



# OUR SERVICES



**ACHIEVE GREATER IMPACT**  
through online marketing strategies

## We Provide Full Cycle Online Marketing & Web Design Services

We all know and understand the importance of online marketing. The various services we offer are listed in this pamphlet.

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# Introduction

We all know and understand online marketing is critical for the success of a business. It's one thing to have an outstanding product or service, but what if no one knows you exist? What if your company is buried in search results while your competitors feel all the love? That's where Mrkt360 Inc. comes in to play.

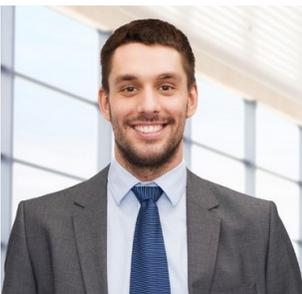
## Who are We?



“Ignoring online marketing is like opening a business and not telling anyone”

Mrkt360 is a Canadian SEO company which specializes in ethical and affordable SEO services worldwide. With our years of online experience, we have developed strategies to help hundreds of small to mid size businesses achieve their online goals. We provide expertise in marketing, web design, social media, content strategy and keyword creation- all essential aspects to a successful SEO approach.

Our team of professionals possess the required knowledge and expertise to help your website gain immense popularity in the online world. This is where our passion lies. We love helping businesses succeed in the online world. With Mrkt360 Inc., your website will stand out from the rest through our unique approach to SEO. But don't just take our word for it; here are testimonials from satisfied clients:



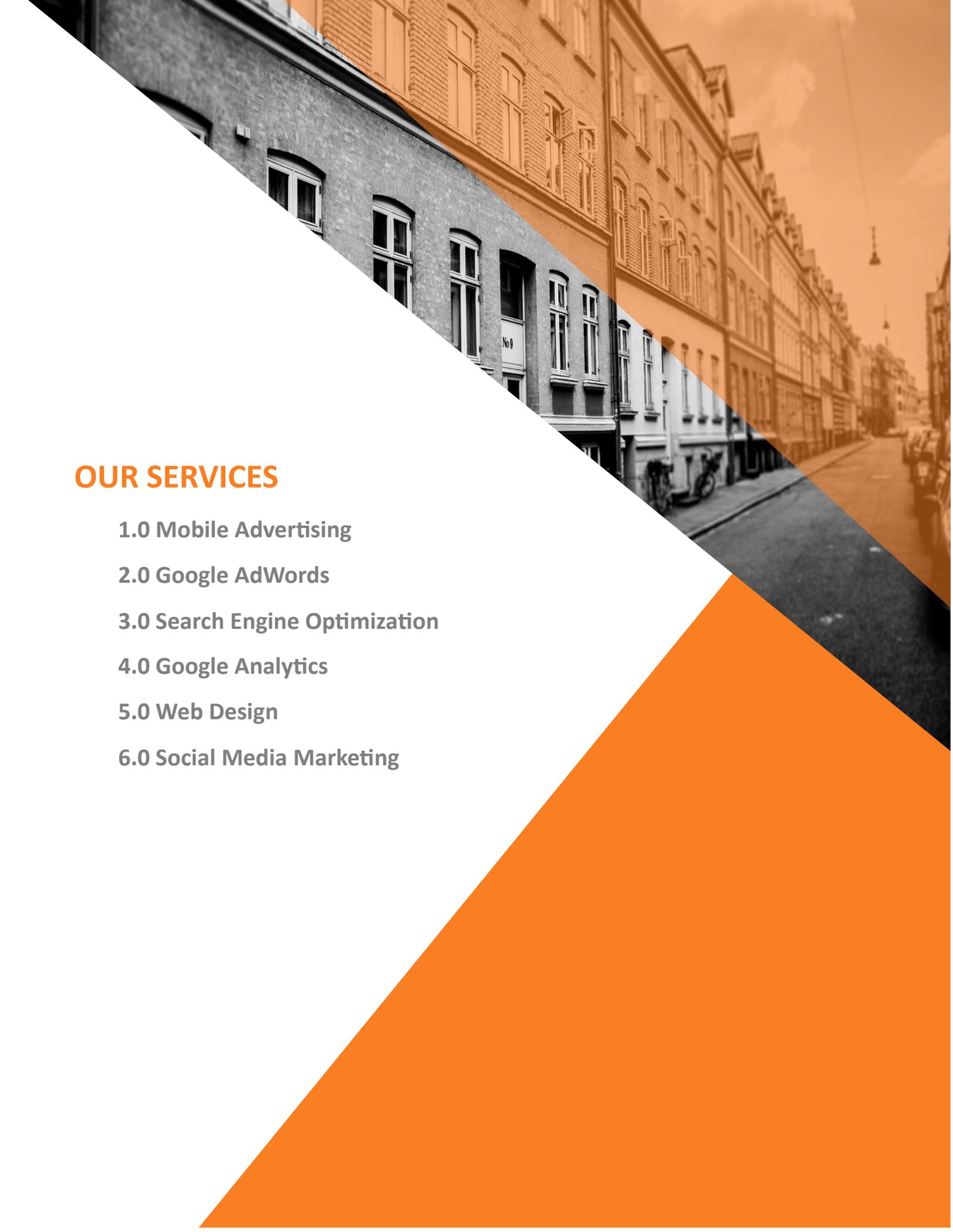
Wonderful organization to deal with. They dug our company out from the hole we were left in after dealing with our previous SEO/SEM firm, and we began to see increasing traffic and hits to our site very quickly. We're very happy with the service they provide, their thorough and clear communication and the level of effort they put into making our company grow our online presence, in particular, the service provided by Eran Hurvitz. Do not hesitate to choose Mrkt360 for your online marketing needs.

- Tim M

Thank you for helping us build our business in the most professional and courteous way. Mrkt360 helped us build our website and launch it. They are helpful and always there to answer and assist with any questions or concerns we have. We would highly recommend them for anyone who is looking to market their business! Thank you guys for helping us launch our website, and we look forward for the next project.

-Meir Sasi





## **OUR SERVICES**

- 1.0 Mobile Advertising**
- 2.0 Google AdWords**
- 3.0 Search Engine Optimization**
- 4.0 Google Analytics**
- 5.0 Web Design**
- 6.0 Social Media Marketing**

# MOBILE ADVERTISING



## Mobile Opportunities

Mobile has increased opportunities your customers have to reach out to you or a competitor. In turn, new opportunities have opened up for conversion. But because of the different screen size, functionality, and context, the path to conversion on mobile isn't identical to that on a desktop or tablet. A mobile conversion doesn't necessarily entail filling an online shopping cart and checking out. It can be a customer searching for store directions, calling your business directly, or visiting in person. It can be an app download that leads to a purchase, or a shopping process that starts on mobile and finishes on a computer or tablet later in the day. Mobile searches are extremely valuable for the kinds of actions people take as a result of their searches.

## What can we do for you?

Mobile can be a powerful tool in fulfilling advertisers' objectives. Mobile can help you promote your app, drive calls to your business, drive online leads or sales, drive in-store sales, and help you build awareness.

1. Promote an app
2. Drive calls
3. Drive online sales
4. Drive store sales
5. Build awareness

### 1. Promote an app

Apps offer unique ways to engage with your best customers, including connecting through social and gaming. They can also aid the offline experience, driving e-commerce and loyalty.

The biggest challenges of promoting an app are driving discovery and installation, driving engagement, and driving conversion of your most valuable customers. We have the solutions to overcome these issues.

### 2. Drive calls

Having a phone that also connects to the internet has completely changed people's ability to find and call businesses. Now they can access the phone number for any business at any time, wherever they are. The smartphone empowers consumers to connect in real-time with someone who can help them solve a problem, make up their mind, or accomplish a task. The caller could be on the side of the highway after a fender bender, moving into a new house without a landline set up, or watching the big game. They're turning to a phone call because it's the most efficient way to get something done, or they want the reassurance that comes with talking to another human being. Some of the many features to drive calls include:

**Call extensions** give people an easy-to-click button in your ads so they don't have to dial a number. They still have the option to click through to your website.

Leverage **call-only ads** if you want to focus exclusively on driving calls. Call-only ads are a great option for advertisers with no mobile site or low mobile conversion rates.

**Google forwarding numbers** enable rich call reporting. Calls are seamlessly routed through a dynamic number (different for every campaign, ad group, ad, and keyword).



## MOBILE ADVERTISING



### 3. Drive online sales

Relevance matters, and this is especially true in the mobile domain. Some customers want to call. Others need something nearby. Many are home in the evening and away during the day. It's essential to present people with the right ad experience, as this can dramatically impact your ROI.

Presenting the right experience entails focusing your message so it truly meets mobile needs. Mobile users, who are often focused on a specific task, don't have time to plod through your full digital experience on their smartphones. We can also fine-tune your relevance to mobile consumers by using ad formats that make sense.

Finally, we can use context-powered bidding to deliver ads to people in targeted, meaningful ways. You need a good understanding of what contexts are most valuable to you, as well as the circumstances in which customers are likely to seek you out, whether it's at certain times of the day or while they're near a particular location.

### 4. Drive store sales

Mobile has changed the digital experience, especially at the local retail level. It's easy for consumers to buy items online, but that doesn't mean store visits matter less. Since consumers can shop anytime and anywhere on smartphones, tablets, and laptops, the line between online and offline shopping is disappearing.

People may be visiting local stores less, but when they do, they're more ready to buy -- and they're buying more. Visits are more purposeful because consumers have already engaged with your products or store in their online journey.

Keys to successfully driving store sales:

- Drive them to your business with the right ad
- Target consumers at the right locations
- Measure the offline impact of your online spend
- Optimize for omnichannel performance

### 5. Build Awareness

Awareness is your customers knowing about your brand and what you offer. The media landscape and consumer attention are fragmented, so it's harder than ever to build brand awareness with a large target audience across all devices. You need to make sure people see and remember you so that they're aware of your brand when the time comes for them to buy. Once you understand how and where your audience is spending time, it's not enough just to run your online campaign on those sites. A recent study found that 56% of impressions aren't even seen. We can do this for you.

1. Promote an app
2. Drive calls
3. Drive online sales
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# GOOGLE ADWORDS

Online advertising allows you to show your ads to the people who are likely to be interested in your products and services, while filtering out folks who aren't.



## What can we do for you?

### 1. Target your ads

Targeting gives you the ability to show your ads to reach people with specific interests — namely, people who are interested in your products and services — and show them relevant ads.

We can target your campaigns through:

**Keywords:** Words or phrases relevant to your products and service, which are used to show your ads when customers search for those terms or visit relevant websites.

**Ad location:** Show your ads on Google search results pages and websites that are part of the Google Search and Display Networks.

**Age, location, and language:** Choose the age, geographic location, and language of your customers.

**Days, times, and frequency:** Show your ads during certain hours or days of the week, and determine how often your ads appear.

### 2. Control your costs

AdWords gives you control over how you spend your money. There's no minimum. And you can choose how much you spend per month, per day, and per ad. You'll only pay when someone clicks your ad.

### 3. Measure your success

With AdWords, if someone clicked your ad, we will know. If they clicked your ad and then did something valuable to your business -- purchased your product, downloaded your app, or phoned in an order -- we can track that, too.

By seeing which ads get clicks and which ones don't, we will be able to determine where to invest in your campaign. That, in turn, can boost the return on your investment. We can provide you with other valuable data, including how much it costs you, on average, for advertising that leads to your customers' online purchases or phone calls. And you can also use analytical tools to learn about your customer's shopping habits -- how long, for instance, they tend to research your product before they buy.

### 4. Manage your campaigns

Our experts will monitor and manage your account.

If we decide to create multiple AdWords accounts, a My Client Center (MCC) manager account is a powerful tool that can save time. It lets you easily view and manage all of your AdWords accounts from a single location. We will provide you with the required access for you to view the progress of your campaigns. We can use AdWords editor to manage, edit, and view multiple accounts at the same time, copy or move items between ad groups and campaigns, and undo and redo multiple changes while editing campaigns.

# SEARCH ENGINE OPTIMIZATION



## What is SEO?

Search engine optimization is the process of enabling your website to be read more effectively by the various search engines throughout the world. Whilst Google currently stands as the primary search engine, there exists many others favoured by millions of internet users globally. Search engine Optimisation provides each with an equal understanding of your websites strengths and advantages.

## How consumers use search?

The simple ability to type keywords in a search engine has profoundly changed the ways that people work, play, and run all aspects of their everyday lives. Consumers no longer go online; they live there, where they're continually seeking all kinds of information, from trivia to deals to the hottest brands. According to Google data, people conduct more than 100 billion Google searches each month.

## What can we do for you?

Google search ads can be a game-changer for reaching potential customers, leading to more online and store sales, phone calls, leads, and brand awareness.

According to one study, search ads drove an average increase of 6.6 percentage points in top-of-mind awareness. And when participants were asked to recall up to five brands, unaided brand awareness increased on average by 9.2 percentage points.

There are various match types in search. Each match type will trigger your ad to show for a customer's search in different ways. Keyword match types help control which searches can trigger your ad. For example, you could use *broad match* to show your ad to a wide audience or you could use *exact match* to hone in on specific groups of customers. We will find the match that best fits your business, and apply keywords accordingly.

Lastly, we specialize in:

- We Real-time Algorithm Checking
- Bespoke Backlink Strategy
- Refined Keywords List & Optimization
- Market Analysis
- Google Penalty
- Social Media Optimization
- Full Search Engine Optimization (SEO)
- Full Website Audits
- Video SEO
- Online Reputation Management SEO
- B2B SEO
- E-Commerce SEO
- Mobile SEO



**MRKT360**



# Google Analytics



## What can we do for you?

Whether you want to boost sales or find more visitors, Google Analytics has the features you need to improve your business. We will both set up and monitor your account. Our team of experts are all Google certified, and can identify any issues or problems by checking your Google Analytics reports. We are able to help you in:

### 1. Data Collection & Management

Data collection and management with Google Analytics provides a single, accurate view of the customer that can be customized to your needs and shared across the organization.

#### *Collection and Configuration APIs:*

With this, we can help you collect data and manage your account in custom, scalable ways. With the Collection APIs and SDKs, you can measure how users interact with your content and marketing initiatives on any device and platform. The Configuration APIs let you explore flexible and programmatic ways to manage your Google Analytics account.

#### *Cross Device Data:*

The multi-screen, multi-device world is the new normal. Google Analytics' Measurement Protocol measures digital platforms beyond web and apps, so you can connect offline conversions with online activity.

#### *Event Tracking:*

How do visitors actually interact with your pages and/or your mobile app? Use Event Tracking to measure activities like downloads, video plays, and mobile ad clicks.

#### *User Permissions:*

User Permissions let you choose the right levels of access for different users of your Google Analytics account. Let some people manage your entire account, while others can simply view and analyze.

### 2. Data Consolidation

Google delivers integrated solutions that preserve data integrity, reduce friction, and seamlessly connect disparate data sources.

#### *Data Import*

Get all your data in one place with Google Analytics Data Import. Our Data Import functionality allows you to join the data from your CRM, content management, and other systems with the data in your Google Analytics account for faster, more sophisticated insights. Data types available include cost, user, campaign, content, product, refund, and custom data. Data can be uploaded via UI or via API.

#### *Product Integrations*

Google Analytics integrates with many Google products, and also with third-party technologies. Some of these include AdWords, AdSense, and Google Display Network.

Ex. Google Analytics can import your AdWords data seamlessly, to bring you crucial information about what visitors do after they've clicked on your ad. You'll gain deeper insights into how your ads and campaigns are performing.



### 3. Data Analytics and Reporting

Reports can be segmented and filtered to reflect the needs of your business. Real-time views let you know which new content is popular, how much traffic today's new promotion is driving to your site, and which tweets and blog posts draw the best results. Some of the reports we can provide and explain to you include:

Acquisition Reporting

Audience Reporting

Benchmarking Reports

Cohort Analysis

Conversion Reporting

Custom Reporting

Ecommerce Reporting

Performance Reporting

Site Reporting

Reporting APIs



### 4. Data Activation

Make smarter marketing decisions. Google Analytics allows you to seamlessly activate your data to improve marketing campaigns and experiment with new channels and content.

#### Alerts and Intelligence

Google Analytics monitors your website's traffic to detect significant statistical variations, then generates alerts when they occur. A closer look will bring you insights you might have missed — for example, a spike in traffic from a particular city or campaign.

#### Experiments

Eliminate the guesswork from website design. Test variations of your pages and learn which designs bring you the most conversions.

#### Remarketing

Find potential and existing customers who, based on their usage of your site or app, are likely to have an interest in your products and services. Then show them relevant ads for those same products as they surf the web.

#### Success Stories

American Cancer Society AlfaStrakhovanie

Cancer.org donations rise 5.4% with help from Google Analytics.

AlfaStrakhovanie doubles transaction rates with Google Analytics and enhanced ecommerce.



# Web Design



We cant express the importance of businesses to have websites. There are unlimited benefits to this. **Some** include:

- > Websites never sleep
- > Improve customer confidence
- > Expands your reach
- > Gathers feedback
- > Creates Legitimacy
- > They are global
- > Gets your found
- > Share basic business info
- > Sells directly
- > People will look for you

And many more!



At Mrkt360, we are passionate and dedicated to assist all companies, regardless of size, to have a unique online presence. Whether you are a big established corporation, or a small company just starting out, we can tailor our web design services to match your requirements.

Our professional web designers will not only create your website, but also design it accordingly to your company logos, industry, preferences, etc. We believe in combining the practiced interface construction with creative graphic design for sharp website design. Our vast work experience with companies have helped us learn that in order to make a wonderful site, web developers and web designers must work in synergy– and that is exactly our approach.

We will ensure your website is responsive and mobile friendly .

## True Impact of Optimized mSites



Non-Optimized



Usable on Mobile



Optimized

Source: Mobify

Google

# Social Media Marketing



## What is SMM?

**Social media marketing (SMM)** is a form of Internet marketing that utilizes social networking websites as a marketing tool. The goal of **SMM** is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach.

-Tech Target

## What can we do for you?

There are endless opportunities when it comes to SMM. Social media platforms such as Facebook and Twitter, can create engaging conversations with followers, and drive traffic to your website. You can display information about your business, what you do, update posts, sales, promotions, etc. As part of our services, we will post on socials, create campaigns, blogs, sponsored ads, and even engage and create a following for your business.

The best part is that we will not gain followers that mean nothing to you– but targeted followers from your area, with your desired interest– followers who WANT to convert to your business. Not only will this be great for your brand image, but social media platforms allow you to have conversations with your followers. You can get feedback, and gain legitimacy through customer reviews.

Mrkt360– YouTube Ads

