



SIZZLE-METER

ON FIRE



SEO
SEM

Maximize **SEO** and **SEM** with a comprehensive online marketing strategy.



33% of traffic on **Google organic search** results go to the first item listed.



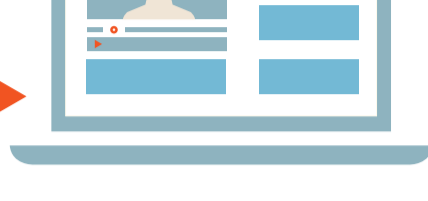
Generate custom written and optimized content.



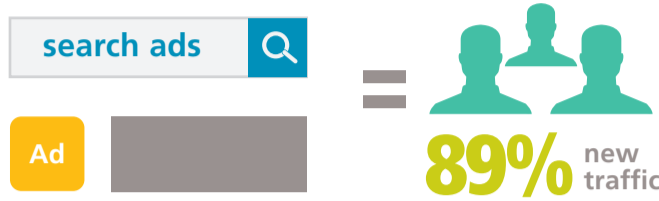
Manage **active** **pay-per-click** ad campaigns.



UPLOAD



Publish **high-definition video** and implement **video advertising** on YouTube.

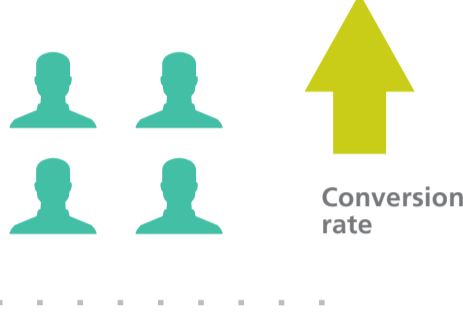
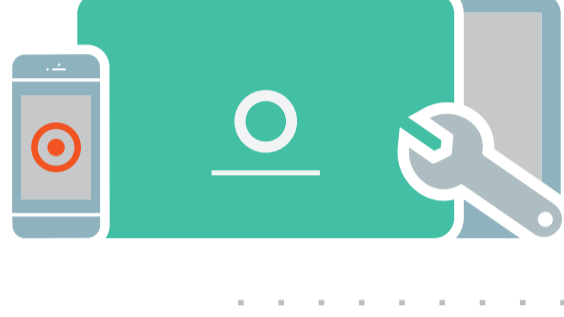


89% of traffic generated by the **search ads** is new traffic outside of organic reach.

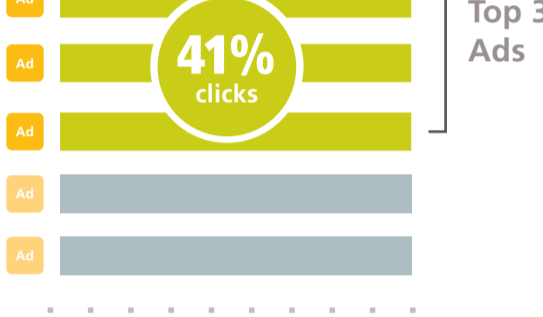


Build a professionally designed **mobile-friendly website**.

TOO HOT TO HANDLE



Build out a **PPC strategy** to reach a **local audience** and **increase conversions** with retargeting technology.



On average, the top three paid ad spots get **41%** of clicks.



Integrate **video** and **social media** into an optimized website with professional design.

GETTING TOASTY



Make an impact in the **local market** with **high-definition video** and **video advertising**.



Videos on landing pages **increase conversion rates** by **86%**



Integrate an optimized YouTube Channel with **social media** and **improve conversions** with video on an engaging website.

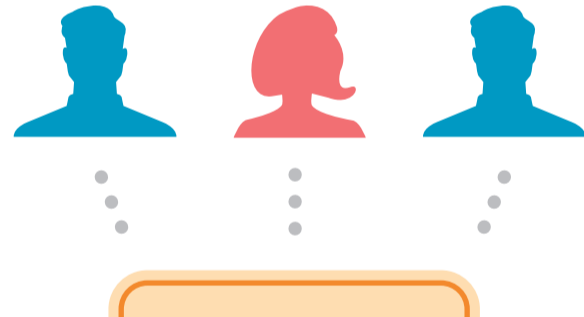


Visual content is processed by the brain **60,000** times faster than text.

FEELING STEAMY



Take the lead on social media with a custom designed social media presence on networks like **Facebook**, **Twitter**, and **Google+**.



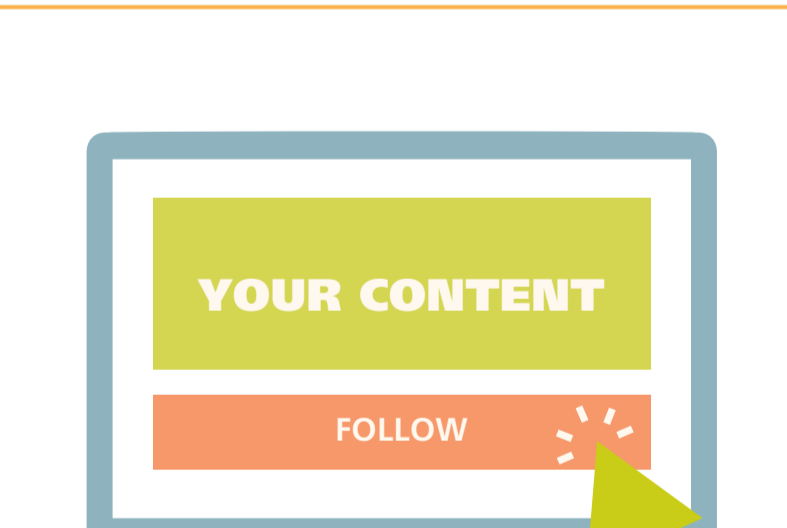
Actively **share** and **interact** with followers to build brand recognition.



23%

Social Media & Blogs

Social media and blogs account for **23%** of all time spent online.



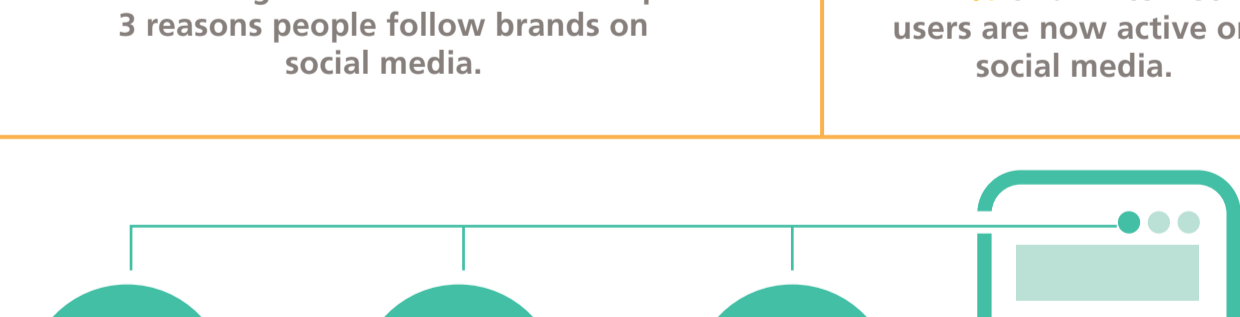
Interesting content is one of the top 3 reasons people follow brands on social media.



72%

internet user

72% of all internet users are now active on social media.



Link **social media** to a professional website to **increase traffic** and build a following.

WARMING UP



Create a strong presence online and improve **search engine rankings** with a website optimized for **local traffic** and **search engines**.



90%

90% of consumers find **custom content** useful.



Customize the content on the website so it accurately reflects branding and services or products offered.

Does all this look a little too hot-to-handle? Call 1-800-IMATRIX to find out about our managed online marketing services.

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Sources: Marketing Charts, eMarketer, Jeff Bullas, Social Media Today, Heidi Cohen, Content Marketing Institute, In bound Writer, That Company.

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