FlavorDirect

NEXT LEVEL INBOUND MARKETING

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SEO STUDIO

Utilizing search engine optimization (SEO) for your brand's online presence is like pairing the perfect beverage with a meal — often overlooked during preparation, but noticeably missed when absent. SEO lays the foundation for all future content marketing success. It's the unsung hero of inbound marketing — quietly driving visibility, traffic, and long-term growth.

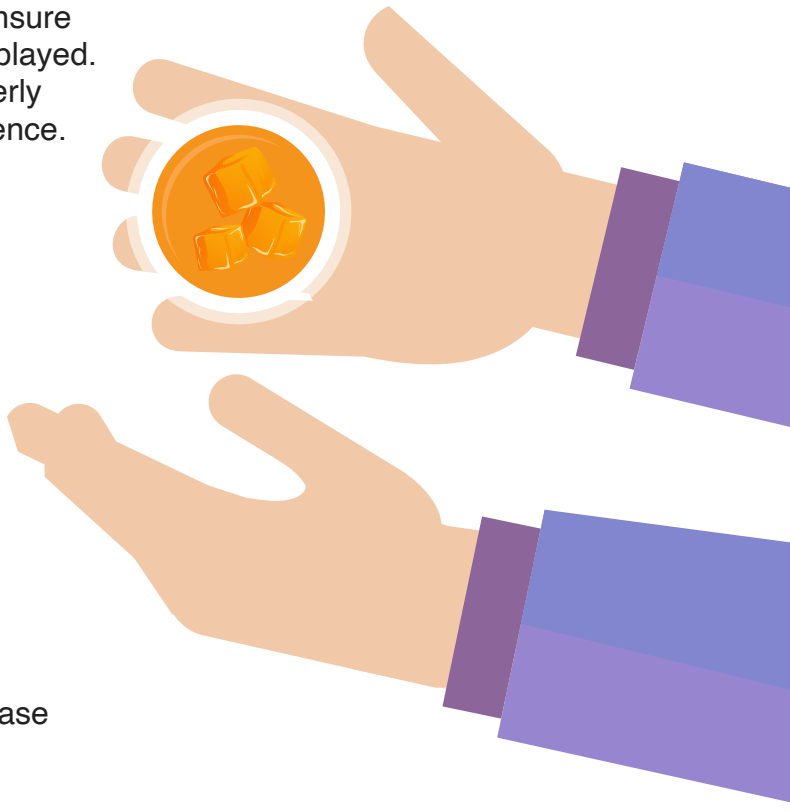
At Digital Flavor, our refreshing approach to SEO includes:

ONSITE OPTIMIZATION

We begin by assessing your online presence, focusing on how your website is positioned across search engines. By strategically optimizing title tags and meta descriptions, we enhance your site's relevance and visibility within your target categories.

CRITICAL INDEXING UPDATES

We analyze how search engines index your site to ensure your content is accurately read, categorized, and displayed. This process helps confirm that your website is properly aligned with the needs and intent of your target audience.



BUSINESS CITATIONS

Building high-quality backlinks remains a key strategy for increasing a website's authority. We leverage a range of external content tactics to consistently strengthen your link profile and drive your pages higher in the search engine results pages (SERPs).

DYNAMIC REVIEWS

Positive reviews are a major factor in boosting your brand's visibility on Google Business. At Digital Flavor, we'll set up our review platform to automatically send personalized, timely requests to your recent clients—helping you significantly increase both the volume and quality of your online reviews.

WEB COPY AND PAGE CREATION

SEO STUDIO

The way your website is written and structured speaks volumes about your brand. At Digital Flavor, our in-house writing team is skilled at crafting content tailored to your company's voice, goals, and audience.

WEBSITE COPY REFRESH

Is your website saying what you really want it to? Chances are, it could use a refresh. Our team takes a close look at your existing web pages and brings a fresh, strategic perspective to your content.

NEW INTERNAL PAGES

As your company grows, your website should too. We create new pages that fit your brand and navigation, delivering a seamless and effective experience.

CONTENT CATALYST

Content Catalyst is the hearty main course of Digital Flavor's offerings. Unlike the snack-sized, half-baked content typical of most inbound marketing agencies, our meat-and-potatoes approach delivers substance and satisfaction. Backed by a team of professional writers, we give your campaign the thorough attention it deserves. Here's how we spice up content marketing:

IN-DEPTH PERSONA DISCOVERY AND DEVELOPMENT

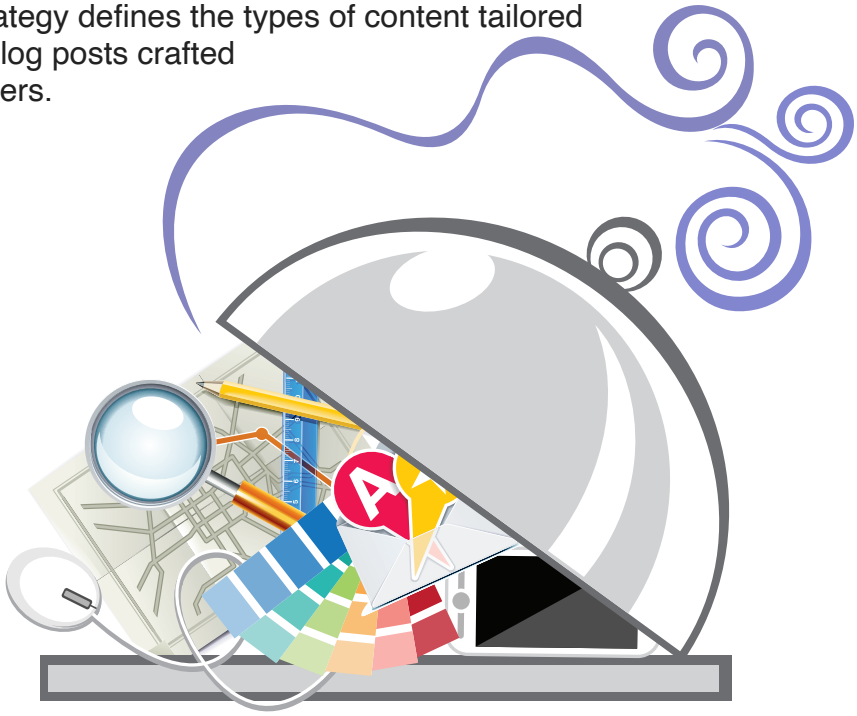
By combining client insights with market research, our content team creates detailed personas—your brand's key target audiences.

KEYWORD MAPPING

Once we've identified your target audience, we perform a detailed analysis to uncover the most effective ways to engage with them. Through a process called keyword mapping, we gain valuable insights into the specific content your personas are actively searching for. This allows us to strategically optimize your brand's presence, ensuring it stands out prominently in relevant search results.

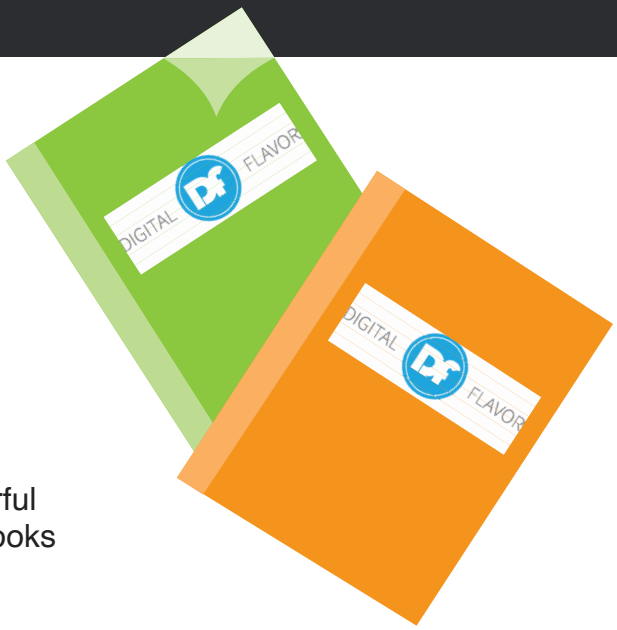
CONTENT CAMPAIGN AND MANAGEMENT

The process of researching personas and keywords guides our content team in developing a comprehensive content strategy. This strategy defines the types of content tailored for a brand's campaign, including internal blog posts crafted by Digital Flavor's team of professional writers.



DOWNLOADABLE COLLATERAL

CONTENT CATALYST



The team at Digital Flavor specializes in creating high-quality downloadable content such as product documents, case studies, videos, infographics, and white papers. This valuable content not only builds trust in your brand but also drives conversions, turning traffic into revenue.

EBOOKS

Our eBooks, typically ranging from 3 to 6 pages, serve as powerful digital assets. Beyond their strategic role in lead generation, eBooks double as versatile internal resources—perfect for sales collateral, training materials and effective client communication tools.

INFOGRAPHICS

Infographics offer an engaging and visually appealing way to present information. Our strategically crafted and beautifully designed infographics educate audiences while building brand authority. They're ideal for use across social media, blogs, newsletters, internal communications, and more.

PROMOTIONAL VIDEOS

The team at Digital Flavor expertly uses Adobe After Effects to craft dynamic promotional videos that elevate your brand's website by boosting credibility and showcasing strategic competitive advantages. These videos are also perfect for amplifying your presence across social media channels. When you partner with Digital Flavor, managing multiple vendors for different marketing collateral becomes a thing of the past.

SOCIAL MEDLEY

We see social media like a snack—offering endless options to satisfy ever-changing tastes and trends. Our Social Media Medley is a carefully curated treat of content delights. The Digital Flavor social media team is ready to craft and share tailored content across a variety of platforms, all aligned with your brand's unique strategy and goals.

SOCIAL ANALYSIS AND STRATEGY

Our social media team conducts a thorough review of your current social media presence to evaluate the effectiveness of each platform. From this analysis, we develop a tailored strategy focused on growing your followers and boosting engagement.

CONTENT PROMOTION

To deliver a seamless campaign experience, our social team prioritizes sharing content created through our Content Catalyst program across your social media channels. We handle everything—from crafting content synopses and designing images to activating posts—ensuring your blog content reaches the right audience.

BRAND REVAMP

Digital Flavor ensures consistency and professional design across all your social media profiles, making sure your online presence reflects the quality and professionalism of your brand.

PERFORMANCE TRACKING

You'll receive monthly reports with up-to-date social media data, highlighting key metrics and providing clear insights into your campaign's performance and growth trends

LEAD LABORATORY

Lead Laboratory is like a never-ending ice cream sundae—a delicious treat that keeps on giving. Combining the strategic development of our Content Catalyst with client insights, Digital Flavor crafts a marketing plan laser-focused on generating new business. After identifying the target audience and refining the offer, we launch a comprehensive lead generation campaign that includes:

AD MANAGEMENT

We begin by capturing your audience's attention where they spend the most time online. Our team runs targeted ad campaigns across platforms like Facebook, LinkedIn, and third-party sites via Google Ads. From strategy and copywriting to design and execution, we create ads designed to spark interest and drive clicks to your campaign's landing page.

LANDING PAGE CREATION

Digital Flavor develops a dedicated landing page hosted on your main website, serving as the destination for all ad traffic. This ensures consistent messaging throughout the campaign and simplifies tracking success. The landing page is designed to capture contact information from interested prospects, setting the stage for further engagement.

LEAD NURTURE BLAST

As your lead database grows, we keep your audience engaged with regular email blasts. Each Lead Laboratory campaign includes follow-up emails featuring valuable content and helpful downloadable resources, nurturing your leads over time.

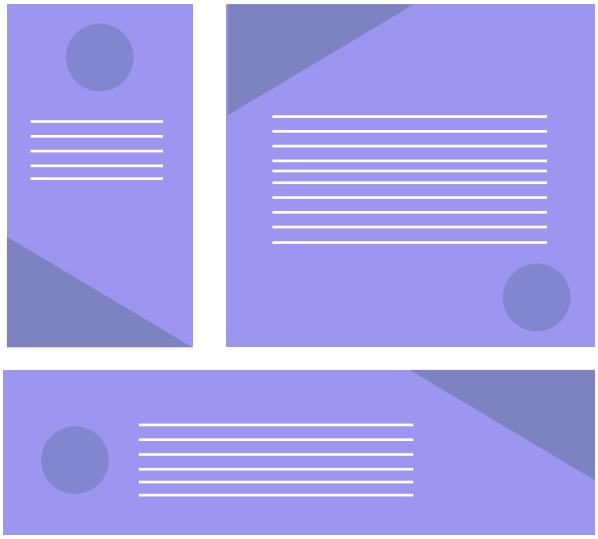
RETARGETING ADS

For up to 30 days after a potential lead interacts with your brand—whether through your ads or casual browsing—we reconnect with them via Google's retargeting network. These tailored ads guide prospects back to your landing page, keeping your brand top-of-mind even after they've moved on.

RETARGETING SERVICES

LEAD LABORATORY

Google remarketing ads are a powerful way to reach specific audiences by reconnecting users who have previously engaged with your brand. By placing relevant, original ads within Google's retargeting network, we help drive attention to your latest products, promotions, or announcements—significantly boosting your campaign's visibility and impact.



MESSAGING AND DESIGN

After consulting with your internal teams, we craft original and compelling ads. Our writers develop clear, impactful messaging that conveys your key message, while our designers ensure the visuals align seamlessly with your brand identity to create cohesive, engaging content.

IMPLEMENTATION

Once all campaign materials are finalized and approved, we implement the remarketing code on the designated web destination and launch your remarketing campaign live.

LEAD NURTURING

LEAD LABORATORY

Consistent, well-planned communication with a specific audience is often key to successful messaging and engagement. While the lead nurture blasts included in Lead Laboratory are one-time emails, our lead nurture campaigns consist of a series of strategic emails designed to achieve a broader goal through coordinated tactics.

AUDIENCE IDENTIFICATION

Each email campaign is tailored to the specific persona you want to reach—whether that's past customers, new Lead Laboratory contacts, recent clients, or others. By conducting thorough audience research, we determine the most effective communication methods for your campaign.

MESSAGE PLANNING

Lead nurturing campaigns are ideal for announcing new products or promotions to past clients, rekindling relationships with old leads, and following up with new customers through targeted, meaningful messaging.

CAMPAIGN CALENDAR

We develop a detailed campaign schedule, typically spanning four to six weeks. Messages are strategically spaced out to maintain regular engagement and keep your audience connected throughout the campaign.

DESIGN, FORMAT AND EXECUTION

To maximize impact, we create relevant visuals and ensure emails are perfectly formatted—either within your existing email management system or ours. After your approval, we execute the full campaign and closely monitor its performance.

QUARTERLY PRODUCT MATRIX

	BRONZE	SILVER	GOLD
Content Catalyst			
Content Marketing Calendar	✔	✔	✔
In-Depth Persona Research	✔	✔	✔
Pages of Website Copy	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	✔	✔
Onsite Optimization	9	12	15
Schema Tag Optimization	3	6	9
Business Citations	9	12	15
Social Medley			
Branding Revamp	✔	✔	✔
Engagement Tracking	✔	✔	✔
Reputation Tracking	N/A	✔	✔
Content Distribution	6	9	12
Lead Laboratory			
Retargeting Configuration	✔	✔	✔
Ads Management	N/A	✔	✔
Retargeting & Social Ads	3	6	8
Lead Nurturing Campaign	1	2	3
Expert Solutions			
Campaign Onboarding	✔	✔	✔
Keyword Analysis	✔	✔	✔
Monthly Performance Review	✔	✔	✔
Dedicated Account Manager	✔	✔	✔
A/B Testing	N/A	✔	✔
	$1500/MO	$3000/MO	$5,000/MO

CONTACT INFORMATION

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