

# 7 WAYS WE CAN HELP

MARKETX.COM

- Modern digital marketing is more complex than ever before, and that complexity is only going to continue. Today, marketers can choose from SEO, SEM, paid social, PR, video, mobile, display, affiliate, email, content marketing, and native advertising - to name a few. Attracting an online audience and building a lead generation machine is difficult on your own. What channels should you use? What data do you analyze? How do you optimize for your conversion goal? Where should I begin?



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Time is precious, which is why more and more companies are turning to agencies that can cultivate and implement a digital strategy that improves conversion rates and reduces headaches. 65% of companies say that generating traffic and leads is their biggest marketing challenge today, but we're here to tell you that it doesn't have to be. By identifying where your target market "hangs out online" and then marketing to them, we remove the guesswork from getting a greater return on your marketing efforts.

Here are 7 ways Marco Media can take your brand to the next level.

## 1 Inbound Marketing Strategy



We define your target market based on the factors you use to qualify a lead. For example, if you're a New York area insurance service then you might consider corporate executives from mid to large size companies to be your target market. We then begin segmenting these prospects based on more specific characteristics like location, business type, or revenue.

Once the target is in sight, it's time to reach out and drive them to your website, landing page, mobile app or blog post. Doing this involves a multi-channel approach that will not only funnel leads your way, but start to establish your expertise as an authority in your industry.