

# INTERNET MARKETING SMART PLAN



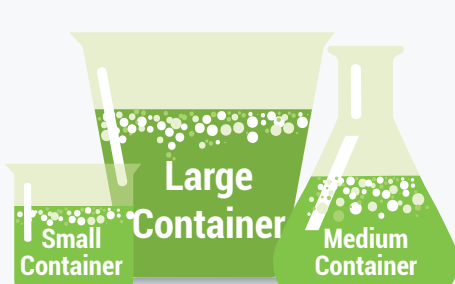
The Smart Plan is our unique method of building full-scope internet marketing strategies. From the initial planning and development, to creative implementation, to our industry leading measurement and reporting!

## STEP 1 CREATIVE DESIGN

Planning your website and marketing strategy is the most important step in becoming an online success. Our creative design team specializes in building website properties that are 'conversion friendly'.

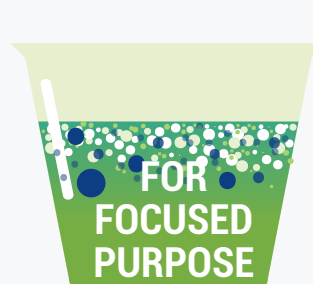
### We Recommend:

- ▶ Responsive Website Design
- ▶ Landing Page Design
- ▶ Conversion Optimization
- ▶ Infographic Design
- ▶ Video Development



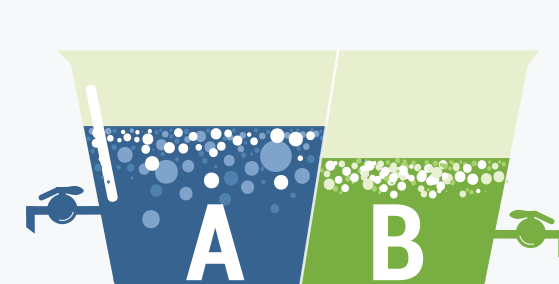
### RESPONSIVE WEBSITE DESIGN

It's important that your website is designed to be usable across all devices: smartphones, tablets, netbooks, laptops, and of course, desktops.



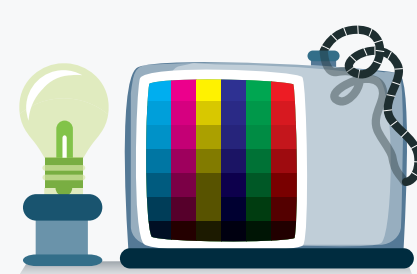
### LANDING PAGE DESIGN

A landing page is designed for a single purpose. Landing pages often focus on a single product, service, or objective such as getting leads.



### CONVERSION OPTIMIZATION

Conversion Rate Optimization is the process of analyzing the user interaction on your site.



### INFOGRAPHIC DESIGN

Infographics, or Information Graphics, are graphic visual representations of data, knowledge, or information. Infographics are intended to present complex information in a quick and easy method.



### VIDEO DEVELOPMENT

There's no question about it, videos increase conversion rate. According to Google, 11% of online customers make an immediate purchase after watching video, and 54% followed up on what they saw.

## STEP 2 TRAFFIC BUILDING

TechWyse has several departments built to manage your inbound marketing strategy. Since 2001, TechWyse has grown with the industry in building the best internet marketing campaigns for small and medium business.

### We Recommend:

- ▶ Search Engine Optimization
  - ▶ On-Page SEO
  - ▶ Off-Page SEO
  - ▶ Local Businesses
  - ▶ Reputation Management
  - ▶ Penalty Removal
- ▶ Online Advertising
  - ▶ Search Engine Marketing (PPC)
  - ▶ Display Advertising
  - ▶ Retargeting
  - ▶ Social Media Advertising
- ▶ Content Marketing
- ▶ Social Media Management



### SEARCH ENGINE OPTIMIZATION

Make no mistake, Search Engine Optimization is a highly competitive industry. After all, there's not enough space for everyone on the first page! If you work in a competitive industry, chances are your search results are competitive too.



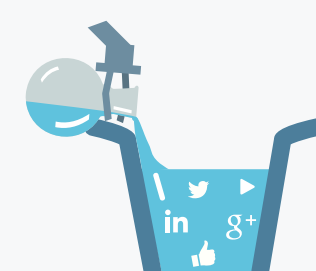
### ONLINE ADVERTISING

At TechWyse, we offer a wide range of online advertising services to our clients, ranging from paid search engine placements, social media advertising, and display network advertising.



### CONTENT MARKETING

Building a Content Marketing Strategy that grows your SEO and your business



### SOCIAL MEDIA MANAGEMENT

Content fuels Social Media which Drives online success! Fuel up with fresh content every month. Drive visitors to your content via social media. Increase your traffic & watch the leads roll in!

## STEP 3 MEASUREMENT

TechWyse uses a powerful tool called 'AdLuge' that will put all of your data in one place. This includes all of your leads, identification of lead source, paid search, SEO and offers a full cost per lead on all of your online marketing campaigns.

### We Recommend:

- ▶ AdLuge
- ▶ Capture
- ▶ Convert
- ▶ Manage
- ▶ Measure



### CAPTURE



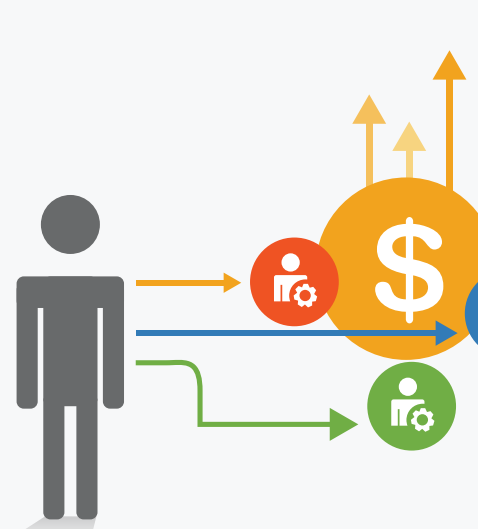
- Paid Search
- Referral Sites
- Online Advertising
- Social Media
- Search Results
- Email Marketing

### CONVERT



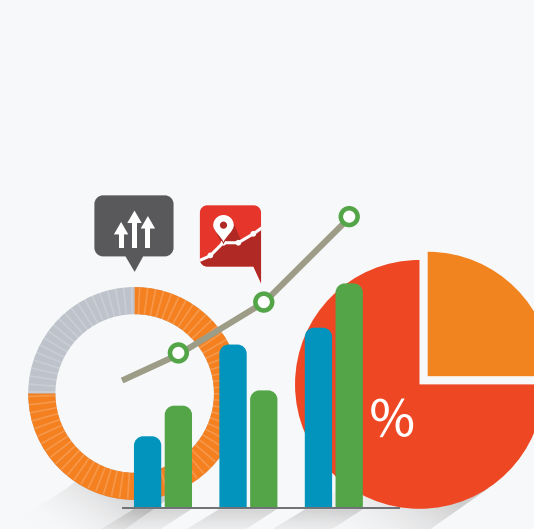
- Phone Tracking
- Web Form
- Landing Pages
- Import/Manual Entry

### MANAGE



- Inbound Lead Management (CRM)
- Track Sales Revenue
- Lead Intelligence
- Overview of Sales Team Performance
- Assign and Manage Leads

### MEASURE



- Conversion Reporting
- Page and Domain Analytics
- Paid Search Performance
- Medium, Source, and Campaign Tracking
- Search Engine Ranking and Keyword Tracking
- Search Engine Competitor Ranking
- Sales Performance

FOR FURTHER  
IMPROVEMENTS  
GO TO  
STEP 1



Created by TechWyse

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