



## Digital Marketing Solutions



Invex Consultancy's Digital Marketing solutions provide the strategy and tactics to position your company as a market leader and grow. To attract and convert the right customers in the right way, we help you develop and tell your brand's story across the right channels.

We enable clients with an established and growing social media presence, an optimized website for search engines, and profitable ad campaigns that reach and convert target customers.

Whether you need an integrated strategy or simply assistance with components of digital marketing, our solutions delivery model is flexible enough to meet your needs. Across research, strategy, creative services, engagement, and execution, we provide a wide range of integrated digital marketing solutions.

### ■ Without Invex Digital Marketing Solutions



### ■ With Invex Digital Marketing Solutions



## Social Media Marketing

- **Ad Accounts Setup** - After determining with you the best social media platforms for targeted ads we will set up and manage your ad accounts on platforms.
- **Media Buying Strategy** - We develop a paid advertising and social media advertising strategy and budget for each platform that is aligned with your overall marketing and business strategy.
- **Campaigns** - We will develop a campaign budget, bidding strategy, and targeting tactics. We will monitor results and conversions against objectives and adjust campaign tactics accordingly. Monthly campaign performance reports and analytics inform future strategies.



## Search Engine Marketing (SEM)

- **SEM Strategy** - We develop a plan and strategy for optimizing paid search campaigns based on a competitive assessment, keyword analysis, customer personas, PPC goals, and more.
- **Google Ads** - We set up your Google Ads accounts, Analytics, and Tag Manager. We create ad content and associated targets and do A/B testing of ads.
- **Paid Advertising** - With a clear SEM strategy, and monthly analytics reporting, we run and monitor ad campaigns to increase your online visibility and conversions, while ensuring you get the most effective results for your marketing spend.



## **Search Engine Optimization (SEO)**

Our thorough technical and tactical SEO strategies are focused on generating and growing quality organic traffic and page one search results.

- **Google Business Profile Creation** - We'll help you define and manage how your business shows up across Google products such as maps and search.
- **Keyword Research and Planning** - We conduct extensive keyword research and competitor analysis using the latest tools to drive paid and unpaid campaign development and execution.
- **SEO Template Creation** - We create SEO-optimized templates that serve as guides for writers and content creators to optimize content for page ranking.
- **Technical SEO** - We work to optimize your website and servers to ensure it is easily detected by crawlers and indexed properly. This could include sitemap creation, tag optimization, web server analysis, and more.
- **Google Analytics and Search Console** - We set up and manage your Google Search Console and Google Analytics to track and generate reports on website traffic and understand how your website is performing in search.
- **SEO Optimized Content** - Our writers and creators can generate content for you based on your SEO and content strategy. We use our on-page SEO knowledge to optimize content for organic ranking.

## **Branding**

- **Brand Identity** - We help you design your logo, choose colors, fonts, taglines, and more.
- **Brand Guidelines** - We establish brand "rules" and standards in line with your brand identity to ensure consistency in presenting your company, its purpose and brand values.
- **Brand Kit** - Upon establishing your brand identity and guidelines, we will create an easy-to-follow guide that incorporates your visual identity, logos, colors, fonts, and messaging.
- **Brand Strategy** - We'll help you align your branding strategy with your overall business strategy. We develop a brand strategy that focuses on who your company is, its values, and its value proposition in a way that differentiates you from the crowd and is aligned with market needs.



## Social Media Management

- **Social Media Accounts Setup** - We open your business accounts and create business pages on the appropriate platforms, establish admins and reporting, and generate required descriptions and content.
- **Social Media Audit** - We assess your social media profile, following, and engagement metrics relative to your industry peers. We identify gaps and opportunities that inform future social media strategies.
- **Social Media Research** - We analyze your social media audience targets to understand where they hang out and how best to reach and engage them with different content and topics.
- **Social Media Strategy** - We develop strategies around content, messaging, specific platforms, content type, and more. Our focus is on making a plan to build your audiences and increase your company's visibility in its industry. We'll create and distribute content for your social media profiles, and monitor and encourage engagement with your brands.

**Start Your Digital Marketing Journey Here.**

**Contact Us for a FREE One-Hour Consultation Session with Our Google Ads Certified and Inbound Marketing Certified Experts.**

