Assignment 2

Social Media, Search/Analytics

COMP2107

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Squizzle Squad Web Development

# Our services

Small/Medium Enterprise:

We offer small and medium businesses sharp, professional digital marketing and e-commerce solutions utilizing attractive, quick to deploy, easy to maintain content management software. Our design team can create elegant, impactful logos, business cards, and designs for other marketing materials as you see fit, and our content writers have a knack for choosing just the right words to spell out who you are and grab your customers’ attention.

Large Enterprise:

Our large-enterprise solutions are second-to-none, encompassing commercial websites, intranet solutions, database administration and mobile-app development. As with all of our services, the full force of our design and development teams is at your disposal to craft exactly the solutions you need and to move and change with you.

# CAMPAIGN GOAL

The goals for this particular ad campaign will be to increase sales, increase targeted traffic, and to increase traffic through local search results.

# Ad groups

We will be creating two separate ad groups, one for small/medium enterprise, and one for large enterprise

# keywords

**Small/Medium Enterprise**

* Barrie digital marketing
* Barrie website design
* small business digital marketing
* Simcoe County digital marketing
* Barrie brand design
* Barrie logo design

**Large Enterprise**

* Barrie large business website design
* Barrie large business database administration
* Barrie enterprise web development
* Barrie software development

# ads

**Small/Medium Enterprise**

Want to Grow Your Online Presence?

Grow your small business brand with our expert design and development teams.

squizzlesquad.cool/small-business

Does Your Website Need Turbocharging?

Increase your web presence and Google Search results with a new website.

squizzlesquad.cool/web-development

Digital Marketing That Doesn’t Suck

We create attractive, SEO-friendly websites for small to medium businesses in Barrie.

squizzlesquad.com/web-development

**Large Enterprise**

Effective Digital Marketing for Business

Large Enterprise websites, intranets, databases and mobile app development.

squizzlesquad.com/large-enterprise

Enterprise-Level Digital Wizardry

Enterprise-Level ecommerce, branding, marketing, and social-media management.

squizzlesquad.com/large-enterprise

Digital Makeovers for Large Businesses

Marketing, SEO, Branding and information consulting services for large businesses.

squizzlesquad.com/large-enterprise

# success tracking

We will correlate conversion tracking data with our sales and sales leads generated through our web-presence to get an idea of how effective our ad campaign is

# Landing page

<http://squizzlesquad.azurewebsites.net/>