



# WHAT WE CAN OFFER

WE ARE an agency that wants its strategic recommendations tested against the pre-existing to validate our efficacy.

SMM ( Social media Marketing)	Web Development	Bulk WhatsApp
SMO ( Social media optimization )	Google My Business	Bulk SMS
SEO ( Search Engine optimization)	Google And Meta Ads ( digital ads )	Voice Call

## SMM

Social media marketing is a powerful way for businesses of all sizes to reach prospects and customers. People discover, learn about, follow, and shop from brands on social media, so if you're not on platforms like Facebook, Instagram, and LinkedIn, you're missing out! Great marketing on social media can bring remarkable success to your business, creating devoted brand advocates and even driving leads and sales.



# SMO

Social media optimization (SMO) is the use of social media sites to manage and enhance an organization's message and online presence. As a digital marketing strategy, social media optimization can be used to increase awareness of new products and services, connect with customers, and mitigate potentially damaging news.

## KEY TAKEAWAYS

- Social media optimization is the use of social media sites to enhance a company or organization's brand and its online presence.
- Social media sites have been used to increase awareness of new products and services and help organizations connect with customers.
- Popular platforms such as Facebook, X platform (formerly Twitter), Instagram, YouTube, Snapchat, TikTok, and Pinterest are used for digital marketing.

# SEO

SEO stands for "search engine optimization." In simple terms, SEO means the process of improving your website to increase its visibility in Google, Microsoft Bing, and other search engines whenever people search for:

- Products you sell.
- Services you provide.
- Information on topics in which you have deep expertise and/or experience.

The better visibility your pages have in search results, the more likely you are to be found and clicked on. Ultimately, the goal of search engine optimization is to help attract website visitors who will become customers, clients or an audience that keeps coming back.

# WEB DEVELOPMENT

Web development refers to the creating, building, and maintaining of websites. It includes aspects such as web design, web publishing, web programming, and database management. It is the creation of an application that works over the internet i.e. websites.

## Google My Business (GMB)

As mentioned, Google My Business is a tool that enables you to manage and optimize your Business Profile on Google—which is one of many important business directory listings. So to explain what Google Business Profile is and how it works, let's first make sure we're clear on what a Business Profile is. Your Business Profile is Google's term for your Google business listing. Business Profiles appear in Google Maps and in the local results of Google Search.

Business Profiles on Google Search look like this:

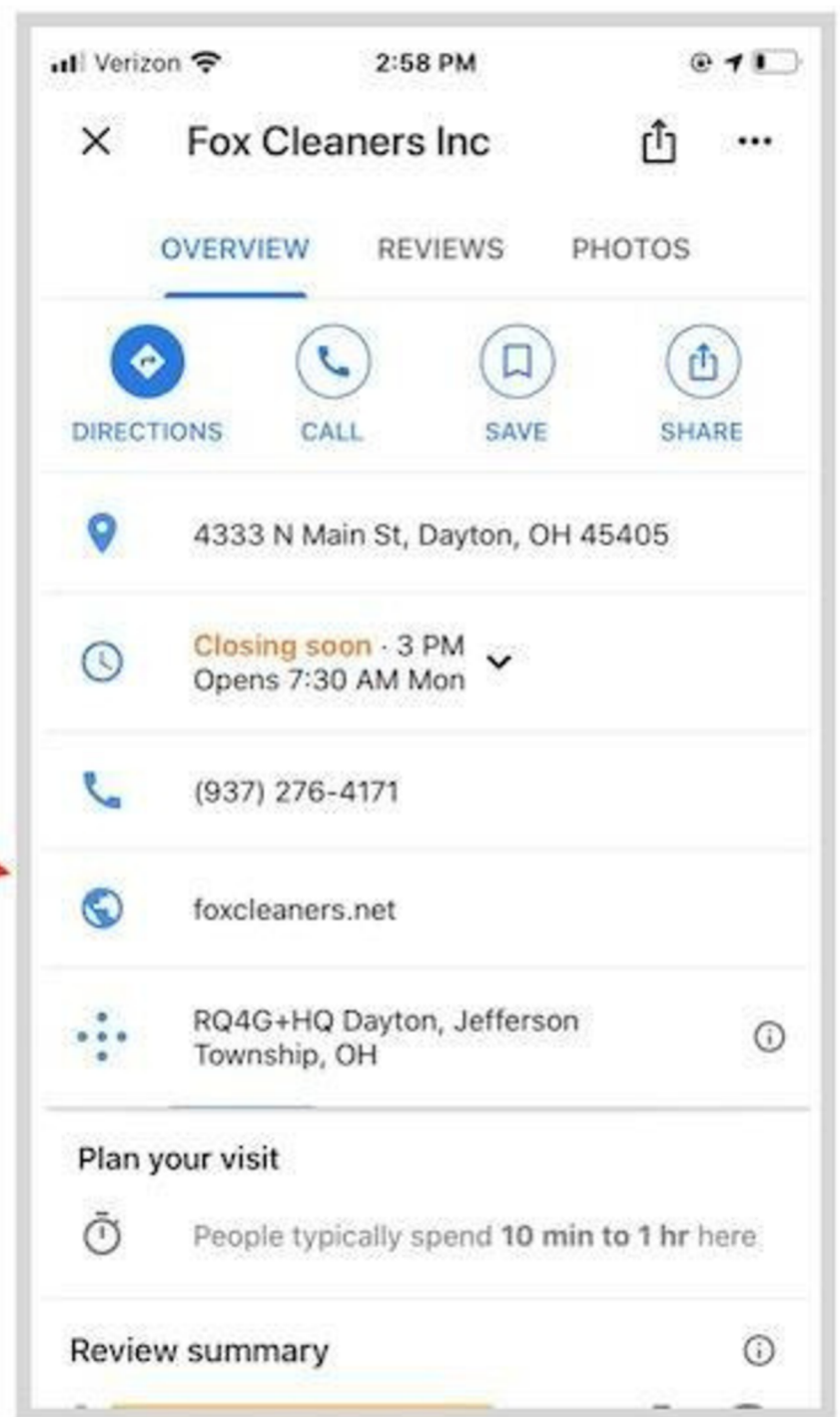
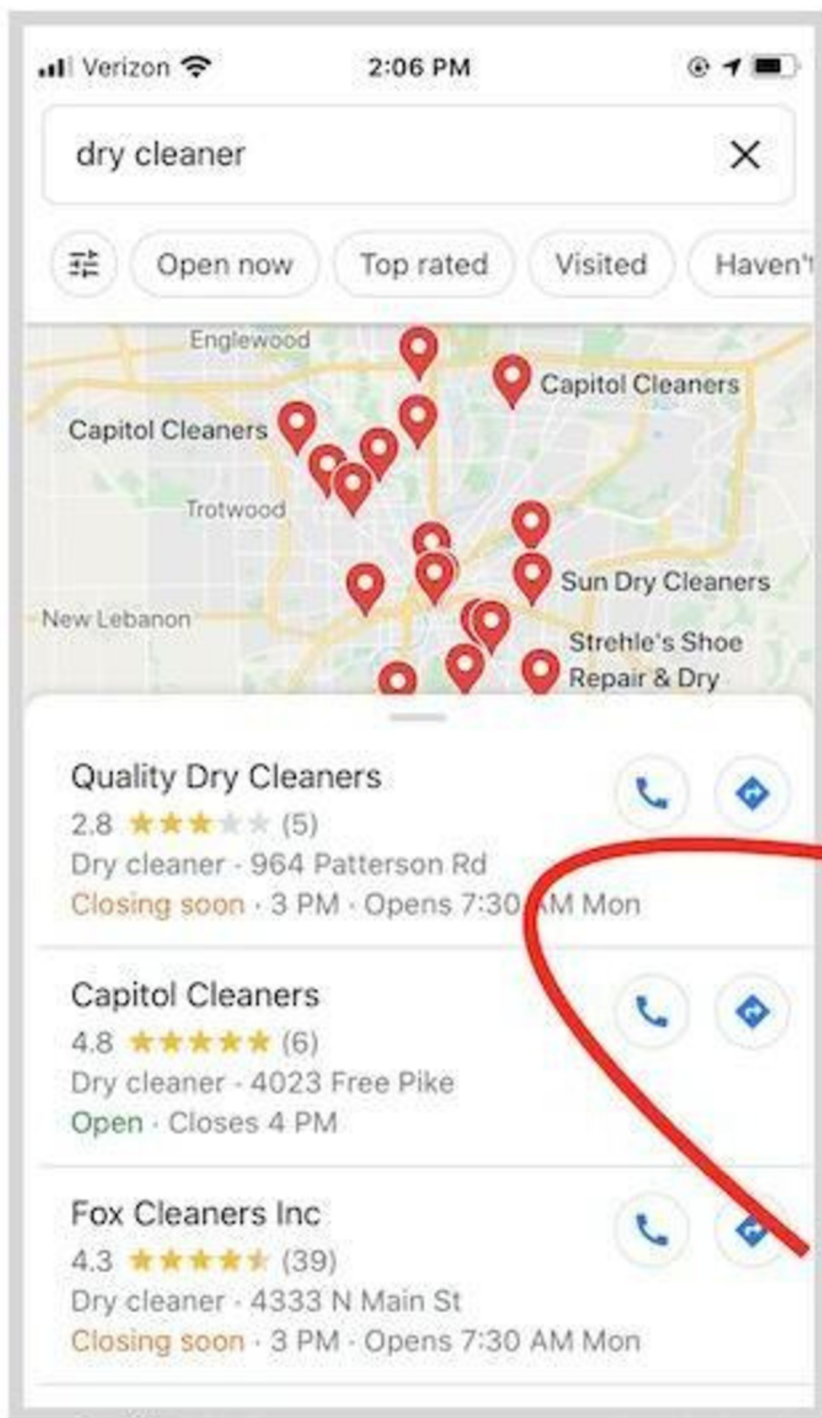


The screenshot shows a Google search for "computer repair". At the top, the search bar contains "computer repair" and the results are categorized into three main sections:

- Paid results (Google Ads):** The first result is an advertisement for "Computer Fixing Pros | Don't Overpay, Compare Pros" from HomeAdvisor. It includes a headline, a brief description, and a star rating. Below the ad are two smaller links: "Project Cost Guide" and "Official HomeAdvisor Site".
- Local results (Business Profiles):** This section is highlighted with a red box and contains a map of the area with pins for "Pc Guyz" and "Geek Squad". Below the map is a list of three business profiles:
  - Geek Squad:** 4.7 stars (6 reviews), Computer repair service, 200 Westgate Dr, (508) 587-5294. Includes "WEBSITE" and "DIRECTIONS" buttons.
  - South Shore Computer Repairs:** 4.0 stars (1 review), Computer repair service, Closed, Opens 11AM Sun, (508) 521-9356. Includes "WEBSITE" button.
  - Truly Unlimited LLC:** 5.0 stars (27 reviews), Computer repair service, 741 Washington St, (857) 264-0131. Includes "SCHEDULE", "WEBSITE", and "DIRECTIONS" buttons.
- Organic results (websites):** The first organic result is from "ubreakifix.com" titled "Computer Repair | Same Day Repairs | uBreakiFix". It provides a brief overview of the service.

Business Profiles on Google Maps look like this:





And Business Profiles on mobile look like this:

## How to use Google My Business for local marketing

So we've established that Google My Business is not your Business Profile, but rather a tool by which you enhance your Business Profile to boost its visibility and effectiveness. Let's cover the four core ways you can use this Google My Business to make your profile on Google listing a better local marketing tool.

### 1. Engage with consumers

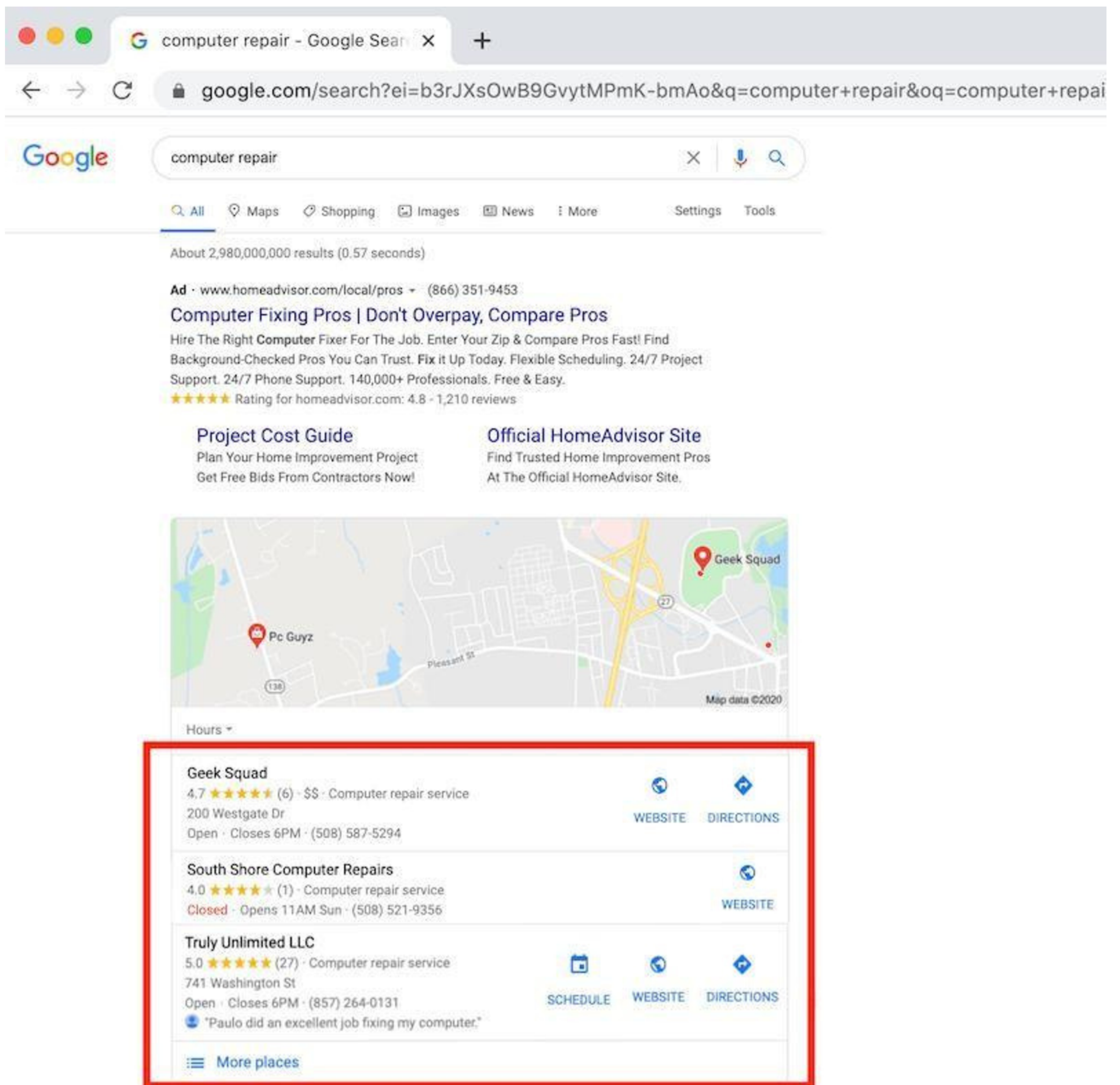
There are a lot of ways consumers can interact with your Business Profile, and you use your Google My Business account to engage back with them. You can respond to reviews, answer questions, enable direct messaging, and set up associated alerts. You can even use Google My Business to publish posts to your Business Profile, much like you would with Facebook and other social media platforms.

### 2. Highlight your business

A Business Profile alone contains limited information about your business. But through your Google My Business account dashboard, you can provide hours, a link to your website, products and pricing, attributes, and other details that make your business unique. You will also use your Google My Business to make edits and updates as needed.

### 3. Perform local SEO

Just as Google has algorithms for ranking its ads and websites, it also has one for ranking Business Profiles. Through your Google My Business dashboard, you can incorporate keywords into your Business Profile and perform other optimizations to help it rank in local results, which we're going to cover next.



Google My Business can help you optimize your Business Profile to show up in the coveted 3-Pack.

## Google Ads And META Ads

### Meta Ads vs. Google Ads: Campaign objectives

In both ad platforms, when you create a new campaign, the first step is to pick your campaign objective.







In Meta Ads Manager, the campaign objective is the campaign type. For example, a Traffic campaign or an App promotion campaign will lead to fundamentally different setup processes and campaign capabilities.

Create new campaign

New ad set or ad



### Choose a campaign objective

-  Awareness
-  Traffic
-  Engagement
-  Leads
-  App promotion
-  Sales



Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.

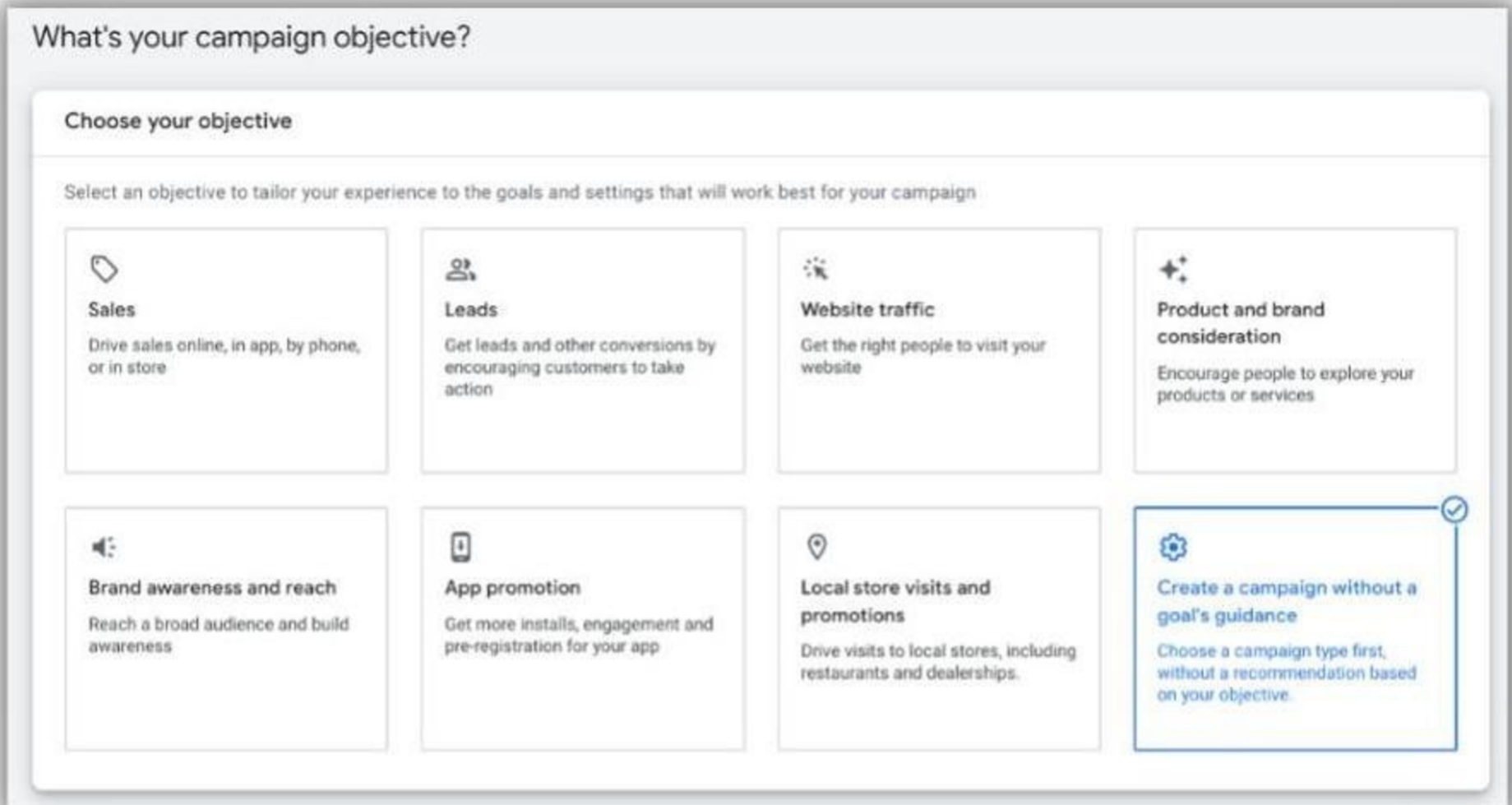
[Learn more](#)

Cancel

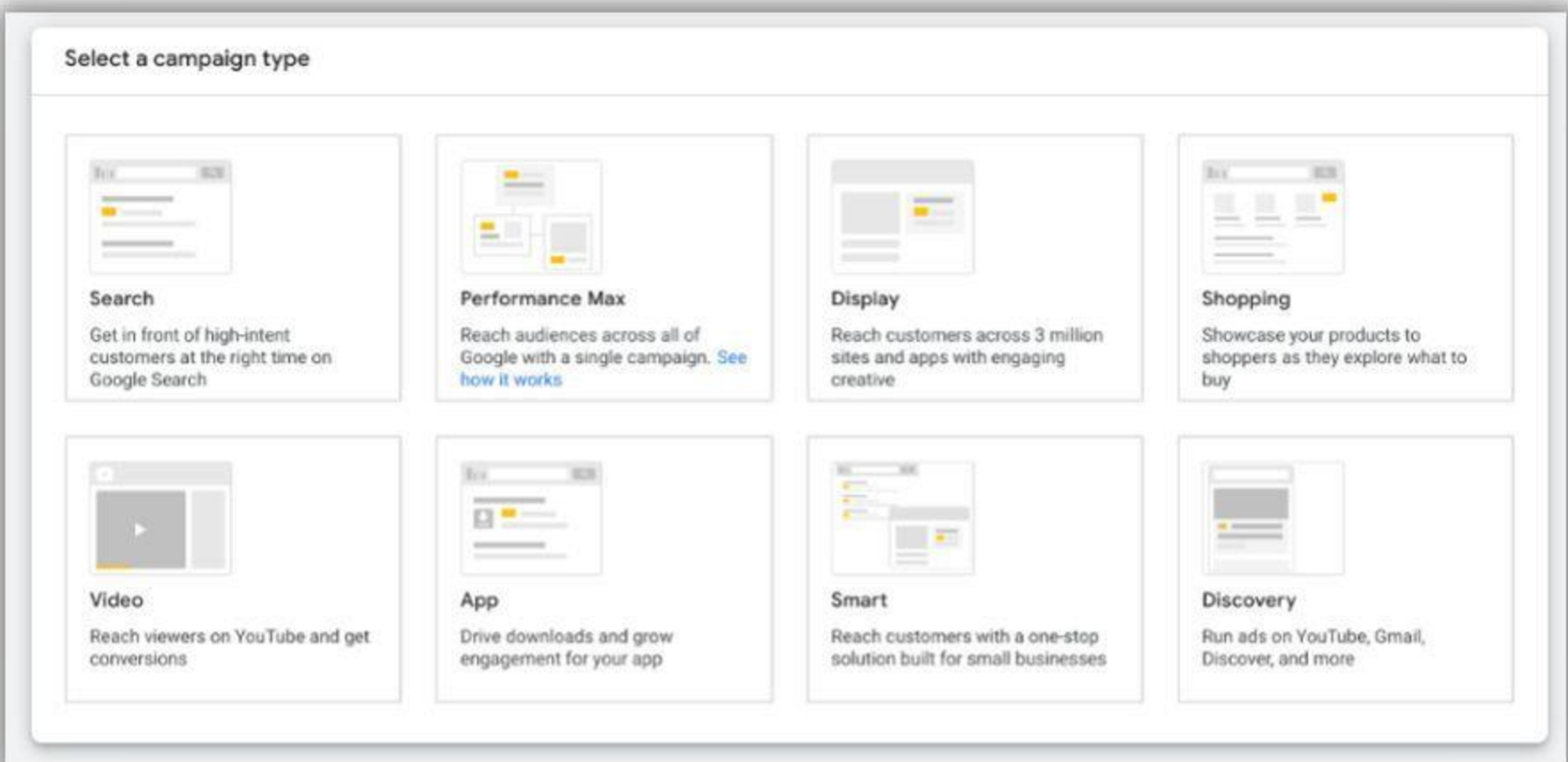
Continue

In Google Ads, selecting a campaign objective is optional and, in my opinion, not recommended. This selection allows Google to narrow the options available to you later in the setup process. For example, if you choose “Brand awareness and reach” as an objective, Google Ads will only let you select a Display or Video campaign type at the next step.





Once you select a campaign objective (or not), the second step is to select a campaign type. This is where you'll choose between Search, Display, Performance Max, Discovery, etc.



## Bulk WhatsApp

The new way to reach your customers!

When you're thinking about different marketing channels to talk and engage with your ideal customers, what is the first thing that comes to mind?

Probably Facebook with its 2.167 billion active users. Maybe Instagram with its 800 million active users? What about Twitter with its 330 million active users or LinkedIn that has 260 million active users. You're probably on there too. But what if we would tell you there is another platform out there, it is text-based, has more users than Instagram and LinkedIn combined. And we're pretty sure you're not on there yet.

It's called WhatsApp Marketing

and now you can use it not just for sending messages, but also for:

- images
- PDF
- Unlimited Content
- videos

## Bulk SMS

Text messaging is a very effective and direct line of communication to the customer. SMS Marketing is sending promotional campaigns or transactional messages for marketing purposes using text messages (SMS). These messages are mostly meant to communicate time-sensitive offers, updates, and alerts to people who have consented to receive these messages from your business.

### Voice Call

IVR stands for interactive voice response. IVR systems are programs designed to interact with live callers through voice recognition tools or telephone keypads. Instead of needing a live person to direct calls, the IVR system provides a way to get callers to the right department faster.

When you read about IVR systems and marketing, one of the most commonly referenced topics is mobile marketing with IVRs. Cold-calling is a tough game, but with IVR you can automate the process of reaching out to prospective clients.