



xtreme Innovation Marketing, LLC

Marketing



Marketing includes a strategic mix of research, knowledge, web marketing tactics, implementation and analysis that work together to increase your brand and web presence. Our strategy is to increase new visitors and build repeat visits to your website.

- **Total Website Optimization** – For existing websites builds, our initial step is to review website navigation, sitemaps and usability in order to best market your brand. We also implement analytics to best analyze needs and website traffic.
- **Content Development and Strategy** – Initial web builds or redesigns need content development, strategy and marketing strategy. Costs are determined after scope of project.
- **Social Networking** - We will represent you on various social media sites, or educate your company to do so. Building social relations and engagement with your customers, builds long-term brand loyalty, humanizes your company and propensity for repeating purchases. Leveraging real time social media input hand-in-hand with Search Engine optimization only increases traffic to your website.
- **SEO Services** - Managing your website, along with keyword development, article submission, business listings, back links, social media engagement and constant analysis of website content. Usability review by our agency insures the volume of traffic and ranking within the search engines.
- **PPC Management** - Our team focuses on leveraging Search Engine Optimization first, then for hard to target keywords

evaluate Yahoo, Google for the best Pay Per Click keywords and sponsorships for the highest return on investment (ROI). The purchase of sponsored keywords works on a bidding mode. Budgets are set on a per keyword, per monthly basis. Keyword buying is done through Google and Yahoo and must be purchased with your corporate card that we keep confidential.

- **Paid Display Ads** – Working with Online Advertising Networks to place banner, link or other sponsorship ads. These paid ads build brand awareness and has a call to action to increase specific promotions on your website. This form of advertising works on a CPM (Cost per Thousand) and CPC (Cost per Click) basis.
- **Facebook Ads** - These ads enable to target by keywords, demographics, location and other interests. They show on the right hand side of a Facebook profile. This form of advertising works on a bidding model. You can set a minimum daily or monthly budget that you want to spend.

