

## **SEO & Search Marketing**

Both SEO and SEM are essential and fundamental parts of the online marketing strategy. SEO stands for search engine optimization and SEM stands for search engine marketing.

### **What is SEO?**

SEO is a process of improving your site to increase its visibility for relevant searches. The more visible your website is in search results, the more likely you will attract the attention of existing and potential customers to your business. SEO has one goal - to optimize a website to get traffic from organic search results. Position yourself and help your customers easily find the service you provide.

### **Work smarter and faster with SEO Tools**

SEO tools instantly improve your marketing, provide relevant reports and allow you to measure search performance countries, regions, or languages.

## **Social Media Marketing**

Social media marketing uses social media platforms to drive website traffic, connect with an audience and build your brand awareness.

### **Social Media Marketing that drives results**

The average person scrolls through more than 300 feet of mobile content a day, which is the greater distance spent on the mobile phone than for a daily walk. Social media is a significant part of your business marketing strategy and essential for growth. Social media platforms help you drive website traffic, connect with customers, increase awareness about your brand, boost your leads and sales.

### **Why is social media marketing effective?**

If your client hasn't yet adopted social media marketing, the right time is now. In the last few years, social media marketing has become one of the most popular and successful digital marketing forms. Social media can do much more for you than just increasing traffic. The key benefits of social media are building relationships and trust, which leads to sales. On social media platforms, you have the opportunity to speak with your customers one-on-one daily.

### **Must-have Social Media Marketing tools**

There's no magical social media recipe, but if you mix all the ingredients and carefully manage social accounts, the results will be visible and measurable. To have a strong strategy, you have to be up-to-date with the latest trends, practices and tools. Tools can help you handle multiple

social media accounts and improve your marketing strategy. The most popular tools to use are Buffer, Bitly, Photoshop.

## **Content Marketing**

Content marketing is the process of creating usable, valuable and relevant content to attract and engage your audience and improve your customer's conversions. It's an opportunity to tell the story of your brand.

Content marketing done right

There is no good marketing without good content. Content marketing uses any content to help meet a marketing goal specific for your client. But have in mind that your customers appreciate and deserve useful and valuable content. It is essential to know what you want to accomplish with your content and how you will measure it.

Content marketing can be hard work

It is not only about publishing blog posts and spreading your client's message to the audience. Skilled and experienced content marketers produce excellent content and evaluate content performance using analytics and other data-driven approaches.

Tools we use

There is a thin line between excellent and poor performance in content marketing. Few tools, such as Ahrefs and Ubersuggest, can significantly help you level your content marketing strategy. We always tend to go a little deeper, so we set up our custom reports through Google Analytics and Google Search Console.