



Digital Marketing

Content Marketing

PR & Branding

Events

Demand Generation

Social Media

Lead Generation

Digital Marketing

Online Advertising

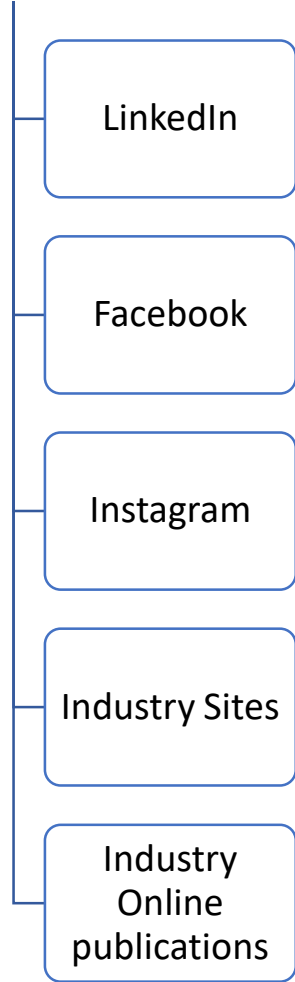
Website/SEO

PPC

Retargeting

Affiliate Marketing

Online Advertising



Website

```
graph TD; Website[Website] --- SEO[Optimized for SEO through key words]; Website --- Content[Content Driven]; Website --- Meta[Metadescription]; Website --- Conversion[Conversion Best Practices]; Website --- Mobile[Mobile Ready and Responsive];
```

Optimized for
SEO through key
words

Content Driven

Metadescription

Conversion Best
Practices

Mobile Ready
and Responsive

Content

```
graph TD; Content[Content] --- CaseStudies[Case Studies]; Content --- WhitePapers[White Papers]; Content --- Infographics[Infographics]; Content --- Webinars[Webinars]; Content --- Blog[Blog]; Content --- Newsletters[Newsletters]; Content --- Articles[Articles];
```

Case Studies

White Papers

Infographics

Webinars

Blog

Newsletters

Articles

PR & Branding

Quarterly Press Releases (minimum)

Develop Press List

PR Calendar

Speaking Engagements

Guest blogging

Published Articles

Events

```
graph TD; Events[Events] --- A[Tradeshow Booth Display]; Events --- B[Tradeshow Boots On Ground]; Events --- C[Hosted Events]; Events --- D[Educational Workshops/Seminars];
```

Tradeshow
Booth Display

Tradeshow Boots On
Ground

Hosted Events

Educational
Workshops/Seminars

Demand Generation

```
graph TD; A[Demand Generation] --- B[Email Nurture]; A --- C[Contact Acquisition]; A --- D[Scoring]
```

Email Nurture

Contact Acquisition

Scoring

Social Media

```
graph TD; A[Social Media] --- B[LinkedIn]; A --- C[Facebook]; A --- D[Instagram]; A --- E[G+]; A --- F[Twitter];
```

LinkedIn

Facebook

Instagram

G+

Twitter

