WHAT CAN SOCIAL MEDIA MARKETING DO FOR YOU?
Your business's social media presence & online reputation have quickly become essential elements to succeed online. We'll help develop a great representation of your business, build a following & connect with your target audience. We work in part with your SEO efforts to give you a robust digital presence online.

— **Drive traffic:** Social media is a great way to drive relevant traffic to your website for free. As people share your content, more people are likely to visit your site.

— **Helps SEO:** Social media is increasingly playing a larger role in SEO. Using social media in tandem with traditional SEO strategies will only help boost your site's rankings.

— **Unbeatable Ad ROI:** Social media advertisement, such as Facebook, are cheap and very customizable so you can reach your exact target audience. Ad retargeting also helps to improve your overall ROI.

— **Build brand recognition:** Being active on social helps your business build brand recognition and loyalty.

— **Helps customers find you:** It helps you find customers that you never knew existed, and helps customers find you that didn’t know you existed.

— **Keep up with your competition:** And finally, simply put, your competition is doing it. They are one step ahead of you if you aren’t active on social media.

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REPUTATION MANAGEMENT
84% of people trust online reviews as much as a friend or family members’ recommendation. And of those 84%, 69% make a purchasing decision based on the reviews they read. Which is why your business's online reputation needs to be in tip-top shape in order to compete with your competition.

— **Monitor:** We are actively monitoring all of the review sites to identify areas of concern that could be improved.

— **Engage:** It is important that business be actively engaging with users that leave reviews. Negative reviews especially are crucial to engage with to show that you are trying to solve the customers concerns.

— **Generate reviews:** Our process includes helping to generate positive reviews from your past customers. Building a positive image online helps drive more leads and sales.

— **Optimization:** Review sites, like Yelp especially, have their own built in search functions. We use our SEO knowledge to optimize your profiles to help you get found within these searches.

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GUIDING OUR CUSTOMERS TO ONLINE SUCCESS

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<thead>
<tr>
<th>Cincinnati, OH</th>
<th>Cleveland, OH</th>
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<tbody>
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<td>1536 St. Clair Ave NE Suite #40</td>
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