### **Boost Digital is a full-service online marketing agency.**

### **We can handle any element of your online marketing so you can get back to doing what you do best — growing your business. All of our services are offered on an ‘a la carte’ basis.**

### **The following are just a few of the core services we offer:**



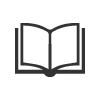
#### **Business Marketing Strategy**

Let us strategize the big picture for you. With decades of experience, we have seen what works and what doesn’t. And we can leverage all that experience for your business.



#### **Content Creation and Marketing**

You’ve heard it before. “Content is king.” Google loves it and potential customers expect it. Our content creators have years of experience working with Fortune 500, 100 and 50 companies.



#### **Graphic & Publication Design**

Our designers have decades of experience in everything from tradeshow graphics to magazine layouts and logo design. If you need it, we can design it!



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

PPC advertising delivers some of the best ROI online…but it can be overwhelming. Let us research your best keywords, headlines and everything else you need to maintain a constant, profitable inflow of new leads.



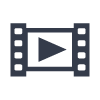
#### **Search Engine Optimization**

The SEO playing field is shifting constantly. From week to week, the rules change and your rankings can drop. You need an expert in your corner, helping you navigate the ever-changing landscape and come out on top.



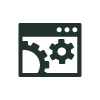
#### **Social Media Management**

Scratching your head over how to make social media work for you? Our team has proven strategies that will help you win fans and solidify your brand as an expert voice. In any industry!



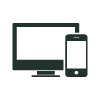
#### **Video Production & Editing**

Video content is absolutely key in today’s SEO landscape. From scripting to publishing, we can help you create keyword rich, informative videos that both Google (and clients!) will love.



#### **Website Hosting & Management**

We will find you the most affordable, most-appropriate-for-your-business hosting solutions. What’s more, we’ll make sure your site stays online and be there for you if it ever goes down.



#### **Website Design & Development**

Nothing will kill your business faster than a dated, unattractive or confusing website. Let us show you the most modern, of-the-moment web design trends. Your prospects expect to be impressed by your online presence – we’ll help you blow them away.

Business Marketing Strategy

Businesses that fail to plan, plan to fail, such is the importance of planning and strategize your business’ future. In today’s cutthroat business environment, competition is intense, regardless of industry, and mere survival can be difficult. Getting the word out about your business is crucial for success.

Just consider these mind-boggling statistics:

* Close to 90% of marketers believe businesses will increase their marketing budgets or at least maintain them at the same level in 2016
* Referral marketing constitutes less than 40% of overall sales. This means most of the sales are generated via organic marketing methods.
* The spending on internet marketing as a percentage of overall marketing spend is constantly increasing.

You have to inform your target audience about your business and what you offer. More importantly, you have to place your business in front of as wide an audience as possible. This is where you might require professional guidance.

At Boost Digital, we are business marketing specialists, having handled businesses big and small, from a range of industries, and led them to the highest levels of success through effective marketing.

Marketing is about more than just running ads on TV or on the internet. We understand the core aspects involved, i.e. understanding your target audience and then deciding what will work best for you. Otherwise you will spend your entire budget on marketing and fail to create an impact.

We have been in the marketing business for several years now. We understand the ins and outs of marketing and will help you come up with the perfect strategies and techniques to build a strong brand, both online and offline.

We not only help you design an effective online presence, including website design, social media management and PPC marketing, but also assist in marketing your business through conventional media.

Our team of marketing experts has a combined experience of several decades. We bring it to bear to deliver the results you are looking for. We will help you create and deploy strategies and also measure the performance of each strategy so you get actionable insights into how our service is helping you achieve your goals.

Each second you spend deliberating how you should market your business is a waste. Your competitors can move ahead and it will be more difficult for you to catch up. So, get in touch with Boost Digital without delay and let’s discuss your marketing needs.

Content Creation and Marketing

*Content is King. It’s*almost a cliché after all these years…but it still holds true. Google loves good content and in fact, websites with poor quality content can expect to be penalized.

In this digital, mobile “always on” age of marketing, online consumers have become accustomed to well-produced, quality content. They expect brands to deliver content that is not only engaging and easy to read, but also offers them value.

Yet, there is a deluge of content on the Internet and without the right strategy, your content could get lost in the crowd. After all, 60% of online marketers create and publish at least one piece of content a day.

This is where Boost Digital can help you differentiate.

We are a full service content creation and marketing firm. Our team of content creators has been in the industry since the content first became a key piece of the digital marketing puzzle. Our experience and expertise has enabled us to serve the needs of a diverse range of clients, including Fortune 500, Fortune 100, and Fortune 50 companies. This is a testament to our ability to create content that matters.

Our content services cover:

* **Copywriting:**We create well-researched, engaging, and SEO-friendly copy, tailored both to meet Google’s requirements and to keep your readers hooked. We avoid being ‘salesy’, yet get the message across effectively.
* **Blog Posts:**Blogs are a dime a dozen online. Our talented content creators come up with interesting and relevant blog posts that are shareable and reader-friendly.
* **Web Page Content:** We create content for your website in line with the modern design trends, including responsive design. Regardless of the theme and layout of your website, we can come up with content that gets your message across to visitors.
* **Content Syndication and Marketing:** Creating quality content is only the beginning. We make sure your content goes viral by syndicating across the length and breadth of the internet, on social media and other relevant content platforms. We also market the content through effective methods, including back linking and keyword usage. We can guest post on your behalf as well.
* **Infographics:** While the written word will always hold value, visuals are more engaging and deliver better results. We create visually striking and informative infographics for your brand, which keep your target audience hooked and communicate the message effectively.
* **Press Releases:** PRs remain the ideal means of creating a buzz about all that is happening at your brand and more. We create PRs which are shareable and reader-friendly and publish them on the best PR directories to generate maximum traction.

So, if you want gifted professionals addressing your content needs, get in touch with Boost Digital today!

# Graphic and Publication Design

Design is the cornerstone of a unique brand identity. If your brand doesn’t appear relatable, there is little chance you will be able to attract your target audience, much less ingrain your brand in their minds. From the large M that represents McDonald’s to the tick sign which symbolizes Nike, symbols and graphics become part of the corporate identity and resonate with current and prospective customers alike.

At Boost Digital, we are graphic and publication design experts. Our team has a combined experienced of decades and we bring it to bear to carve a unique corporate identity which works and delivers the results you want. We are specialists and yet cover every aspect of design, from logos to graphics used at trade shows. In other words, we are your one-stop shop for graphic and publication design.

## **The Keyword is Consistency**

To forge a solid brand identity, it is crucial that your brand appear consistent across the board, which means everything, from your printed literature to your website and any graphics which you display to the public, appear the same and create an instant connection with the audience. Even a person not familiar with your brand should be intrigued enough to learn more about your brand. This is what we can help you with.

## **How it Works**

As mentioned, our graphic and publication design services run the gamut. Here’s what we can do for you:

* **Corporate Identity Development:**We help you develop a comprehensive corporate identity, which involves brand recognition and likeability. Impacting your target audience on a subconscious level is important to create a relationship that lasts. Even if a person isn’t familiar with your brand consciously, they should be able to recognize it, and this is where corporate identity development helps.
* **Logo Design:**We can create a unique logo which is visually engaging and at the same time representative of your brand message. Logos can make a world of difference for brand recognition. Case in point: KFC and Starbucks.
* **Brochures:**Brochures are an effective means of providing valuable information. We can design your brochures to make them a part of your brand identity.
* **Publication/Editorial Design:**Whether you want your brand featured in an industry publication, or post content online, we can design it according to your corporate identity. One look and the readers will know it’s from your brand.
* **Tradeshow Graphics/Banners:**Make your trade show appearance more effective and engaging with visual aids, which we can help you with. We design graphics and banners which attract passersby and also your target audience.
* **Ad Network Campaign Design:**Ads for your business should reflect your brand message as well as corporate identity. We can design your ad network campaign to ensure the message gets across without any noise.

So, if it is graphic and publication design you want, Boost Digital is the company you need.

# Pay Per Click (PPC) Management

Pay Per Click advertising is straightforward and powerful. It delivers some the best ROI of any digital marketing method. Plus, there is a good chance your competitors aren’t properly using PPC, which gives you an edge if you know what you’re doing.

Even though the method is quite straightforward, the process and strategy behind a successful PPC campaign can be complex. This is where Boost Digital can be an invaluable asset for you. We bring a wealth of PPC experience to the table, X years to be exact.

Our PPC management begins by researching the best keywords for your ads so you can get the results you need. We are also experts at creating headlines that catch the eye of your target audience, to enable you to generate more leads and boost conversions.

But our services don’t stop there. We monitor, analyze, tweak and constantly improve your campaigns to make sure you are getting the most amount of leads for the least investment.  We use Google AdWords, the Bing ad network, and Facebook Ads.

### **Let Us Be Your PPC Team**

We have a glowing track record of creating and running successful PPC campaigns for our clients. We guarantee a positive ROI. If you are already using PPC advertising, we can analyze your campaign and find ways to improve it.  We know the ins and outs of each platform, which gives us the ability to design and conduct campaigns, which are geared towards boosting your online presence.

### **How It Works**

* We start with an analysis of your industry and the level of competition you are facing. This gives us a clear idea of the best strategies to use for your particular PPC campaign. Choosing the right strategy means the job is half done even before we start.
* We conduct extensive keyword research to select the appropriate ad groups to include in your PPC campaign. We drive organic, high quality traffic to your website, without using any unethical methods or shortcuts.

And we don’t just stop at that. We make daily updates to your campaign and keep you in the loop to inform you about the progress of your PPC campaign. This way, you can rest assured we are on track to achieving the goals you set for your digital marketing spend.

Social Media Management

* Over 2 billion people around the world are active on social media, which includes 70% of the population of the US.
* More than 50% of adults have two or more social media profiles.
* Businesses spend nearly $10 billion on social media marketing.

It’s a no-brainer that your business has to be active on social media. Social media has become an integral part of building a robust and effective online presence. With a majority of your target audience active on these platforms, there is no doubt social media marketing can deliver results.

Yet, there is more to it than just setting up business pages on Facebook, Twitter, and the likes. To make social media work, you need to use the right strategies and tactics, and this is where we, at Boost Digital, come in. We have the experience and expertise to help you create a social media following and establish your brand as a voice of authority, regardless of the industry you operate in and the level of competition.

We have a team of social media gurus to manage your presence on LinkedIn, Google+, and any other social media platform you want to use. Our gamut of social media management services include:

* Creating profiles on social media platforms
* Monitoring and managing your reputation on social media platforms, including dealing with negative comments
* Syndicating your posts and sharing them across your profiles on the different platforms
* Creating relevant content to be shared across different social media platforms, plus designing campaigns to bolster your presence on said platforms

We maintain a clear focus on the end goal: helping your business build a solid social media presence that reaps results. We do this by

* Enhancing communication with customers, engaging your followers on social media platforms to keep them interested in your brand
* Keeping your followers up to date, with real-time updates about your business, from product launches to any new developments
* Using visual social media platforms, such as Pinterest and Instagram, to showcase your products with images, leading to referrals and bolstering e-commerce sales
* Sharing your brand’s story with your target audience, through Tweets, hashtags, images, and more, personalizing the brand experience for your customers
* Making the most of video marketing to improve your brand credibility and reputation, using YouTube and Vine, among other platforms
* Building a community around your brand, using Google+ as the hub, which helps with engagement and also increasing your target audience

Our social media management services are beyond just tweeting updates and sharing statuses on Facebook. We offer an all-encompassing service that captures the interest of your target audience through Facebook, Twitter, LinkedIn, and more.

We take our time to understand your brand, so we can think of it as our own. In a way, we consider your brand an extension of ours, as we feel it the best way to communicate with your target audience and keep them engaged in a positive way.

If you are looking for professional expertise for managing your social media presence, get in touch with us right away!

# Video Production & Editing

The general perception regarding online consumers today is they have short attention spans. Unless a brand is able to engage them within a couple of seconds, it is unlikely they will be able to generate leads and boost conversions. This is where you should leverage the power of video.

## **The Growing Power of Video**

A professionally-made video can do wonders for the outreach of your online presence. Let’s look at a few numbers:

* A picture speaks a thousand words, a 60-second video speaks 1.8 million…
* Did you know the impact of video on social media is 1200% greater than conventional text and images?
* You can increase your online web traffic by over 40% by using video as part of your online marketing strategy.
* Placing a video on a landing page boosts conversions by over 800%.

## **Why Professional Video Production and Editing Is Necessary**

Yet, this doesn’t mean any type of video will generate results. The video has to be made professionally and look appealing and engaging. Research shows over 60% of online visitors are unlikely to trust a brand if they publish a poor quality video. This is where Boost Digital can help you.

We offer comprehensive video production and editing services, using the latest tools and equipment to create cutting-edge, engaging videos, which aren’t just great to look at but communicate your brand’s message perfectly.

The absence of a professional touch from a video can do more harm than good. Don’t assume you can pick up a camera and shoot a video about your business and it will work. There is a good chance it won’t.

## **How We Can Help**

Video can be an effective part of your overall marketing strategy, but for videos to work, the content has to be in line with your brand values and perception. Else, the video will end up driving people away, rather than attracting them to your brand.

At Boost Digital, we are a team of video production and editing experts. We understand the role of video in today’s SEO landscape, where videos are part of the search results which Google and other search engines display. This influences our approach to making videos, and we take an SEO-friendly tilt at every stage, from scripting to publishing.

We also conduct extensive keyword research to make your video easy to find and shareable so there is a good chance it will viral. Google loves the videos we make and they are easily crawled. Needless to say, you will love our videos too.

So, if you plan to add video to your marketing strategy, get in touch with us without delay. We are your one-stop shop to effective video production and editing, offering a variety of services including motion graphics and corporate communication.

# Website Design & Development

The appearance of your website has an immense impact on your business. Here are a few stats you should consider:

* Visitors won’t spend more than 2 seconds waiting for your website to load. If it doesn’t, they will click away.
* Websites which don’t have a clear layout and structure and are difficult to navigate can drive away potential customers.
* It is better to not have a business website at all than one which looks as if it was designed decades ago. Responsive design is the name of the game today. If your website isn’t responsive, it won’t be seen!

Simply put, if your website loads slowly, looks unattractive and isn’t user-friendly, you cannot expect conversions or lead generation from it. Remember, your website is the hub of your online presence. If you don’t get it right, you will miss out on potential customers. This is where Boost Digital comes in.

We stay on top of cutting edge web design trends, which enable us to create websites that not only look great and load fast, but are equipped with all the bells and whistles the tech-savvy internet users of today expect from a business website.

Don’t underestimate the detrimental effect a poorly designed website can have on your business. It will not only hurt sales but also affect your reputation. A brand which doesn’t take time to upgrade and update their web presence cannot be trusted, right? Even If this isn’t the case, you can expect your visitors to feel this way.

Keep in mind, you have but a couple of seconds to capture the attention of your potential customers once they land on your website. A shoddy online presence will only drive them away, straight to your competitors.

Our team of web design and development professionals bring their expertise and experience to bear to create for you a website which converts. Give us a chance and we will help you blow your visitors away!

## **What We Do**

* **Website Design:**From basic to complex, we offer a range of website design options. Discuss your needs with us and we will design a website that perfectly suits the requirements of your business, helping you bolster your online presence and bring in leads.
* **Website Development:**While great design improved the frontend of your website, we also work on the backend. We develop it to be more user-friendly and in line with modern website trends, which includes mobile-friendliness and a navigable structure.
* **Website Migration:**If you plan to switch hosting providers or otherwise wish to avail our website hosting and management services, we will help you migrate your website from the previous provider to the new one, without any downtime or loss of data, ensuring no hassle for you.
* **Content Management Systems:**Pick any CMS of your choice, whether WordPress or Joomla. We have just the experts to design a website based on it.
* **Website Monitoring:**We can help keep your website up and running and prevent possible disruptions with our comprehensive website monitoring services.
* **Webmaster Services:**Allow us to be the webmaster for your website to ensure SEO-friendliness, among other features. We will make sure your site meets all necessary requirements to rank high and be user-friendly at the same time.

**Virus Monitoring and Remediation:**Protect your website from malware, viruses, and other harmful elements by using our virus monitoring and remediation. We will try our best to prevent viruses from affecting your site and in case of an attack, deal with the problem without delay.

We are your one-stop shop for comprehensive website design and development services.

Website Hosting and Management

To build a solid web presence, it is imperative that your website be designed well and functions perfectly, yet what’s even more important is it stays online… all the time! Downtime can not only drive away potential customers but also impact overall user experience.

Just imagine: a lead you have been working hard to direct to your website finally decides to check it out but when they try to log on, your website is not available. There is only one plausible outcome of this scenario: you just lost a lead.

Now, unless your target audience is generous with their time and are extremely patient, you cannot afford to have your website going down, even for a few seconds. Did you know 99.9% uptime is a common feature of the websites of the leading brands in the world? Check out Apple’s website at any time of the night or day, and from any corner of the world, and you will find it online.

If you are worried about your website going down and don’t trust your current web host completely, we can help you. Boost Digital has been in the website hosting and management business for a long time and we have helped many companies find the best web hosting solutions which guarantee maximum uptime without any drop in quality of services.

We ensure this by helping you find web hosting solutions which are not only perfect for your needs but also suit your budget. We are always on call should you ever face any issues with your hosting provider. Yes, we put our money where our mouth is! We want one thing and that is to keep your website online at all times!

Our range of website hosting and management services includes:

* **Web Hosting:**Helping you locate the ideal hosting solution for your needs to ensure your website remains online 24×7, 365, keeping your budget in mind. You can rely on the solutions we suggest, and we will also provide round the clock support should you face any problems.
* **Domain Management:**From registering a domain to ensuring it remains cost-effective, Boost Digital tackles every step of the process. Your domain is the identity of your brand online and we help you get maximum value from it.
* **IT Support:**Any business using computing devices needs IT support to keep its operations up and running. We can provide the support you need to ensure you don’t face any operational downtime.
* **Google Apps Implementation and Support:**We assist you in deploying and implementing Google Apps to support your operations. Using our experience and expertise, we help minimize risk and maximize value from the Google apps you use.

Effective website hosting and management can prove the difference between a boost in sales and a loss of customers. Get in touch with Boost Digital today to discuss your needs.