DIGITAL BLEND

NEXT LEVEL INBOUND MARKETING

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SEO STUDIO

Utilizing search engine optimization (SEO) for your brand's online presence is like having a beverage with your meal — it's often overlooked in the preparation phase, but sorely missed when forgotten. SEO is the base of all future content marketing success, inbound marketing's unsung hero. Digital Flavor's refreshing SEO services include:

ONSITE OPTIMIZATION

We start by evaluating how you present yourself to the web. Through the strategic use of title tags and meta-descriptions, we work on boosting your website's relevancy within key categories.

CRITICAL INDEXING UPDATES

By digging into a search engine's catalogue, we ensure that each platform accurately reads and correctly catalogues your web material. This analysis helps determine whether your site's content is properly positioned for your target audiences.

BUSINESS CITATIONS

Creating new backlinks has always been an important strategy used to build up a website's authority. We use several external content tactics to continually push your pages to the top of the SERPs*.

DYNAMIC REVIEWS CONFIGURATION

Obtaining positive reviews is one of the key drivers for improving a brand's Google business listing. The team at Digital Flavor will configure our reviews platform to send dynamic requests to recent clients. This will significantly increase the volume and quality of your firm's online reviews.

The way your website is written and structured says a lot about your brand. Our internal writing team is ready and able to create content to fit your company's needs.

REWRITTEN WEBSITE COPY

Chances are your website could use a little refreshing. We are able to take a look at existing web pages and come up with a fresh, new perspective for content. Updating your web copy is like changing the way you style your hair — it reminds people that you're current and conscientious of your image.

NEW INTERNAL PAGES

As your company grows, your website should grow with it. When your company runs into a need for new page content and creation within the navigation of your site, we are able to step in to provide an all-around awesome web page.

CONTENT CATALYST

Content Catalyst is the scrumptious and satisfying main course of Digital Flavor's products. Our content offerings are meat-and-potatoes compared to the snack-sized content product most commonly found among inbound marketing agencies. While other agencies' content often consists only of half-hearted copy creation, our team of former attorneys will give your campaign the attention it deserves. Here's how we spice up content marketing:

IN-DEPTH PERSONA DISCOVERY AND DEVELOPMENT

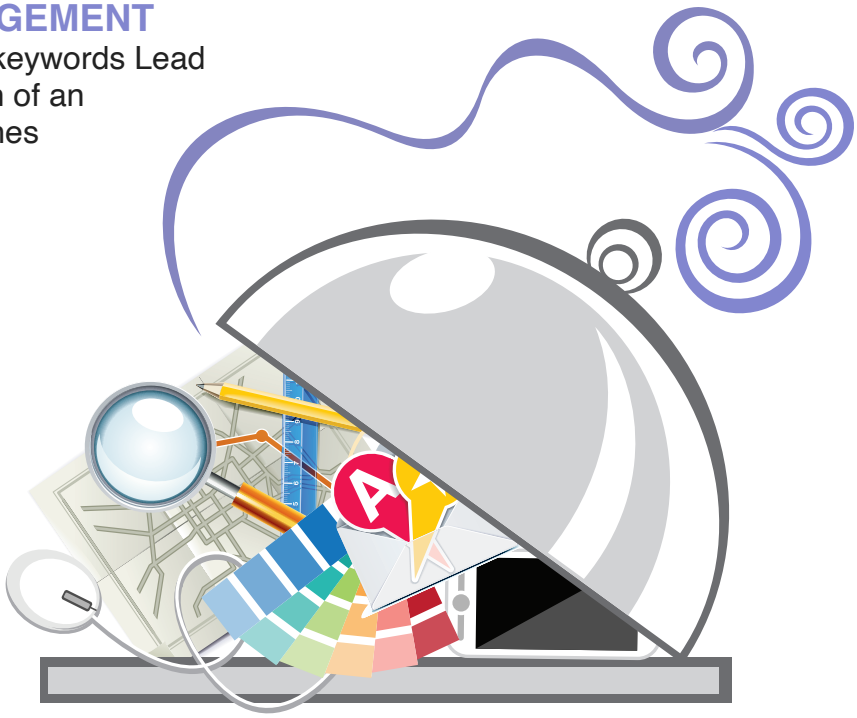
Through client conversations and general market research, our dedicated content teams come up with a series of "personas," or target audiences, most relevant to a given brand. These personas are the foundation of your content campaign, which aims at increasing a brand's overall online visibility.

KEYWORD MAPPING

After determining whom we want to communicate with, we do an analysis of how to best communicate with them. A process called "keyword mapping" helps us determine what type of content these personas are searching for and how we can more visibly position your brand in those searches.

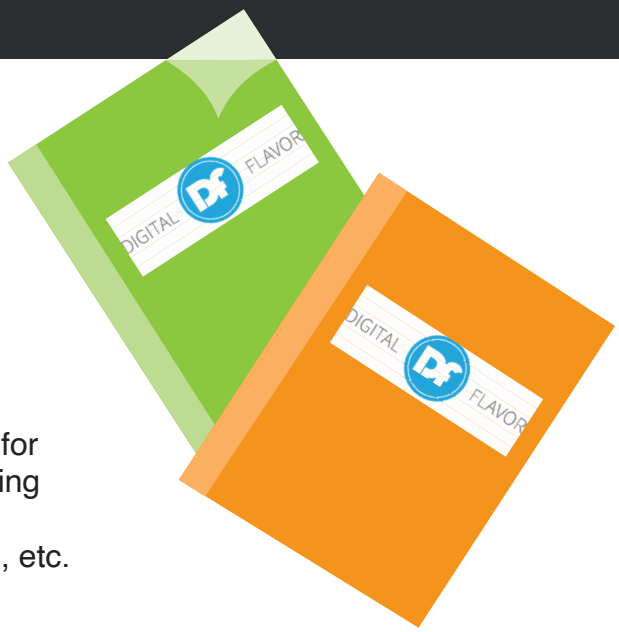
CONTENT CAMPAIGN AND MANAGEMENT

The process of researching personas and keywords Lead Laboratory our content team to the creation of an overall content strategy. This strategy outlines the types of content proposed for a brand's campaign, including internal blog content produced by Digital Flavor's internal team of former attorneys. The outline gives both proposed headlines and the "why" behind use of keywords, personas and other strategic elements.



DOWNLOADABLE COLLATERAL

CONTENT CATALYST



The team at Digital Flavor excel at creating downloadable material like product documents, case studies, infographics, and white papers. This kind of content will help your brand gain trust and convert traffic into revenue.

EBOOKS

Our eBooks, which typically run from 3-6 pages in length, make for great electronic material. Apart from their strategic role in attracting Lead Laboratory with Lead Laboratory, eBooks can be used as fantastic internal resources — sales collateral, training materials, etc. — and great client communication tools.

INFOGRAPHICS

Infographics are a popular way of conveying information in a fun, interesting format. Our strategically written and beautifully designed infographics pull in demographics of all types. They are excellent for social media, blogs, newsletters, internal communications and more.

PROMOTIONAL VIDEOS

The team at Digital Flavor excel at using Adobe After Effects to create dynamic promotional videos. These can be used on a brand firm's website to boost credibility and highlight a strategic competitive advantage. They can also be leveraged on the brand's social media profiles. Engaging with multiple companies for the different types of marketing collateral will be a thing of the past when you hire Digital Flavor.

SOCIAL MEDLEY

We see social media like a snack; there are a ton of options to accommodate constantly changing tastes and trends. Our Social Media Medley is a snack bar of goodies. The Digital Flavor social media team is prepared to create and share content over a variety of social platforms, each specifically tailored to the client's recommendations and overall strategy. The treats our dynamic social media team offers include:

SOCIAL ANALYSIS AND STRATEGY

Our social media team is prepared to dive into a client's current social media presence to analyze the current effectiveness of each platform. From there, they will develop a strategic plan for increasing followers and engagement.

CONTENT PROMOTION

In an effort to provide each brand with a streamlined campaign, our social media team's first priority is sharing the content created within our Content Catalyst across social media accounts. We take care of the content synopsis, image creation and post activation for each social sharing of your blog posts.

BRAND REVAMP

The team at Digital Flavor will ensure there is consistency and professional design across all of your social media profiles. This will insure your brand's online image is as good as it's product.

PERFORMANCE TRACKING

Up-to-date data about how your firm is trending on social media will be provided each month. These will highlight the most important social metrics and give clear information campaign performance.

REPUTATION TRACKING

Our group of social experts will keep on consistent eye on each of the social profiles. If we spot a negative comment, bad review, or important question, your team will be notified immediately. The days of embarrassment and online blunders will be a thing of the past.

LEAD LABORATORY

Lead Laboratory is like a perpetual ice cream sundae — it's a dessert that never runs out. Coupling the same strategic development involved in the Content Catalyst with client input, Digital Flavor comes up with a marketing plan directly aimed at generating new business. After determining who we want to target and what we want to offer them, we roll out an overall lead campaign that includes:

AD MANAGEMENT

We start by grabbing an audience's attention in the places they're most likely to be. We advertise on a number of online platforms, including Facebook, LinkedIn and third-party sites through the use of Google Ads. From strategy and copy writing to design and implementation, our creative team works to create an ad campaign that works for you. These advertisements are intended to pique interest and encourage an individual to click through to an associated URL to learn more.

LANDING PAGE

Digital Flavor sets up a dedicated landing page associated on your main site's server to link your ads to. This allows for message control throughout the campaign as well as streamlined success tracking. A campaign's landing page is intended to record an interested individual's contact information for further follow-up after exciting them about your brand and what you have to offer.

LEAD NURTURE BLAST

As your lead database grows, we work to connect with your Lead Laboratory on a regular basis. With each Lead campaign comes an email blast to your existing Lead Laboratory, intended to nurture them with occasional contact and new, helpful downloadables.

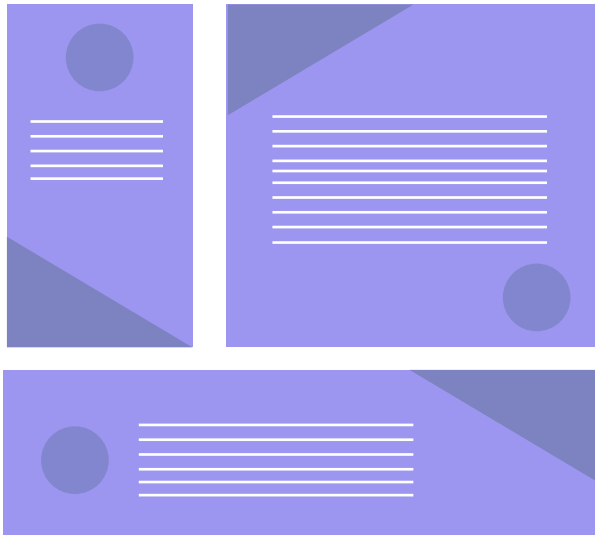
RETARGETING ADS

Once potential Lead Laboratory have interacted with your brand, even just superficially through surfing the web, we are able to reconnect them with the Lead Laboratory campaign for up to 30 days following their initial interaction. We do this by placing relevant, original ads with Google's retargeting network that pull your potential Lead Laboratory back to the landing page. This continues to remind your target audience of your brand, even when they've moved on in their browsing.

RETARGETING SERVICES

LEAD LABORATORY

Google remarketing advertisements are a powerful tool for getting your message to specific audiences. By placing relevant and original ads within Google's retargeting network, we are able to reconnect web users who have previously interacted with your brand to your current message campaign. Whether you'd like to direct your target audience's attention to a new product, promotion or general announcement, we are able to significantly increase your campaign's visibility with this service.

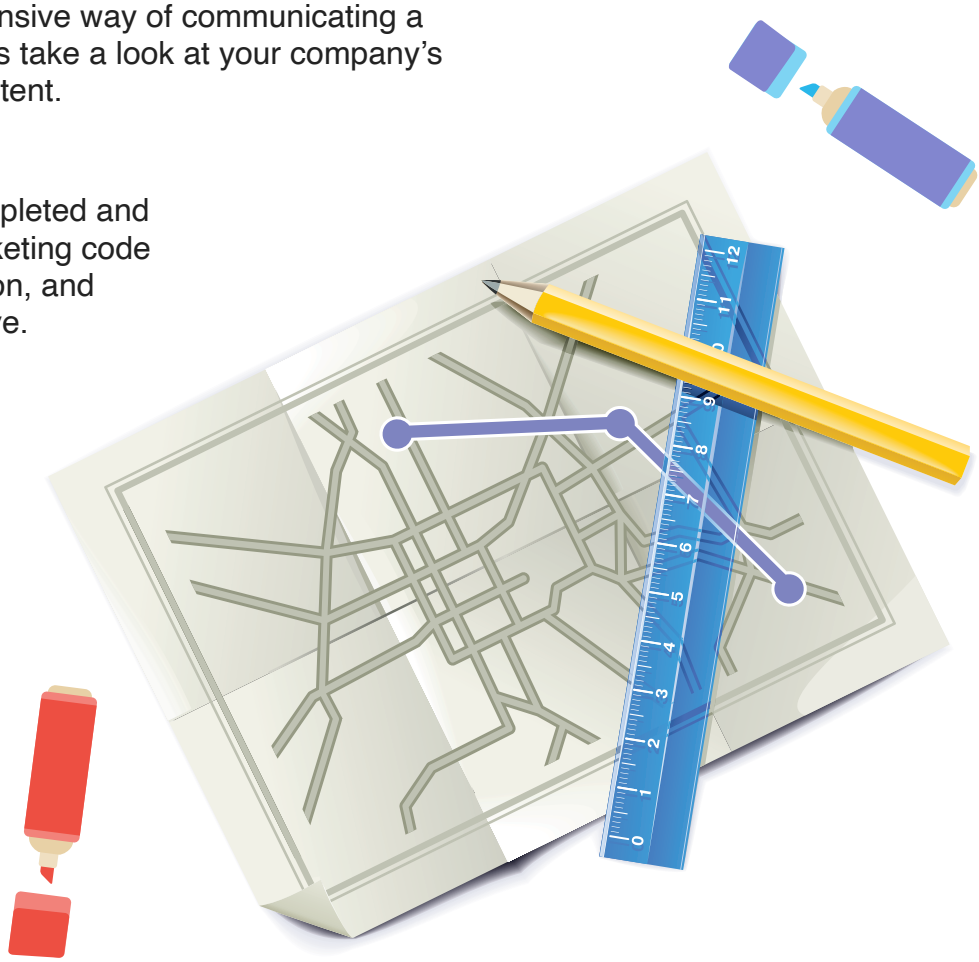


MESSAGING AND DESIGN

After speaking with your internal teams to define the campaign's overall goal, we get to work on creating original and intriguing ads. Our writers find the most comprehensive way of communicating a larger message, while our designers take a look at your company's branding in order to create fluid content.

IMPLEMENTATION

Once all campaign collateral is completed and approved, we apply the ad's remarketing code to the predetermined web destination, and push your remarketing campaign live.



LEAD NURTURING

LEAD LABORATORY

Consistent, well thought-out communication with a particular public is often an integral part of successful messaging and engagement. Where the Lead Nurture Blasts included in the Lead Laboratory are one-time emails, our Lead Nurture Campaigns involve a series of strategic emails. These campaigns, which focus on achieving an overall goal through a series of tactics, involve intense amount of planning and participation from multiple members of your campaign team.

AUDIENCE IDENTIFICATION

These emails are planned around the persona you're looking to hit — past customers, new Lead Laboratory, recent clients, etc. Once we've done some research about your audience, we're able to identify the best methods of communication.

MESSAGE PLANNING

The Lead Nurture Campaigns are great for announcing a product or promotion to past clients, reestablishing a relationship with dusty Lead Laboratory, following up with new Lead Laboratory, and a variety of other strategic communications needs.

CAMPAIGN CALENDAR

We plan out a campaign that runs over a particular course of time — generally four to six weeks. The message planning is broken down into pieces that are spread out to reengage your audience on a regular basis.

DESIGN, FORMAT AND EXECUTION

To optimize the effectiveness of each email we design relevant imaging, and work within your email management system or one of our own to perfect the formatting. Once all components of the campaign have been approved, we are able to carry out the entire campaign, and carefully track the success.

QUARTERLY PRODUCT MATRIX

	BRONZE	SILVER	GOLD
Content Catalyst			
Content Marketing Calendar	✔	✔	✔
In-Depth Persona Research	✔	✔	✔
Website Copy Updates	N/A	2	3
Case Study, eBook, or Video	1	2	3
Content Marketing Posts	9	18	24
SEO Studio			
Critical Indexing Updates	✔	✔	✔
Dynamic Reviews Configuration	N/A	✔	✔
On-site Optimization	9	12	15
Schema Tag Optimization	3	6	9
Business Citations	9	12	15
Social Medially			
Branding Revamp	✔	✔	✔
Engagement Tracking	✔	✔	✔
Reputation Tracking	N/A	✔	✔
Content Distribution	6	9	12
Lead Laborato-			
Retargeting Configuration	✔	✔	✔
1K/Month Ads Management	N/A	✔	✔
Retargeting & Social Ads	3	6	8
Lead Nurturing Campaign	1	2	3
Expert Solutions			
Campaign On-boarding	✔	✔	✔
Keyword Analysis	✔	✔	✔
Monthly Performance Review	✔	✔	✔
Dedicated Account Manager	✔	✔	✔
A/B Testing	N/A	✔	✔
	$1500/MO	$3000/MO	$5,000/MO