

Strategic Sales Infrastructure!

**Your Team Will Be:**

- Managed
- Supported
- Insured
- Happy!

**Working Toward :**

- Your Directives & Goals!

**Providing :**

- Cost Transparency
- Complete Reporting
- Proactive Professionals
- Flexibility And Elasticity
- Team Work Environment
- Up To 600 Tracked Calls/Day/Person\*

Avoid: (Common Marketing Missteps)

- HR Logistics
- Missed Follow Up
- Ignored Email Blasts
- Additional Overhead
- Continuity Of Language Skills
- Poor Social Media Management

*Your Marketing Wishes : Exceeded!*

[www.wistrategic.com](http://www.wistrategic.com)

We answer questions like these :

Q: "but I'm a small company, how can I market myself without a huge budget?"

Q: "but isn't that expensive?"

Q: "would my team have an office space to report to? I always hear about things like this and you never know where the people are!"

**Grow your team with :**

- Lead Mining
- Telephone Sales Reps/Call Centers
- Key Account Management
- Social Media Specialist & Marketing Specialist
- Google Analytics & Adword Specialist
- Online Advertising Specialist
- Digital Marketing Experts

TECHgenies



**Robert Ernst**  
Wisconsin Strategic Solutions LLC

[robert@wistrategic.com](mailto:robert@wistrategic.com)

262-949-7778

[rernst@techgenies.com](mailto:rernst@techgenies.com)  
[www.wistrategic.com](http://www.wistrategic.com)



# Professional Sales and Marketing

*Your Marketing Easy Button!*



## ***Marketing Your Company in Overdrive!***

### **Lead Miner**

Develop, maintain and interact with clients to increase sales via phone and other forms of electronic communication. Implements sales strategies as directed. Perform various administrative tasks on a daily basis including encoding and emailing.

### **Telephone Sales Reps/Call-Centers**

Sell and promote products and services. Identify and contact new customers while developing customer outreach and retention strategies. Build productive trust relationships with customers

### **Key Accounts Management**

Identify, Monitor and manage key accounts. Utilize defined goals to maximize overall customer experience and satisfaction. Maintain and build upon defined revenue and sales goals with regular communication. Manage new projects and work alongside client to provide desired outcomes. Prepare and negotiate quotes and close opportunities. Prepare and track invoices. Manage all facets of pre-sale and post-sale activity.

### **Social Media and Marketing Specialist**

Create and strategize social media campaigns from creation to execution. Create and produce all materials needed for campaigns, including copy, proofreading, and design as directed. Manage all schedules and posted materials for campaigns.

### **Google Analytics & Adword Specialist**

Create and Structure campaigns. Implementation of Google Analytics and Tag Management. Implement Conversion and Call Tracking. Manage, monitor and edit AdWords accounts. Create content and implement promotions for Facebook Ads utilizing Facebook Pixel Tracking. Report AdWord data with Google Data Studio.

### **Advertising Specialist PPC, SEO, SEM**

Work alongside Graphic Designers and Content Writers to create effective email marketing campaigns. Curate engaging content for social media pages. Manage social media pages, replying to messages and comments. Create and monitor PPC (pay per click) campaigns. Perform SEO (search engine optimization) audits. Manage SEM (search engine marketing). Regularly audit and manage online product pages to ensure accurate and optimized listings. Monitor and reply to customer reviews. Answer customer emails and messages on different Social Media platforms.

### **Digital Marketing Expert**

Manage and strategize all SEO (search engine optimization) campaigns. Responsible for day to day SEO planning and engagement. Conduct keyword research to identify opportunities and best practices. Construct and track new campaigns including link building. Create unified marketing campaigns, working with all internal resources to ensure continuity across all marketing platforms. Strategize to fulfill marketing goals, while reporting all progress. Create systems and protocols internally that ensure all content is optimized across all platforms and user experiences (websites, mobile, social, video, blogs, retail portals, as well as other applications)