

# PPC & EMAIL CAMPAIGNS

## PPC CAMPAIGNS

ADMS applies specific techniques of PPC so we can help you achieve your marketing goals. PPC supplements goals including but not limited to: brand exposure, leads, content downloads, contests, newsletter sign-ups, website traffic and of course conversions.

\*PPC is an add-on service to any SEO and/or SMM package

## EMAIL CAMPAIGNS

Email marketing is effective at helping business owners and consumers stay connected. In fact, consumers often seek out email marketing campaigns from their favorite brands and local stores.

\*Email Marketing is an add-on service to any SEO and/or SMM package

# SEO, IT'S NOT JUST FOR BIG BUSINESS ANYMORE.

Creating a website is a fundamental first step to getting customers and an important element of any company's marketing program, but there's a lot more to it and most business owners don't have the time or the knowledge required.

Research clearly shows that investing in SEO & SMM has become the single most effective use of ad funds for any small business. More than one-third (36%) of small businesses have an SEO strategy. An additional 23% plan to have an SEO strategy in 2020. Are you one of them?



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We are a full-service

# Digital Marketing Agency.

SEO Services  
Social Media Marketing  
PPC Marketing  
Web Development  
Web Design  
Hosting Services

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## SEARCH ENGINE OPTIMIZATION

When your website is properly optimized to load quickly, target the most relevant keywords, and directly compete with others in your industry and area your business now has a decisive advantage over your competitors who may not be utilizing, what has become the most cost-effective method of marketing your business to consumers, digital media marketing.

There are many areas of expertise that are imperative to a successful SEO campaign. The most important factors that we focus on are:

- ✓ A Secure and Accessible Website
- ✓ Page Speed (Including Mobile Page Speed)
- ✓ Mobile Friendliness
- ✓ Optimized Content
- ✓ Keyword Research
- ✓ Technical SEO
- ✓ User Experience
- ✓ Link Creation
- ✓ Social Media Marketing
- ✓ Analytics and Reporting

## SOCIAL MEDIA MARKETING

There are now more than 3 billion active social media users, which makes social media a necessity of any company's marketing strategy. Unlike the past, where businesses blindly advertised and hoped for the best, marketing through social media provides your company the opportunity to engage with a very targeted audience of consumers in real time.

Some of the many important elements we incorporate into your SMM campaign are:

- ✓ Create Social Media Strategy
- ✓ Create, Optimize and Manage Social Media
- ✓ Posts to Social Media Channels
- ✓ User Interactions
- ✓ Content Research
- ✓ Content Development & Writing
- ✓ Social Media Ads
- ✓ Images & Graphics
- ✓ Grow Followers and Likes
- ✓ Influencer Campaign
- ✓ Analytics and Reporting

## WEBSITE DESIGN & DEVELOPMENT

There is one overriding reason you want to have the most current and modern-looking website that can possibly be designed:

"People make a snap subconscious decision about what kind of company or organization you are the second your homepage loads." This is why at ADMS our specialty is creating the most cutting-edge website designs, including video- loading websites.

### Web Hosting Services

At ADMS we have several hosting plan options. Standard Hosting, CDN Hosting and Standard or CDN Hosting with basic SEO maintenance. Ask your representative to explain these important options.

## WHY CHOOSE US?

At ADMS our concern is your success. We strive to enhance and solidify your online presence with fast-loading, creatively designed websites, SEO, SMM with PPC and Email campaigns to drive traffic to your site.

We provide exceedingly detailed reports on every service we offer and we make sure you thoroughly understand the statistics and how they all apply to your business.