

Modern solutions for modern marketing

 CRM

Stay organized your way

Categorize your contacts and keep notes on their unique situations; Keep your to-do list organized and maintain historical records.

Traditional

- Roladex
- To-do list
- Calendar

Advantage of Digital

- Simplify record keeping
- More flexibility
- Better team collaboration
- Integration with other tools

 NURTURE

Send automated emails & text

Stay top of mind with your clients and keep them up to date on new products or promotions. Send out coupons for clients that haven't spoken to you in awhile and upsell customers on new services.

Traditional

- Direct Mail outs
- Bulletins

Advantage of Digital

- Higher conversion rate
- Automated process
- More tailored to each client

 LISTINGS

Control your business listings

People can't find your business if they don't know you exist. Being listed tells them who you are.

Traditional

- Yellow Page/Phonebook
- City business directory
- Bulletins

Advantage of Digital

- Yellow Pages is obsolete
- 81% of people search online for a product or service
- Incorrect info = lost customers

 REPUTATION

Stand out with excellent reviews

People like to work with businesses that people like to work with. Social proof and review are an important part of purchasing decisions, so showing that other consumers trust your brand is critical.

Traditional

- Word of mouth

Advantage of Digital

- Broader reach with each review
- Build trust with new contacts
- 97% of people read reviews

 SOCIAL

Manage your social media

Building your first touch point to try and flip to further action down the road; building awareness.

Traditional

- Network events
- Round Tables
- Commercials (ads)

Advantage of Digital

- Easily connect globally
- Build trust and authenticity
- Engage with your whole audience

 CONTENT

Show up at the top of search

Showcase your expertise; more likely to get in front of your target audience.

Traditional

- Publications
- Interviews
- Articles in magazines

Advantage of Digital

- Improves SEO ranking
- Content is persistent
- Easier to see what's working

 ADS

Run ads where it counts

Fast way to get in front of leads but typically more expensive than other options;

Traditional

- Billboards
- Magazine ads
- Door hangers
- Commercials

Advantage of Digital

- Highly targeted rather than broad
- More control over buyer journey
- Improved insights on ROI

 PAYMENTS

Accept and manage payments

You gotta have cash coming in.

Traditional

- Check/invoicing
- Cash registers

Advantage of Digital

- Faster payments
- More secure
- Broader reach through eCommerce