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- Yellow Pages is obsolete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 the 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
- Control of customer 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