

Visualize:

iVisionary verb pronounced { i -vizh-uh-ner-ee}, or digital visionary is a person who uses the Internet as a global marketplace to release their ideas, products, and services to the world. They see the digital era as an open opportunity for small business to compete with large corporations and WIN! They understand the value of digital marketing as a tool to connect people with their business. Do you see yourself as a digital visionary? I'm here to coach you through the process of upgrading your imagination and mental thought process to connect your vision with business goals.

Content linked would include

- *Outlines on where to start the 5 year goal, downward*
- *Outlines on how to make sure your vision is clear*
- *How to start a Vision board*
- *Meditation tips*
- *iVisionary Daily Routine tips*
- *iVisionary Morning Routine tips*
- *How to create a vision for all areas of your life*
- *How God help lead your vision*
- *What a Godly imagination is*
- *Creating clear timelines*
- *Creating Clear define goals, down to amount of clients and amount of revenue*
- *How is your vision helping others?*
- *Downloadable Habit tracker*

Plan:

Creating digital sales funnel for your business is key to your online growth. Each channel should work cohesively together to reach your target audience. The placement of your ads and content you share is all part of the customer journey that you are creating for your business.

My planning support is centered around your overall goals and the actions you want your customer to take. View my planning resources and services here:

- Paid Advertising (SEM)
- Strategic Content creation (SEO)
- Email Marketing
- Social Media

- Paid Social Media Advertising
- Digital/Local Public Relations
- YouTube Advertising
- Market specific Landing pages
- Amazon

Content linked would include:

- *How to create a marketing budget*
- *Best planning tools*
- *Planning your keywords*
- *How to find the best channels for your industry*
- *What is the digital Sales Funnel*
- *What is the difference between SEO and SEM*
- *How to plan for business operations*
- *Downloadable Social Media planner*
- *How to plan your ad schedule for paid advertising*
- *Defining your conversion goals*
- *How to plan a digital proposal*
- *How to set your ideal Geo-Targeting*

Execute

Now that your plan is in place let's get ready to implement. Creating a campaign should be geared around conversion goals that were put in place during the planning stage. Ad design and targeting should flow with a clear message defined for your unique audience. After launch the real work begins, continuous optimization is needed to improve overall campaign performance. Contact me for more information:

Content linked would include:

- *Design tools for beginners*
- *Landing page essentials guide*
- *Conversion focus Campaign Set-Up*
- *What you should look for in an agency*
- *Google Campaign types*
- *Optimization Tips for Display Campaigns*

Mission:

Be a valuable resource in my industry, that produces profitable results.

Purpose:

To fulfill the vision God gave me to assist Him in the creation of digital visionaries throughout the world.

Campaign creation and management is an ongoing optimization for improvement. We make sure campaigns are performing optimally and will make necessary adjustments as the market changes.

Business Planning including proposals, budgets, and geo-targeting. Keyword planning, and analysis. Channel overviews, social media and landing page recommendations. Tying everything together with performance and data measurability.

We specialize in all things Google making sure we follow all best practices to get results. Google Search, Google Display, Retargeting, YouTube ads, Gmail Ads and Mobile App campaigns. Facebook Advertising included in our strategies for lead generation.

Optimize