

## A Digital Marketing Resource for the Rest of Us.

No matter how small, every business will  
need to eventually invest in marketing,  
even in the smallest of marketplaces.

But where do you start?

Options for marketing are overwhelming.  
I will help you navigate the landscape - whether  
you're just starting out or need an extra hand to  
handle your marketing tasks.

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**93%** of consumers use the  
internet to discover and  
find local businesses

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Percent of consumers **80%**  
who research  
small businesses online before contacting

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**78%** Of local searches result  
in an offline conversion

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Source: Think With Google

**Austin Digital Marketer Offers  
Specialized Marketing for  
Small & Medium-Sized  
B2B & B2C Businesses**

## Services

### Digital Marketing

CONSULTATION  
STRATEGY & PLANNING  
CAMPAIGN MANAGEMENT & EXECUTION  
EMAIL MARKETING  
SEO ANALYSIS & STRATEGY

### Web & Marketing Platforms

EMAIL PLATFORM IMPLEMENTATION  
WEBSITE UPDATES & MANAGEMENT  
WEBSITE OPTIMIZATION REVIEW  
MARKETING PLATFORM REVIEW

### Content Services

CONTENT WRITING  
CONTENT EDITING  
BLOG STRATEGY  
BLOG MANAGEMENT  
WEBSITE CONTENT OPTIMIZATION  
SEARCH ENGINE OPTIMIZATION  
AD CONTENT  
GRAPHIC DESIGN

*... And More!*

*Call 512-633-6676 to Schedule a . . . .*

## Project Packages

### Demand Generation

DEMAND GEN READINESS ANALYSIS  
DEMAND GEN PROGRAM OPTIMIZATION  
MARKETING TECH ASSESSMENT & REVIEW

### Website Programs

FULL SEO ANALYSIS  
KEYWORD RESEARCH  
WEBSITE EFFECTIVENESS REVIEW  
WEBSITE CONTENT OPTIMIZATION  
WEBSITE PROJECT MANAGEMENT  
LANDING PAGE OPTIMIZATION

### Email Marketing

EMAIL CAMPAIGN STRATEGY  
CAMPAIGN EXECUTION  
EMAIL PERFORMANCE OPTIMIZATION  
EMAIL TEMPLATE DESIGN

### Content Programs

CONTENT STRATEGY  
BLOG STRATEGY  
CONTENT WRITING  
CONTENT EDITING

**FREE CONSULTATION**

## Meet Leslie Kuykendall



- More than 20 years of experience with digital marketing, PR, writing, & editing
- Digital marketing expertise including strategy, email marketing, online ads, SEO, website optimization, demand generation, web & campaign content
- B2B & B2C awareness, acquisition, nurturing, retention & loyalty expertise
- Social media strategy, content, advertising & campaign management

*Big Budget Skills at Affordable Rates.*

**FREE CONSULTATION**

## About Austin Digital Marketer

After leaving her job as a reporter for the Waco Tribune Herald in 1995, Leslie Kuykendall spent many, many years obtaining marketing skills while working for some of the most well-known companies in the United States, such as Travelocity.com, Tuesday Morning, Dun & Bradstreet, and more. Today, her passion is using her "big budget skills" to help small businesses take advantage of the same opportunities big budget companies enjoy - at affordable rates.



*Bright Ideas Start Here*



**Leslie A. Kuykendall**  
**Owner, Writer, Marketing Specialist**

[leslie@austindigitalmarketer.com](mailto:leslie@austindigitalmarketer.com)

512-633-6676

Georgetown, TX

[AustinDigitalMarketer.com](http://AustinDigitalMarketer.com)



## BOOST YOUR SMALL BUSINESS WITH CREATIVE CONTENT & DIGITAL MARKETING

*Build Awareness | Attract Customers  
Grow Revenue*



Content Writing  
Email Marketing  
Website Optimization  
Program Management  
Marketing & Content Strategy  
Demand Generation  
Design



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