

# DIGITAL&'S PROVEN PROCESS

MAXIMIZE YOUR ROI WITH A TRUSTED DIGITAL MARKETING AGENCY

## 01 DISCOVERY

- Initial questionnaire
- Discovery call
- Signed agreement
- Kickoff meeting
- Brand, data, and collateral review
- Market & keyword research
- Website audit
- Competitive analysis
- SWOT analysis
- Initial account setup and access (e.g. Google Ads, Bing Ads, Facebook Ads, LinkedIn Ads, Google Analytics, Google Tag Manager, etc.)

## 02 STRATEGY

- Brand strategy
- Goal setting
- KPI identification
- Keyword strategy
- Persona development
- Audience segmentation
- Location targeting
- Multi-channel marketing selection
- Analytics channel selection
- Budget allocation

## 03 DESIGN & DEVELOPMENT

- Brand design & development
  - Mood board
  - Brand Guide
  - Logos
  - Marketing collateral
- Website design & development
  - UI/UX design
  - Core web pages
  - Landing pages

## 04 ANALYTICS & MEASUREMENT

- Account setup and integration (e.g. Google Analytics, Google Tag Manager, PowerBI, BigQuery, CRMs, etc.)
- Custom analytics setup and implementation
- Funnel setup
- Monthly dashboard creation
- Weekly dashboard creation

## 05 DIGITAL MARKETING

- PPC campaigns
- Remarketing campaigns
- Social media marketing
- SEO
- Content marketing
- Email marketing
- Automated drip campaigns
- Lead nurturing
- Conversion rate optimization
- Landing page design
- Marketing automation
- Automated reporting
- Data visualization
- A/B testing



## OUR PROMISE

We promise to focus on delivering measurable results that maximize our clients' return on investment (ROI).

SCHEDULE A FREE  
DISCOVERY CALL



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