



FITZMARTIN *Digital*

F. Digital integrates all of the elements of your digital marketing strategy to create new customers and to ensure that you meet your business goals.

*Why is a unified digital strategy **critical to your business?***

57%

For the typical customer, 57% of the buying decision is made before they ever speak to a sales person.

Customer Due Diligence Begins

Customer Purchase Decision



Customer's first contact with supplier

For the typical customer, 57% of the buying decision is made before they ever speak to a sales person. People are doing their own research and making decisions long before they talk to you. Digital marketing is your chance to reach people when they are researching options and influence their decisions.

Paid Advertising

*Search / PPC
Display
Sponsorship*

Mobile

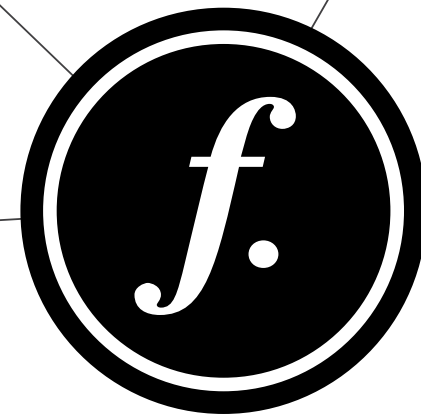
*Responsive design
Apps*

Web design

*UI/UX
Content
SEO*

Inbound Marketing

*Organic search
Keyword strategies
Blog
Landing pages
CTAs
Content offers
Automated lead nurturing*



*Essentially, **F. Digital** will unite the content, design and tactical execution of your various digital tools to create new business.*

*The process by which we help you make money from your digital strategies is relatively straightforward. **We affectionately call it TLC.***



Stage 1: Unaware

Stage 2: Contemplating

Stage 3: Planning

Stage 4: Action


Stage 5: Sold & Serving

Stage 6: Advocacy



Traffic. Warm bodies. Eyeballs. Unique visitors. There are lots of names for the crowd of people you want to see your marketing message. But we're interested in more than raw numbers. We craft your digital tools to attract people who are inherently interested in your product or service.

Tools for driving traffic: —————

- Web content strategy
- SEO 
- Paid v advertising
- Keyword strategies
- Blog

- Offers
- Whitepapers, e-books
- Webinars
- Social Media
- Videos

- Link Building
- Online PR
- Traditional marketing tools



Leads. One of the most difficult steps in monetizing your digital strategy is to convert visitors into leads. Online, people value their anonymity; they will only give you their contact information in exchange for something of true value. Throughout your Web site, we make separate offers for people at different stages in the sales cycle, from those with an initial interest to those who are close to making a buying decision.

Tools for attracting leads

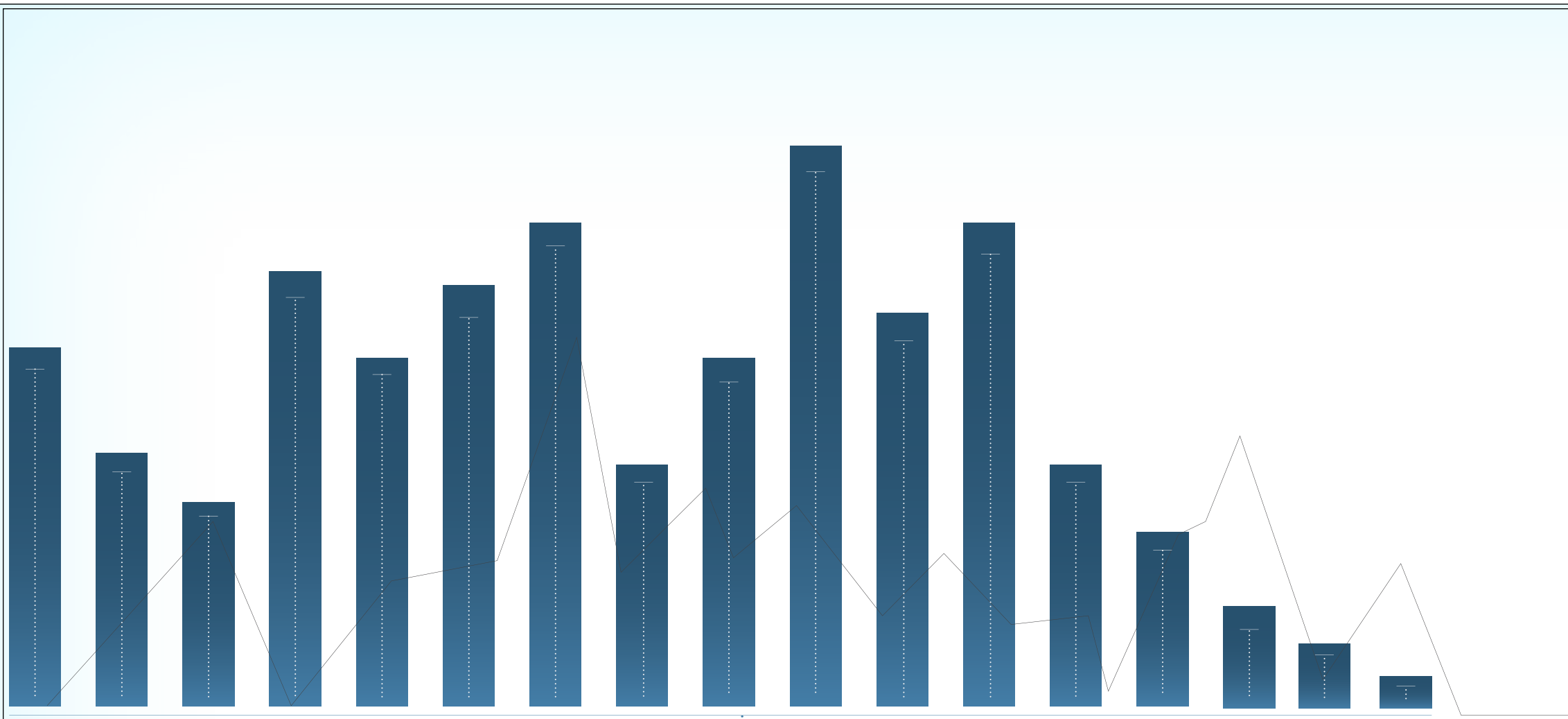
- Offers/whitepapers/trials/tests
- Calls to Action
- Landing pages
- Lead Nurturing campaigns



Customers. At this point, our digital strategies intersect with your sales team. We employ several tools to help support your salespeople as they convert later-stage prospects in the sales cycle into buying customers.

Tools for converting customers

- CRM integration
- Lead scoring
- Lead nurturing campaigns



Analytics. The great strength of digital marketing is our ability to track and refine the results we produce. At every stage, we measure the performance of each element using a variety of analytic tools and make continual adjustments to improve our results.

Based on the data that our analytics produce, we can refine our offers to prospects at different points in the sales cycle to make everything more personal and to increase our ability to convert leads into customers.

Drawing from the long history of direct response advertising, we test ideas, ads, headlines, offers, search keywords, design, web content — everything. For example, if a call to action fails to produce leads, we'll test new offers, new placement on the web page, new headline copy, etc. to refine and improve our results.