

Buyer's Journey

Awareness

Blogging & Content focused on tutorials or FAQs. Optimized for search engines

Gmail Ad Campaigns

Social Media Ads

Consideration

Google Ads (Search and Display)

Activity on social groups (such as those on facebook, linkedin), forums where people seek help with problems (such as stack exchange)

Email Newsletter campaigns for subscribers

Decision

Sharing snapshots of performance of past campaigns

Free audits related to content, search engine optimization, website usability and existing campaigns

Client Testimonials

Offering no management fees for a limited period

Giving flexibility in signing up, such as no retainer fees.