



WHY DIGITAL MARKETING?

Online marketing isn't a fad, and it's not new.

If your business doesn't have an online presence, you are already behind your competitors and missing out on literally millions of opportunities to earn new customers.

Online marketing is more effective, more affordable, and more targeted than any other form of marketing. TV commercials are expensive, target too large of an audience, and are nearly impossible to accurately measure. Direct mail is expensive and more likely to end up in the trash than in the mind of a customer. Newspaper circulation is down. Radio audiences are being fragmented by new streaming music services and mobile devices.

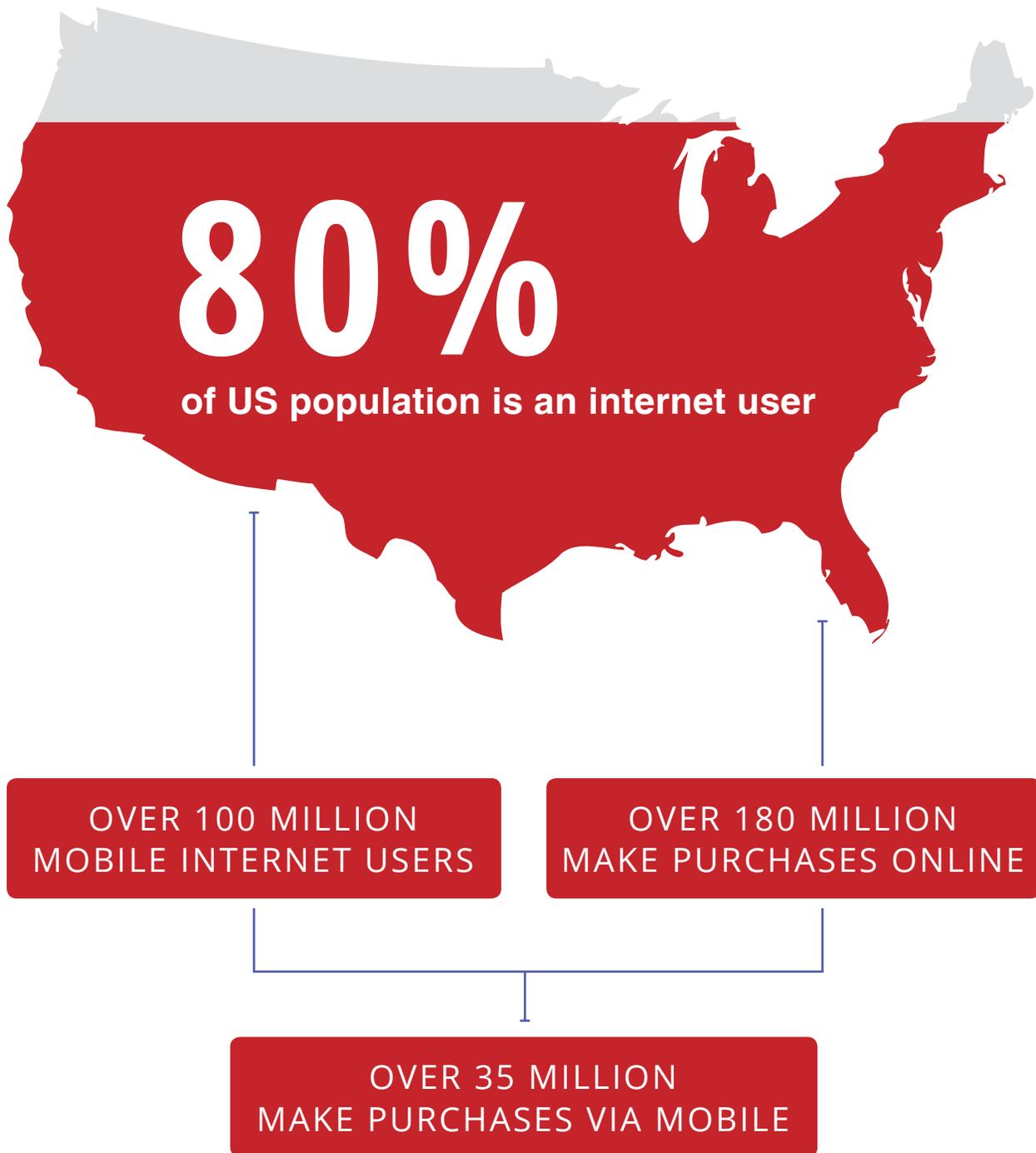
With online marketing, you can make strategic decisions based on hard evidence.

You can track, measure, and report on campaigns with stunning accuracy. You can implement changes based on that data quickly. You can precisely target your ads to reach the exact audiences you want through pay-per-click campaigns.

Yes, online marketing is a necessity to success in 2013. Even for local companies. The Yellow Pages are being replaced by Google+ Local searches on smartphones. Your customers are more likely to search their favorite map app for a service than bother opening a book.

Online marketing is more than having a website. It's about optimization. Your competitors have sites, ads, videos and campaigns too. You need a fast-moving partner that can parse data, make decisions, implement new directions and move you in the right direction—quickly.

You need an Active partner. You need Active Internet Marketing.



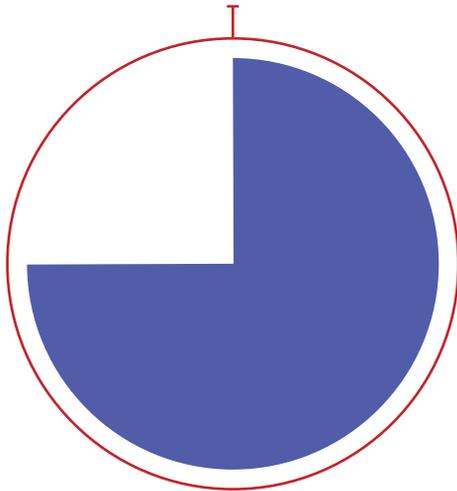
WHY SEO?

In any given day, Google sees over 4 billion searches from users around the world. And while Google is the largest engine in the United States, it's market share still hovers in the 65% range – leaving another 35% for Bing, Yahoo, and other engines. And while Google is the most popular search provider globally, it's still overshadowed in market share by Yandex in Russia and Baidu in China.

What's this mean?

It means that there's, literally, billions of searches every day in hundreds of search engines. Search is the most popular way for internet users to find what they need – whether it's information for a research paper, instructions for a DIY project, advice, or shopping. If you want to reach as much of your audience as possible, you need an optimized search presence.

OVER 100 BILLION SEARCHES EACH MONTH



75%
OF USERS NEVER SCROLL
PAST THE FIRST PAGE OF
SEARCH RESULTS

Source: marketshare.hitslink.com, October 2010

SEO METHODS

SEO is an ever-changing channel. With over 100 billion searches a month, there's heavy incentive to get to the top of an engine's algorithm – which leads to so-called “black hat” techniques designed to manipulate or exploit algorithms in an attempt to get to the top of the results faster.

Black hat isn't a long term strategy, though. Remember – Google hires literally thousands of engineers, and has computer data centers the size of small cities. They are continually learning and adjusting to these techniques.

We focus on creating great marketing. It brings results, and it's not susceptible to the whims of algorithm changes and penalties from the engines.

Blogging

A regularly updated blog attracts more links from outside sources, gets more pages indexed in search engines, and increases the percentage of return visits to your site. Blogging requires a keen eye for relating news and trends to your business, creativity for pushing your products and services in a manner that appeals to your audience, and the technical know-how to ensure your posts reach the maximum audience.

Long Form Content

Long form content, like white papers, case studies, presentations and Ebooks, generate buzz for your brand and also appeal to influencers within your niche. These pieces are designed to establish your site as a thought leader in your industry. They attract inbound links, impress potential clients, and help get your brand name out as a true innovator.



Source: Hubspot, State of Inbound Marketing lead Generation Report, 2010

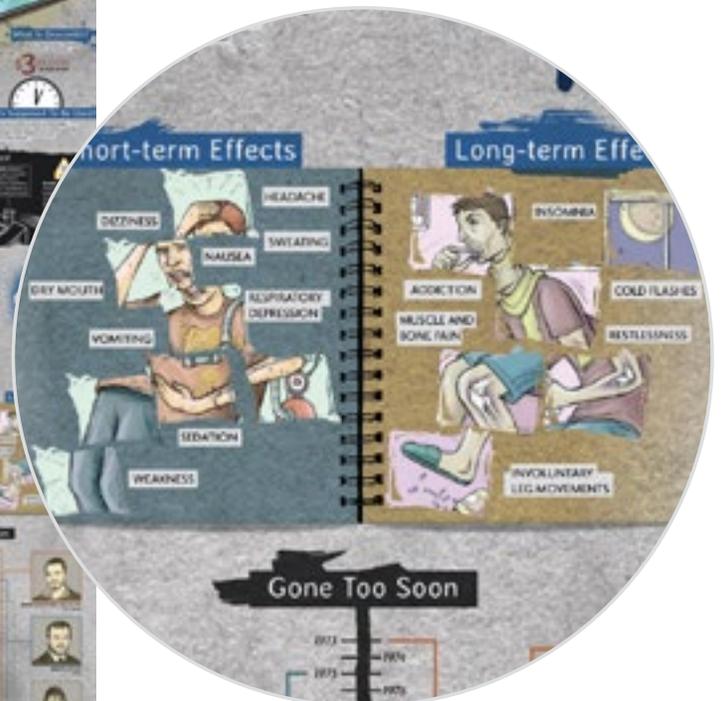
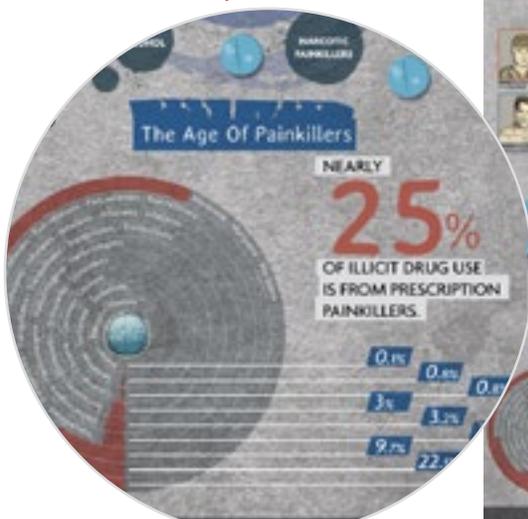
Infographics

Infographics take compelling statistics and insights and combine that with eye-catching graphic design to present highly-shareable, visually appealing pieces that are popular with users. Infographics are easy to share and generate inbound links that improve the authority of your site.

ENGAGING IMAGES



EASILY SHARED



STRONG MESSAGE

Web Site Copy

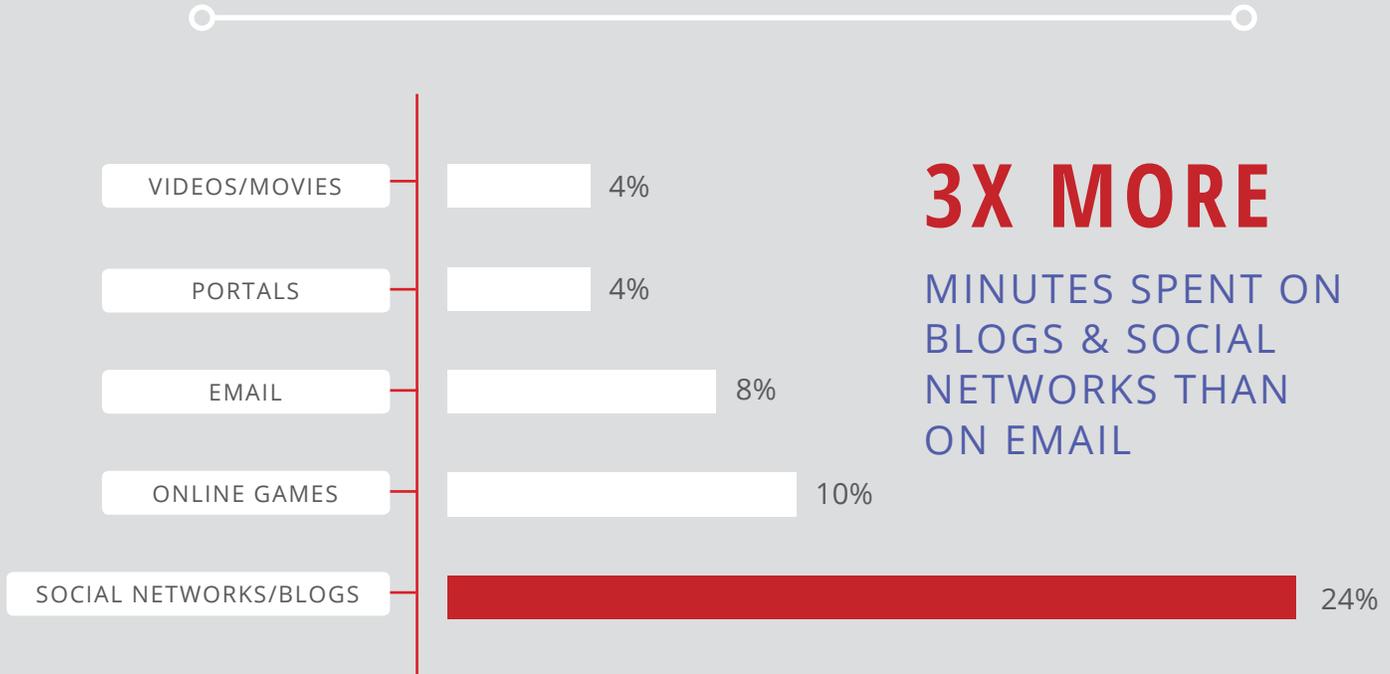
Don't overlook the words on your actual site. Clear, concise copy that speaks to your audience can help drastically improve the conversion rate on your own site. Ditch the buzzwords and jargon, and get a site that speaks to your customers in terms they can quickly understand. Web marketing is about clarity and speed. We write copy that fits.

Social Media

Social media content needs to be optimized for the specific channel. The same post doesn't work for Twitter, Facebook and Google+. You need social content that is optimized for each channel – short but engaging for Twitter, encouraging likes and discussion for Facebook, and long-form discussion



US INTERNET USERS



CONTENT STRATEGIES FOR CONVERTING SEARCH TRAFFIC

Really it's about conversions. It does not matter how much traffic you get to the site it's your ability to convert that traffic into leads that helps ensure the highest ROI.



It's content that fuels your marketing strategy, and these different forms of content generate website traffic and convert visitors to leads. Managed correctly it is converted leads that become sales—which ultimately help grow your business, cash flow and the value of your company!

LINK BUILDING

Links are still at the core of success in SEO. You need links from authoritative sources, links from social profiles, links from news, links from blogs, and links from important sites in your industry. What you don't need is a vendor that promises 1,000 links in two days. You'll get 1,000 links, alright. But you won't get a single link of true value.

A successful link building campaign is about more than a link to your site. It's about getting a link that puts your brand in front of qualified leads. We get you links that real people, with real interest in your services, will click. We get you links that get results – not search engine penalties.



CONVERSION RATE OPTIMIZATION

You've increased traffic to your site through a well-executed content marketing and link building initiative. But did that traffic convert?

Conversion rate optimization turns your web site into a closer. Make the site your best sales person with targeted copy, clear conversion paths and irresistible calls-to-action that increase the number of leads and sales you receive on a daily basis.

We work to create pages that speak to your audience and provide a clear action path. Then we track every detail of what happens on your site, so that we can continually

refine and adjust to improve performance. Finally, we report on the results so that you can understand exactly what you're paying for, and what you're getting in return.

Getting traffic is only part of the battle. Turning that traffic into a prospect or a sale is the real challenge. Finish the fight with conversion rate optimization from web experts.

DO SOMETHING!

A clear call to action turns clicks into leads

REPUTATION MANAGEMENT

With the rise of user-generated content sites like Yelp and Ripoff Report, reputation management is more important than ever. Reviews for your business appear everywhere on the internet, and your own personal activity in social media can easily be seen by prospects.

We use all the tools in our SEO arsenal to protect you and your brand from the negative impact of a bad review or a misjudged Tweet. We make sure that you own the search result space with your own properties, and that negative comments are handled appropriately.

WHY EMAIL MARKETING

Email marketing is still a viable way to reach your audience. The key is creating an email list full of engaged, receptive users. Unsolicited email is about as successful as a junk mail or cold call in today's digital world.

There's a wealth of research and statistics to use when crafting your email marketing strategy. We sort through that collection of data to help you create a campaign that makes the most of your list, and keeps your emails from going straight to the archive or trash.

Short, snappy subjects, enticing headlines,

clear calls to actions and value for the reader are all key to making your email campaign successful.

You'll also need to track, measure and adjust your campaign. AIMcrm gives you the tools to do this. You can target your emails, analyze response rates, measure success, and make changes to increase your leads. You can follow up with automated rules, and you can keep close tabs on a prospect through the whole sales cycle. In short, AIMcrm is a critical component of a successful email marketing campaign.

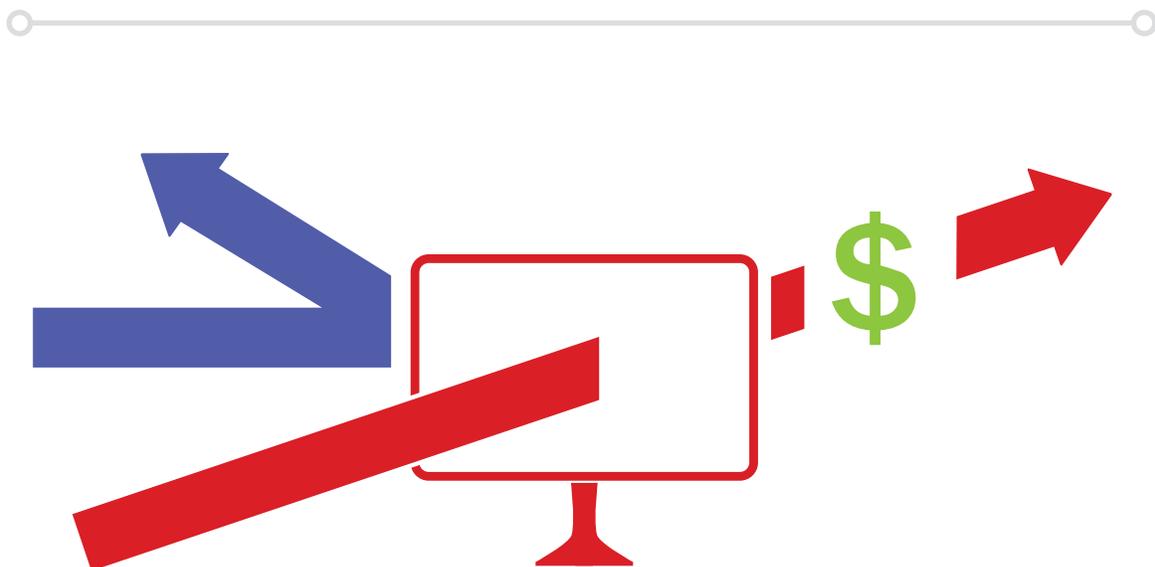


WHY PAY-PER-CLICK

Pay-Per-Click Marketing gives you the ability to instantly boost traffic, brand awareness, and sales. It also gives you the chance to instantly blow through a marketing budget with a bad ROI. An effective PPC campaign requires granular management and expertise that wrings the absolute most from your budget. PPC makes search engines a lot of money, and there isn't a lot of incentive to stop you from spending a ton to gain a little.

We manage your campaign to ensure that you're receiving the best possible return on your investment at all times. We work with your budget to make sure that the money you spend on your PPC investment isn't just going to fund a new wing at the Googleplex in Mountain View, CA.

In addition to Pay-Per-Click marketing, we are also able to drive your efforts in display marketing and retargeting advertising. We know how to get your ads onto sites that appeal to your audiences, and we know how to run a retargeting campaign that captures potentially lost leads.



***AN EFFECTIVE OPTIMIZATION STRATEGY
DECREASES BOUNCE RATE AND
INCREASES CONVERSION RATE***



Online marketing is more than having a website.

You need a fast-moving partner than can move you in the right direction.

[CONTACT US](#)

Call today for a free consultation: 1 (877) 293-4093

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