

AdVentures

# inbound marketing customized solutions integrated throughout



Ad Ventures provides inbound marketing solutions that are customized for your business, and integrates them throughout your website, landing pages, blog posts, social media sites, even your SEO and pay-per-click advertising campaigns.

What makes us stand out from other companies that specialize in inbound marketing is we have long-time experience not only working these inbound marketing channels, but also integrating brand strategy and good design to differentiate you, so you **connect.convert.close™** more prospects.

connect.convert.close.™

Phoenix | 480-868-7035

Seattle | 206-282-1719

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# paid search advertising



Paid search gives your inbound marketing a jump start as you can almost immediately put your ads in search engine results where your prospective customers will find them. Your ads will feature a carefully-crafted balance of keywords, message and a call to action to pull prospects to your landing page or website. When your prospects click through, they'll be greeted with a compelling reason to “convert” and take the desired action.

## our ppc services

- ACCOUNT SET-UP
- KEYWORD RESEARCH
- CALL TO ACTION PLANNING
- AD WRITING
- TESTING & ANALYTICS
- QUALITY SCORE MONITORING
- COMPETITOR MONITORING
- LANDING PAGE DESIGN

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# social media marketing



Effectively utilizing social media allows you to not only pull in followers to your social media sites, but it enhances your SEO ranking with Google. Yes, Google checks how well your website is connected via social media. Social media activity is tracked – it all adds up. So you benefit from interacting directly with your followers, and your overall SEO strategy also benefits.

## our social media services

- MARKETING PLAN DEVELOPMENT
- ACCOUNT SET-UPS
- ACCOUNT MANAGEMENT
- CUSTOM PAGE DESIGN
- CAMPAIGN PLANNING
- AD DESIGN & WRITING
- CONTENT CREATION
- WEBSITE INTEGRATION

# website landing pages



Landing pages have become a must-do to achieve optimal inbound marketing results. Savvy online marketers understand that landing pages should serve as a key function of your overall website marketing strategy. They should be used not only for paid search advertising, but optimized for organic search engine results too. Ideally, you have a landing page for every target keyword phrase in every local market you are targeting.

While they should be clean and simple, they also should include brand strategy, good design, differentiating sales messaging, and a strong call to action.

## our landing page services

- DESIGN
- DEVELOPMENT
- PLANNING
- COPYWRITING
- CALL TO ACTION PLANNING
- MANAGEMENT

# search engine optimization



To use SEO legitimately in your website, look to a company – such as Ad Ventures – that deeply understands current SEO standards and uses modern, evolved SEO techniques and technical must-do's that Google now recommends. SEO planning should start during the design and content development phase, before you even begin developing your site, then built into the framework at the start, not after. Ad Ventures is highly skilled at search engine optimization, and continually researches it to stay on top of best practices since we began offering SEO services in the mid 2000's.

## our seo services

- SEO COPYWRITING
- TECHNICAL OPTIMIZATION
- SITE LINK STRUCTURE PLANNING
- LOCAL SEARCH
- IMAGE SEARCH
- KEYWORD RESEARCH
- GOOGLE AUTHORSHIP
- LANDING PAGES

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# email & press releases



Permission-based email marketing has proven the test of time, coming into popularity in the early 2000's, sliding off in perceived value due to spam, and popping back up in recent years as a reliable, affordable source of quality lead generation. Spam largely now under control, email users who opt into email lists understand that permission-based email advertisers deliver content of interest and value into their inboxes.

## our email & press release services

- EMAIL SOLUTION SET-UP
- EMAIL CONTENT WRITING
- WEBSITE EMAIL SIGN-UP FORM
- LIST MANAGEMENT
- CONFIRMATION EMAILS
- EMAIL STAT REPORTING
- HTML EMAIL DESIGN
- PRESS RELEASE WRITING

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# blogs & video



Your blog builds the foundation of your inbound and social media marketing. Every article, photo or video that gets posted to your blog, also gets posted on all your social media channels simultaneously, so that they are all working together, generating social media traffic full circle back to your website.

So view your blog not as a stand-alone page, but a key inbound marketing component integrated into your website where blog articles and videos appear throughout your website pages. The key is updating it frequently by adding short blurbs or in-depth educational articles so that Google and other search engines recognize your website as one to rank high, and one that provides fresh, quality content. And your social media and blog followers can look forward to consistent updates so they buy into what you are selling.

## our blogs & video services

■ DESIGN

■ COPYWRITING

■ PROGRAMMING

■ WORDPRESS TRAINING

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