

Designed specifically for your business

What stage are you at in your digital journey?



Traditional sales tactics are not as effective with new buyers.

Your website hasn't been updated in ages and is outdated.

Google Analytics? You don't look at website performance.

You use social media personally, but not in your business.

You don't have any marketing resources in-house.

You know you need to do something different, but don't know where to start.



You've been dabbling in internet marketing, but it's disjointed.

Your website is recent, but you feel it can do more for your business.

You check your Google Analytics, but you're not sure what to do with it.

You've set up social media accounts, but haven't updated in months.

You have a coordinator with marketing experience occasionally "helping".

You want to create a more structured marketing plan and need help getting organized.



You're getting leads online, but need help with more technical campaigns.

Your website is mobile friendly and you constantly update it.

You typically rank on page 1 in Google search and check Analytics regularly.

You're using social media to promote your business.

You have a marketing person doing some online campaigns.

You know what you want to do, just need support to get it done consistently on budget.

Where do you think you need the most help?

No matter where you are on your digital marketing journey, you will have one or more of these challenges.

**ATTRACT**

You can close a deal once you have a lead, but you're struggling to generate consistent demand for your product or service. Or you have a new product you need to build awareness for and need help attracting visitors to your website and getting new inquiries.

**BUILD LOYALTY**

You're struggling to keep customers buying more after the first purchase. Your sales team needs help building long-term customer loyalty to increase share of wallet with existing customers.



**NURTURE**

You don't have a large sales team so following up on every lead is tough. Not all leads are qualified so you need help making sure the leads most likely to purchase are identified and sent over to sales to convert.

**CONVERT**

It's taking a long time to get from inquiry to close or it's not happening as often as you like. Sales needs tools and materials to help them more effectively convert qualified leads to customers.

Once we know where you are on your journey and what your key areas of focus are, MoreSALES creates custom Advanced Marketing Programs combining digital, traditional and brand marketing strategies and tactics to drive results

**DO THE HOMEWORK**

How are customers currently interacting with your online assets? What's the conversion of visitors to your website? Where are the gaps? We do the research upfront to understand your business, your customers and their path to purchase.

1



2

**BUILD A BETTER PLAN**

Based on the research, we'll work with you to create an integrated marketing plan to address your key objectives (Attract, Nurture, Convert, and Build Loyalty). The plan combines digital (website, social media, email, search) and traditional (direct mail, tradeshows, events, telesales) initiatives that best suit your market, your customer, and your budget.

**MANAGE AND MONITOR**

MoreSALEScampaigns are successful because they're managed and monitored continuously. We constantly check the numbers and use insights from the data to optimize your campaigns.

3



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**GET RESULTS**

Driving results means knowing what worked best and determining what to start, stop and change during and after every campaign. We want to deliver great results - we're in it together.