

Online Marketing FAQ

Due to recent technological trends, we now offer online marketing, branding, website design/maintenance, and hosting as services. Online marketing, sometimes called viral marketing, creates an online presence or culture that grows and attracts customers through various means including social media groups, search engines, website optimization, and other web-based applications. We use your existing customers to do the foot work for you by involving them in the process; this has shown to increase customer loyalty and boost business reputation.

How is online marketing different from having my website? Online marketing will drive more visitors to your site and create extended awareness about your business. We also work with your site or create one that is optimized for search engines and internet marketing means.

Why would I want to do this? If you are actively marketing and advertising to attract new customers, I am sure you would have noticed that outbound marketing tactics do not generate leads and sales as they used to. With online marketing, you spend less but reach more people through an effective online campaign. If you have not been advertising but want to increase sales this is the best method.

What will it cost me? We offer packages geared around your goals and budget. If you want to try an entry-level package to see how it goes then we start around \$200 per month for the online marketing and hosting plus the cost of the initial website if needed. If you want to aggressively drive sales and increase customer count than we can create a custom package that includes a Google Ad Campaign and more media content.

I am not sure, how can I research if this is good for me? The best way to see local competition is online. If you go to Google and search a business related keyword and your postal code or city (i.e.: guitars, Toronto), you will see your competitors and where you rank. This is prominently how people are finding products and services in their area. If you are not in the results, you are missing huge potential.

What are we offering? We offer a free keyword competitor website comparison, meaning we will find out who is outranking you, how effective they are and what you need to do to secure a higher search engine rank. There is no charge and no obligation.

For more information please see our website:

www.KickAssMediaProductions.com/online_marketing.html

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