your audience, track and analyze performance, engage and captivate your audience with compelling storytelling, forge deeper connections with customers, and achieve measurable results that propel your business forward. With our strategic and impactful digital campaigns, your message will resonate, your brand will thrive, and your marketing goals will be exceeded.

Unleash the power of LinkedIn for your sales growth with our lead cultivation solutions. Amplify your personal branding, optimize your database for maximum impact, build a strong network of key professionals, precisely target key roles and markets, craft compelling outreach messages, drive revenue through social selling, and generate a steady stream of high-quality leads. Empower your sales team to leverage the potential of LinkedIn, fuel their success, and unlock unlimited growth opportunities.

Cultivate New Leads with LinkedIn Marketing and Nurturing



Capture a New Audience with AI Advertising and Data Intelligence

Supercharge your marketing impact with SmartFinds' advertising and data intelligence solutions. Expand your audience reach, unlock data-driven insights, harness the power of AI Audience Modeling, extend your advertising reach to new horizons, precisely target your ideal customers, amplify your brand exposure, and seize conversion opportunities like never before. Let us connect you with untapped audience segments who have yet to discover your website, driving growth, engagement, and maximizing your marketing potential.

Let us do the Legwork with Infrastructure and Maintenance

The SmartFinds team provides value of delegating infrastructure and maintenance services, including enhanced security, technical performance optimization, health and performance maintenance, live and development testing, data validation and assurance, microsities, pages and search engine optimization, to our knowledgeable and experience team. This will ensure the smooth operation of your website while saving time and resources.

The knowledgeable and experienced team at SmartFinds will keep your site and server optimized, managed and maintained.

- Security Management
- Technical Performance Management
- Health & Performance
- Live & Development Testing
- Data Validation & Assurance
- Microsites
- Search Engine Optimization

Thank You



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Together, we can unlock endless possibilities, drive growth, and navigate the ever-evolving digital landscape with confidence and optimism.