AUSTIN DIGITAL MARKETER

AustinDigitalMarketer.com



Schedule of

Services

Digital Marketing

CONSULTATION

I will conduct a comprehensive review of your digital assets and provide recommendations on key actions to improve your presence, your content, your "find-ability," and conversion opportunities. Are you leveraging all the tools available to you online? Do you have a marketing plan about which you have questions? Do you have an upcoming event or promotion that needs awareness? With a review & consultation, I can set you on the path to success in reaching your goals.

STRATEGY & PLANNING

Every business needs a sound marketing plan in order to survive. Starting from an understanding of your business and your target market, I will develop a plan with easy to follow steps and action items, as well as make recommendations for where you should invest in paid tactics, if any, to reach your target audience. If you're short for time or without the skills, I also have the experience and skills to execute your plan.

> "Try not to become a man of success. Rather become a man of value."
>
> — Albert Einstein

CAMPAIGNS

There will come a time in your business or personal promotion when you need some additional help with driving awareness or leads. With vast expertise and experience with a variety of mediums, I can craft a campaign to use online or off that reaches your target audience, with your relevant message, where they are. Whether you want to invest in PPC, display, social media, email, or even direct mail, I can help you craft a message and execute your program in line with your budget. In addition to long-term marketing support, I can be available for extra hours during new releases and other important events. Includes B2B demand generation, if needed.

EMAIL MARKETING

Email marketing has become a requirement if you want to market your business. Whether you're just getting started, migrating to a new platform, or need a program re-design, email has been a part of my career for more than 20 years. List growth, segmentation, targeting, template design, platform implementation, list cleanup, triggered messages, deliverability, and Can-SPAM compliance are just a handful of skills I can use to benefit your business with email marketing. **View Samples.**

You take care of your business; leave the marketing to me.

AustinDigitalMarketer.com | Leslie@AustinDigitalMarketer.com | 737.775.8455 | LinkedIn Profile

Web & Marketing Platforms

EMAIL PLATFORM IMPLEMENTATION

As a business owner, you're already pressed for time, and trying to figure out how to set up an email service provider is daunting enough, on its own, without facing an entire list of priorities needing to be done yesterday. I can set up and configure your Mailchimp, Constant Contact, Klaviyo, iContact, or other email or marketing automation platform, then train you on how to use it to begin sending emails.

WEBSITE UPDATES & MANAGEMENT

Keeping your website fresh with updated content is a key to ensure repeat visitors by giving them a reason to visit frequently! Refresh your site with new pages, new images/artwork, campaign landing pages, updates to your e-commerce store (WooCommerce). I can also install and implement plugins, update global settings, and more. Hands-on with Wordpress, GoDaddy, Wix, and some Hubspot. **View Samples.**

MARKETING PLATFORM REVIEW

Sometimes the worst part about picking a marketing platform is deciding which to consider. I have extensive experience with several platforms and can help you determine which ones are the best fit for your business and your business processes. Whether you're looking for an email service provider, a marketing automation platform, or a salesforce automation service, I can provide you with a product review, features comparison, and cost comparison so you can make the best decision possible. The best platform will fit your strategic goals, processes, and budget. Contact me to conduct a business and platform review to ensure the one you choose serves your needs.

WEBSITE OPTIMIZATION REVIEW

Leveraging a website for your business today is essential. And if it's not driving business for you, a website optimization review can provide a comprehensive look at how to improve its performance. From increased traffic to better conversions, a website optimization review will provide you with the steps you need to take to make your website work effectively for you.

Content Services

WRITING & EDITING

Need content for your website, email campaigns, social media, digital ads, or your blog? As a degreed journalist with more than 20 years of experience in the digital marketing field, I can write and edit any type of content you may need. Skilled in developing email content, newsletter content, blog content (themes and posts), and website content, in addition to creating brand mission/vision/positioning statements and your messaging platform. **View Writing Samples & Before/After Editing Samples.**

WEBSITE CONTENT IMROVEMENT & OPTIMIZATION

The website content improvement and optimization service is a more comprehensive site optimization service and involves optimizing both the content for SEO and the functionality. This service results in editing all website content as well as making optimization updates, in addition to making additional/new content recommendations. If you haven't conducted a search engine optimization (SEO) analysis and unsure of the keywords you need, an SEO analysis can be included as part of this service. **View Editing Samples.**

Not all expertise listed. If your need is not listed, please contact me as I still may be able to help you.

"Only a life lived for others is a life worthwhile."
— Albert Einstein

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