

the **big**
book of
digital
marketing

A Publication from Digital Firefly Marketing

digital firefly
marketing 



what it is, how it works, and why you're crazy if you're not using it.

Digital Firefly Marketing

Digital Firefly Marketing was founded to help organizations significantly increase and protect their online marketing presence by focusing on three key areas:

Expertise: We are the authority to help your organization maximize its online marketing presence.

Resources: We provide extensive capabilities utilizing the industry's best software and practices that provide cost effective and required results.

Speed: We create and implement solutions in a timely manner

At the end of the day we are people powered, because as technology makes things possible, people make things happen.

What's Inside

Search Engine Optimization

Understanding the Basics of Search Engine Optimization

Content Marketing

The Hows and Whys of Content Management

Website Redesign

The Art and Science of Website Design

Social Media Marketing

Harnessing the Power and making an impact

Pinterest

What it is, how it works and why you're crazy to not use it