



Marketing Audit & Strategy

Perform an analysis of your current marketing activities. Are you investing in the right channels and tools? A tailored marketing strategy provides you with:



A marketing playbook which covers the entire marketing funnel - from reaching out to potential leads up until engaging with existing customers.



Relevant marketing channels and tools for your brand - Where & how can you reach your target audience?



Optimized messaging guidelines adapted to segmented target audiences.



Create exposure to your target audience

Expose the target audience to your brand by being present on relevant marketing channels. Attract attention through texts, images and videos that engage your target audience.

Toolbox: ●

Social Media & Community Management



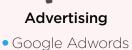




Search Engine Optimization

- Keyword research
- Landing pages Google analytics
- Blogs and forums Facebook
 - LinkedIn
- Twitter • Social media Youtube Native advertising Affiliates

Instagram













Result:

People who engage with your marketing messages.

Curiosity inquiries



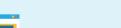


Capture opt-ins (leads)

interested person is ready to make a decision at once. To be able to stay in touch with these people it is important to acquire contact information through opt-ins for valuable content or an event.

Having people visiting the website or talking on the phone is nice. However, not every





Toolbox:





Conversion optimized website



Result:



Continuous optimization



- Brochure



Marketing Qualified Leads

Leads which have shown interest in your brand.





Nurture leads

Toolbox:

The majority of the leads need further education on your brand before they make a decision. Provide leads with personalized content, until they are ready to accept your offer.



Digital events



Advertising (re-marketing)

Lead support (help desk)

Email marketing

Continuous optimization

Telemarketing







Result:



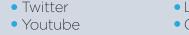
with your customers. This relationship will ensure repeat purchases and provide new



business opportunities.

Toolbox:







Customer support (Help desk)



Continuous optimization

Facebook

LinkedIn

Brand awareness

Brand endorsers

Telephone



Brand authority

