Responsive Marketing

# Overview

For many companies, marketing can be a costly proposition that represents a lot of energy but does not deliver a lot of light. From not taking advantage of new methods and techniques, to simply not getting it right.

Responsive Marketing is a term we use that takes into consideration the many different elements and channels that are available to use. Coupled with key messaging for your business or products you have the beginning of a new level of differentiation from your competitors and have more effective access to your prospects and customers mindshare.

Let us introduce you to a new service from Digeapolis: “CMO In The Cloud”

## CMO In The Cloud

You are small to medium size company. Your company and products are in the market and doing ok, however, you are spending a lot of money on market activities and possibly personnel that are not driving the results you hoped for. You may be big enough to spend the money on marketing but not big enough to benefit from the best strategies or personnel to execute for you. CMO In The Cloud brings Senior marketing experience to your team at a fraction of the cost of hiring your own CMO (Chief Marketing Officer). We have coupled the service to desired outcomes and a subscription model that delivers services from the most basic to unique comprehensive strategies that truly move the needle and drive opportunity and closed business.

## Services

* **Market Strategy** – We listen, research, and understand your business to work effectively with you and your teams to develop effective marketing plans that drive results. Nothing intergalactic, rather, straight forward plans with milestones that keep your company engaged with tangible results. We believe in simple designs and maximum results. We focus on hard, tangible leads and awareness that supports a perpetual interest in your organization, products, and services.
* **SEO** – We help you establish your SEO strategy and work with you to continuously analyze and manage your SEO to drive interest to your sites and increase your search ratings. SEO is not magic but extremely important to ensure you are coming as close to the top of the most important searches. This ensures that people find you. It’s today’s best practice.
* **Social Integrations** – Integrating to popular social sites is important. There are many reasons to integrate and many contexts that your brand must support. It’s quite simple when you understand why these channels are important, how your messages become broadcast to large groups of people, how SEO is impacted, and finally, how you can step out of the crowd to be heard.
* Let us help you define your social strategy, help you implement, and possibly provide ongoing support for your strategies.
* **Email Marketing** – With all the changes upon us in social networking, it’s easy to forget a very effective medium to communicate out to. Email marketing continues to be a low cost, high value, direct communication to people you want to reach. Let us help you be more effective by integrating these types of activities into your overall plan while ensuring best practice of your execution.
* **Marketing Campaigns** – Do you want to rollout a new product or service? Let us help you strategize and get the word out for you. Once the campaign is designed we can even help you run it using your tools or ours.

Bottom Line: It’s (time)… do you know where your marketing dollars are right now and how they are working for you?