

Zenovation

Marketing Consultation

zenovationmarketing.com

Zenovation offers an extensive line of digital marketing services to help your business succeed.

Website Design

Your company's website is one of the most effective marketing tools available today. At Zenovation, our focus is on smarter web design, as it instills trust and credibility in your company, and in your brand. Increased visibility, increased sales, brand loyalty, and more responsive customer care are just a few of the benefits to a well-designed, easy-to-use website.

Blogs

Blogging is a great, low-cost way to market your products and services to a specific audience. In addition, it is an outstanding way to build your external network, increase customer visibility and interaction, enhance your brand, and build your organic SEO.

Social Media Marketing

Social media marketing is becoming increasingly more important in today's business world. Using social media networks such as Facebook, Twitter, Pinterest, and LinkedIn, companies can stay more engaged with their customers, gain valuable market intelligence, build a professional network, generate sales, and build brand loyalty.

Search Engine Optimization (SEO/SEM)

Search engine optimization, or SEO, is critical for success in today's highly competitive market. The major benefits of SEO include increased visibility and traffic to your website, sustainable and measurable results, increased sales, and cost-effectiveness.

- **Organic SEO**

Organic SEO is the most powerful and effective form of search engine marketing (SEM). The strategy is to find the keywords, or search terms, that customers are using on Google, Bing, and other search engines to find your products and services. We use those keywords to optimize your website, so it appears higher in the results on the search engines; ideally, in one of the top three positions on the first page.

In addition to the benefits mentioned above, organic SEO enhances the trust and credibility of your company and brand, and has a higher click-thru rate than paid SEO.

- **Paid SEO**

Paid search engine marketing, or pay-per-click (PPC) advertising, is an effective way to obtain immediate visibility on the first page of the search engines.

- **Google Adwords**

Google currently owns nearly 70% of the search engine market in the United States, so it is very important that your website has a presence in Google's search engine results. Using Google Adwords, your company can quickly and easily obtain that visibility in a trackable, measurable format.

- **Remarketing/Display Advertising**

Using Google's Display Network, companies can target internet users based on demographics, behavior, user interests, keyword themes, and much more. It expands beyond the search engines, and is a great way to use Google's superior technology to target customers at every stage of the buying cycle.

To create the perfect balance of
Digital Marketing Strategy,

Call Zenovation today at

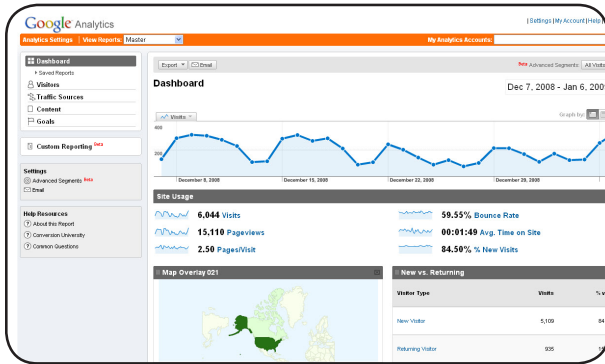
 **828.513.9068**

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Google Analytics

Google Analytics is an effective tool for monitoring your website, and measuring the effectiveness of your online marketing efforts. In addition, it also provides valuable statistics, traffic patterns, and testing results to help improve the quality and efficiency of your website.

Email Marketing

Zenovation can create and implement a unique set of email marketing strategies to help your company build brand loyalty, segment and target specific markets, obtain valuable customer feedback, and most importantly, drive sales.

Online Public Relations

While traditional print media remains a critical part of a company's PR strategies and tactics, online public relations provide a number of great benefits. It allows for easier integration and promotion with your social media networks, blogs, and website. It increases your reach, and carries a much longer shelf life. It helps SEO, and it's trackable, providing valuable market data (for example, what content your customers are most interested in, etc.). In addition, Zenovation can manage your online reputation, developing a great social media and PR strategy designed to maximize trust and credibility in the market.

Mobile Marketing

An emerging medium, mobile marketing offers several significant advantages. It delivers instant results, as the customer generally receives the message the moment it is sent. It is easy to work with, convenient, can be very cost-effective, and the viral potential can be enormous. In other words, it's easy to share content with friends, family, and contacts at the click of a button.

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