



# CLEVERLY ENGAGED MARKETING

## 2015 Services

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### Overview

Cleverly Engaged Marketing is an inbound digital marketing agency. That means, our capabilities and approach to work from strategy to execution, combine to help companies grow traffic and revenue.

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### 1. Engagement Audit

We often start with an audit which uncovers problems and opportunities for growth online with analysis of inbound links, content, website structure, social media and more. It also tackles the competition and makes transparent the roadmap to more revenue.

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### 2. Onsite Foundation

Having a website is step one. Having a website well optimized for customers and search engines is a completely different objective. An onsite foundation is critical to an overall visibility campaign. By focusing on content, mobile usability, improving the user experience, tackling site performance and modifying the layout and functionality, your brand can be on its way to becoming an authority.

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### 3. Traffic Recovery

Google systematically penalizes sites in any industry through algorithm updates and manual penalties for past or present actions. It could have been building bad links with a past agency or your site could be penalized due to duplicate content and an inadequate site structure. No matter the reason, CEM helps companies handle penalization in search results through comprehensive link cleanup, disavows, content makeovers and more.

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## 4. Content Marketing

This is link building in 2015 and beyond. No more paid directories or link networks. Instead, successful link building requires a clever headline and article, engaging content that provides value for customers and an approach aligned with standing out. Content marketing builds the reputation of a business both onsite, in social media and throughout an industry. It brings in the right traffic and reaches customers on the sites they are reading and sharing.

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## 5. Local Search Engine Optimization

We put you on the map, so to speak! For businesses with a physical presence and a local market, Local SEO gets your business name, address and phone listed in Google for key terms. It's also about making your business visible on Yelp, BBB, industry and local sites and more. Finally, Local SEO is also about building positive reviews, monitoring a brands reputation online and responding to customer feedback.

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## 6. Paid Online Advertising

Organic growth isn't the only channel to online success. Successful content marketing campaigns scale and reach bigger audiences when paired with paid Facebook ads, sponsored YouTube videos, LinkedIn posts and more. CEM is also Google Adwords certified and runs campaigns for companies on the display network, with retargeting and in paid search ads. Native advertising is another area that could be a component to your campaign. Overall, paying for online advertising combined with a long term organic focus improves conversion, revenue and traffic.

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## 7. Conversion Optimization

You might rank first for a majority of keywords, but how many visitors then buy your services or product? Do you know the conversion rate of each marketing channel? Are you experimenting with the site design, call to actions and more to boost conversion? These are all questions we ask ourselves and our clients. Having an expert analysis of web traffic and trends, plus online channels is a critical step to closing the sale.

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## 8. Customer Engagement

You closed the sale, congrats! What are you doing to get another sale from the same customer? How are your customers being groomed into becoming brand advocates? At Cleverly Engaged Marketing, we think of campaigns that boost repeat business through customer referrals and long term engagement. It often starts with simple, but effective email marketing, but it could end up as post purchase call to actions, interactive point and referral systems and more!