

## **Online Promotion & Marketing**

Just having a great looking website is not enough. To be an effective tool, a website must have visitors. Search engines, such as Google, contain a vast database of websites. They use a formula that calculates a website's relevance to a particular word or phrase, also known as 'Keywords'.

It is possible to optimize a website to place well for keywords in a process called Search Engine Optimization, or SEO for short. It is also possible to purchase keywords (in the advertising section of the engine), pop-ups, banner ads and more.

The professionals at DTCS can manage and report your online marketing activities through a variety of interactive and static resources. An effective and successful marketing plan must have many simultaneous campaigns interacting and working to complement not compete. We simplify the process by offering you easy to use tools and tangible results broken down to the campaign level that detail all levels of marketing performance.

### **Search Engine Optimization (SEO)**

The most cost-effective means to gain visitors is ranking high on search engine listings. DTCS offers complete search engine optimization services including keyword creation, embedding keywords and managing link exchange initiatives. DTCS develops an online marketing plan for each client that maps out a direction for the campaign.

We can seek internet partnerships and strategic alliances for your business that help your online presence expand. We can set up and maintain a link directory for your website with hundreds of links.

### **Pay-Per-Click (PPC) Management**

Professional pay-per-click advertising saves you time and money. DTCS can expose your website to millions of people who are actively searching for your products and services. You will have complete control over who gets to see your ads and how much money you want to spend.

We can start delivering targeted traffic to your website in as little as five business days. AT DTCS, we offer pay-per-click bid management programs in which we optimize your bids on targeted keywords, monitor those bids and report the results.

### **Pop-Up, Email & Rich-Media Ads**

The marketing professionals at DTCS can procure all forms of legal online advertising on your behalf, regardless of industry, including pop-up, email blast and rich-media formats. The professional graphic design team at DTCS can design, layout and implement all ad forms as well.

Each of the advertising campaigns can be tracked and reported on an individual basis using our custom campaign tracking software. You are in control.

### **Monthly/Weekly Reporting**

With DTCS at the helm of your online marketing plan, we can provide in-depth reports for all aspects of your marketing plan including search engine placement, search engine progress over time, PPC statistics, PPC conversions, campaign conversion rates, website statistics and more.

Knowledge is indeed power, and we are mighty. Stop wasting money by throwing darts into the dark and start making moves with precision and confidence.

## **Online Promotion & Marketing - Continued...**

### **Advertising Campaign Tracking**

DTCS can provide custom campaign tracking software that offers a relative snapshot of your marketing dollars in action. You simply know what is working and what isn't. We offer bulletproof online solutions that track which campaigns are generating leads and sales and which are just wasting money.

No mixture of advertising media is too complicated for our tracking system. From radio, TV, print, pop-up, email and more, you will be able to track campaign conversion data for all.

### **Merge Online & Offline Efforts**

By combining the planning, monitoring and reporting of your online and offline marketing efforts, you can develop a core strategy and implement it consistently through all medium. Through a total brand management system, we can track the sum of all marketing activities, both online and offline.

By effectively understanding conversion rates and return of investment for each marketing campaign, your company can make its marketing buying decisions with a high degree of certainty.