Blacksmith Marketing is dedicated to helping businesses use powerful new online and mobile marketing platforms to get visibility, traffic, leads, customers and raving fans.

If you’re not confident potential customers are finding your business online, we have the solution for you! By utilizing Search Engine Optimization services, social media marketing, web-based videos, and so much more, our knowledgeable team will help you plan and execute marketing strategies that really work. We build your online marketing program incrementally to control costs, incorporate all the elements for the most impactful effect and real results, and accomplish all this and more with zero extra work on your part.

Let us take your marketing to the next level!

**Video**

Video is the most effective medium to showcase your business to the social media culture. Over 300 million people watch videos on YouTube each month. These viewers share videos with their network of friends and family every day.

Make video work for your business! We offer high quality commercial grade videos that use specific keywords so you get the highest number of searches leading customers to find you. Our videos feature: 1. Full-fledged video production

2. Creative writing that will entice viewers to learn more about your business

3. Top of the line cinematography

4. Detailed, polished editing for videos that will wow viewers

Plus, we will get your videos found by uploading them to a YouTube channel for maximum exposure!

**Web Presence**

Your company is a little fish in a big pond on the World Wide Web. Let us highlight your company and bring it to the surface. Our team is highly knowledgeable in Search Engine Optimization, or the craft of getting you listed high and on the front page of search results so that potential clients can find you. We use the best and most relevant keywords for your business, and we create a plan to optimize your site for these keywords. Search Engine Optimization is constantly evolving, and we are always working to stay ahead of the trends to provide the best service to our clients. When you appear higher in search results, a larger volume of people will visit your site and discover your business – it’s as simple as that.

Your website is a powerful tool used to communicate with potential clients. Make sure you are sending the right message at first click! We can professionally design custom websites full of engaging content and an intuitive navigation system that captures leads by offering incentives to potential clients. We can also work with you to optimize your current site to ensure that your site is search engine-friendly.

Strategies

• Conduct Thorough Keyword Research

• Acquire Strategic Domain Name

• Build Organic Search Results

• Create Key Online Directories Profiles

• Pay Per Click Campaign Management

**Social Media**

Fact: Facebook and Twitter have more than 700 million combined members. Shouldn’t you connect with that audience?

Social Media can help grow your business by leading people daily to what you have to offer. It is a critical part of SEO and internet marketing today, connecting you to a broad range of people who are interested in learning more about your brand, products and services. Our team of Social Media specialists employ the latest techniques available to generate buzz around your business in the social media world. We work with you to promote your brand through informative posts on a regular basis that aim to cast your net to a wider audience each day. We include backlinks to your site when posting, because research has shown that people love to click the live links provided in social media posts. This leads to more traffic to your website, and a greater number of potential clients. We set up and manage social media sites for you, such as Facebook, Twitter and Linkedin.

Are you ready to put social media to work for your business?

**Promotional Efforts**

We're in the business of promoting your business! We take professional photos of your company to enhance your online presence and give potential clients a face to your name. We create a blog that we populate for you with fresh content, allowing visitors to connect with you and share your insight with their network of friends. We write, distribute, and submit professional articles related to your field to an enormous database of directories. These articles include backlinks to your website, helping to push your site further up in Google’s rankings. We also offer Spanish translation of these articles to maximize your impact on the web.

We take pride in the quality of our services. We install call tracking that lets you see how this specific internet marketing campaign has influenced the volume of calls your business receives, and we update you throughout the program with the most current analytics and ranking so you'll always know where you stand.

We'd love to introduce your business to the thousands of potential clients online right now. If you're ready to get started with and see your business grow with internet marketing, contact us today.