

# ADZEDIA

## ONLINE MARKETING SOLUTIONS

- Advertising Management
- Website Design
- Website Analysis & SEO
- Social Media
- Inbound Marketing
- Pay-Per-Click
- Monthly Progress Reports
- Ad Budget

## #CREATIVEELEVATION

### WHY YOU NEED IT...

Your customers' attention is on their computers, tablets, and smart phones. This is where your company's attention should be as well. Regardless of your industry or business, your customers are spending time online. Adzedia can get your customers to your site.



## ADVERTISING MANAGEMENT

We'll set up the online advertising accounts, make the creatives, design the ads, manage performance, monitor activity, and make adjustments to increase performance and pause out non-winning ads. Ad management is a daily task and requires actions based on ad performance to consistently make winning ads. Client just adds credit card to account and we handle everything else.



## WEBSITE DESIGN

If needed, we will create and design a new website landing page to run the ads to. This is the page users will see when they click on the ad. Our landing pages include a strong call-to-action and a simple, effective design. We know what works and the science behind consumer engagement, beginning with a proven call-to-action, all the way down to form submission and the lead delivery.

## WEBSITE ANALYSIS & SEO

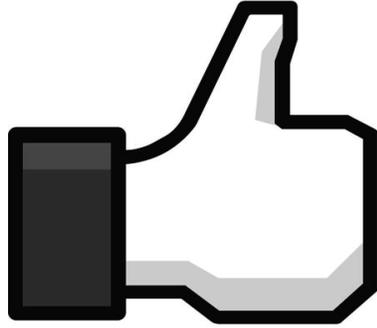
Simply having a website doesn't mean anyone will ever find it. We'll perform Search Engine Optimization (SEO) to make the site be found via organic, non-paid, search. We can come up with content. Please note, SEO takes time and results are not expected to be seen in the first three months.



## SOCIAL MEDIA MARKETING

Our team will post daily on your social media pages. This is a highly targeted demographic reach. High consumer engagement is what is going to win you referral business and put your name on the map. Social Media Profiles include but are not limited to:

- Facebook
- LinkedIn
- Twitter
- Instagram
- Google+
- Pinterest



Our team will build a page for you or adjust your current page to be most effective. Our social media skills will develop and increase brand awareness.

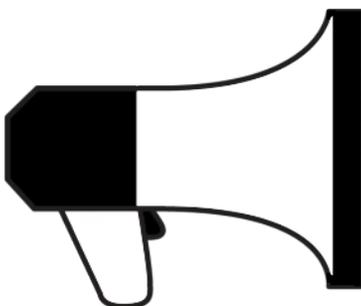
## INBOUND MARKETING

Social media is a huge part of inbound marketing, but our team will take additional steps to make sure your business is getting the inbound traffic you need. Utilizing analytics and a SWOT analysis, we will optimize your website and create a blog to increase content and enhance the user experience.



## PAY-PER-CLICK

We are Google Partnered and Bing Accredited, which means we are fully certified by Google, Bing, and Yahoo to create and manage successful Pay-Per-Click campaigns. With Adzedia, you will basically have your own qualified marketing team assigned to doing nothing but serve your company ads to a relevant audience.

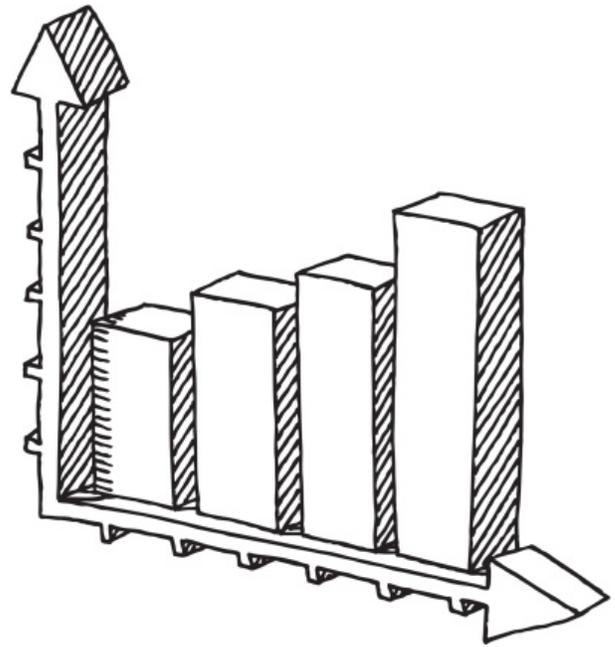


Facebook Ads have many highly targeted audiences that are always improving. Our team of marketing rock stars can determine and specify your audience to put your message in front of the right people. We will optimize your campaign so it is performing at its most effective.

## MONTHLY PROGRESS REPORTS

We'll keep you fully informed and updated on your campaigns. Our team will provide you with monthly reports bringing you up-to-date on:

- Spends
- Leads generated
- How many visits your site is getting
- Demographic on your site visitors
- Engagement on your social media page
- Overall levels of success



## AD BUDGET

Spend as little as \$25 per day and as much as your prefer. We can turn your advertising dollars on and off depending how busy you are and how much traffic you want. Your ad spending is completely transparent. You're billed directly by the network we run your traffic on, such as Facebook, Google, and Bing.

The Adzedia monthly cost covers our agency fee for managing PPC ad campaigns and maintaining all the moving pieces of social media, website updates, content, and more.

**No long-term contracts.** Although we recommend you give a campaign 3 months to reach optimal effectiveness, you may cancel services at any time with a written 30-day notice.

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