

In today's marketing world, buzzwords like analytics, conversion rates, search engine optimization, organic traffic and responsive web design hover like bees in a flower garden. Our arsenal of marketing tactics is greater than ever. Yet it's harder to stay on top of the latest and greatest. That's why it's important to have a savvy agency partner like Interkom to help you cut through the clutter and get closer to existing and prospective customers.

At Interkom, we're excited by digital marketing.

Why? Because it's based on solid tracking methods and powerful statistical insights - concrete data helps deliver a better customer experience and a clear ROI. All of this is like honey on our breakfast toast – because we know when properly used, it garners sweet results for our clients.

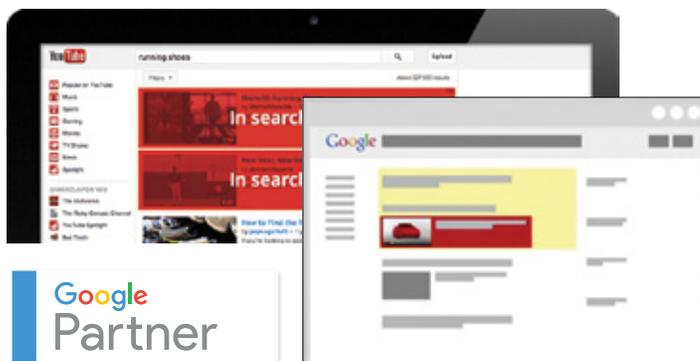
In a world where everything is a click away, getting closer to existing and prospective customers means being in all the right places at all the right times. The best digital marketing approach uses all sorts of platforms, from electronic devices

Depending on your product or service offering and the target market you're engaging, we'll assess all options to come up with just the right mix of avenues, including some of our top choices:

1. Google Advertising (AdWords)

Google Advertising is a vehicle where website owners pay a **cost-per-click (CPC)**, usually based on the number of **click-throughs** or **ad views**, to have their website shown in top placement on Google search result pages. With **AdWords for video**, or **YouTube Advertising**, we have the option of advertising in multiple ad formats across Google's network of web content publishers. **TrueView in-stream videos** can appear on YouTube videos and on video publisher pages, games, and apps in the Google Display Network.

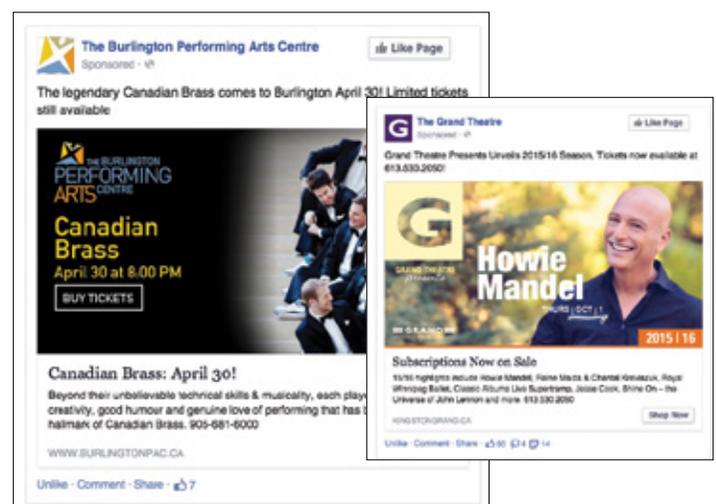
Our preference for Google over Bing and Yahoo is because Google has more than 80% share of the search market in Canada. Other options would be considered for international initiatives.



Interkom is proud to be part of the Google Partner Program

2. Social Media Marketing

Marketing to users on **LinkedIn, Facebook, Twitter, Instagram**, etc., presents a wide range of opportunities to meet and engage new customers. For example, **Facebook's Advanced Targeting System** reaches 89% of an intended audience; ads on Facebook are shown to specific groups of highly engaged people via PC and mobile phones as well as through the Facebook App. We can design **performance-specific ads** to appeal to your target audience, and drive traffic to your website and other social media channels. Our great creative content and well-targeted ads deliver substantial likes, comments and shares.

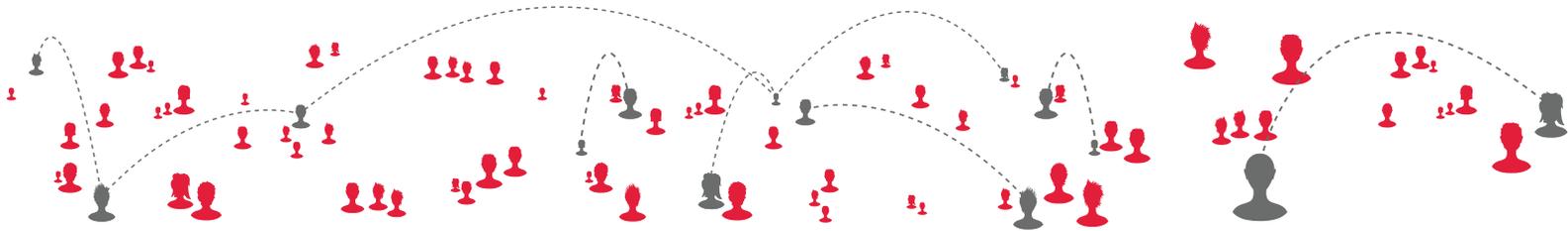


including desktops, laptops, tablets and mobile phones to Digital Out-of-Home media focused on marketing to consumers when they're "on the go" in public places.

Think of it as the tip of an iceberg – there's so much more lies beneath. Digital Marketing is not simply a channel of delivery; it's the way in which customer engagement comes to life, across all channels. At home or office, in transit, at the gym or local café, digital media is more often than not the first touch point in the customer experience.

Your intended target has limitless choices. It's the role of a dynamic digital marketer like Interkom to understand customer expectations and develop an engagement strategy that deepens customer experiences and produces your desired outcomes.

Why Interkom? When you don't have the dedicated resources, time, or up-to-the-minute expertise, we're the perfect agency partner. We take care of the entire digital campaign with a proven process, which guarantees results.



3. Search Engine Optimization

Search Engine Optimization (SEO) ensures your website is easily found by search engines by using words and phrases relevant to your offering. You could say it's a form of quality control for websites. SEO involves writing content that uses keywords people use in searches, including links from other pages to show how important your page is compared to others, implementation of schema tags, and many other tactics. We employ **SEO strategies, techniques** and **tactics** to increase the number of visitors to your website and obtain a high-ranking placement in the search result pages of Google, Bing, and Yahoo.

4. Online Display Advertising

Online Display Advertising is placing **performance-specific ads** (with links to the website) on relevant advertising display networks. The size, positioning and creative of the ads are the key to success. And how about making a big splash and taking over the entire home page of a website? Of course we can help! Takeover advertising campaigns are highly effective at increasing brand visibility and creating impact. A carefully crafted strategy and an innovative execution will sure to get your message out.

5. Advanced Retargeting

Retargeting is an approach that **converts "window-shoppers" into buyers**. Generally only 2% of shoppers convert on the first visit to a website. Retargeting brings back the other 98%. It works by keeping track of people who visit your website and displaying your retargeting ads on other websites they visit. Given that it may take upwards of 6-9 prompts for a customer to take notice, this repetitive exposure is an excellent way for the engagement process.

6. Online/e-Newsletters

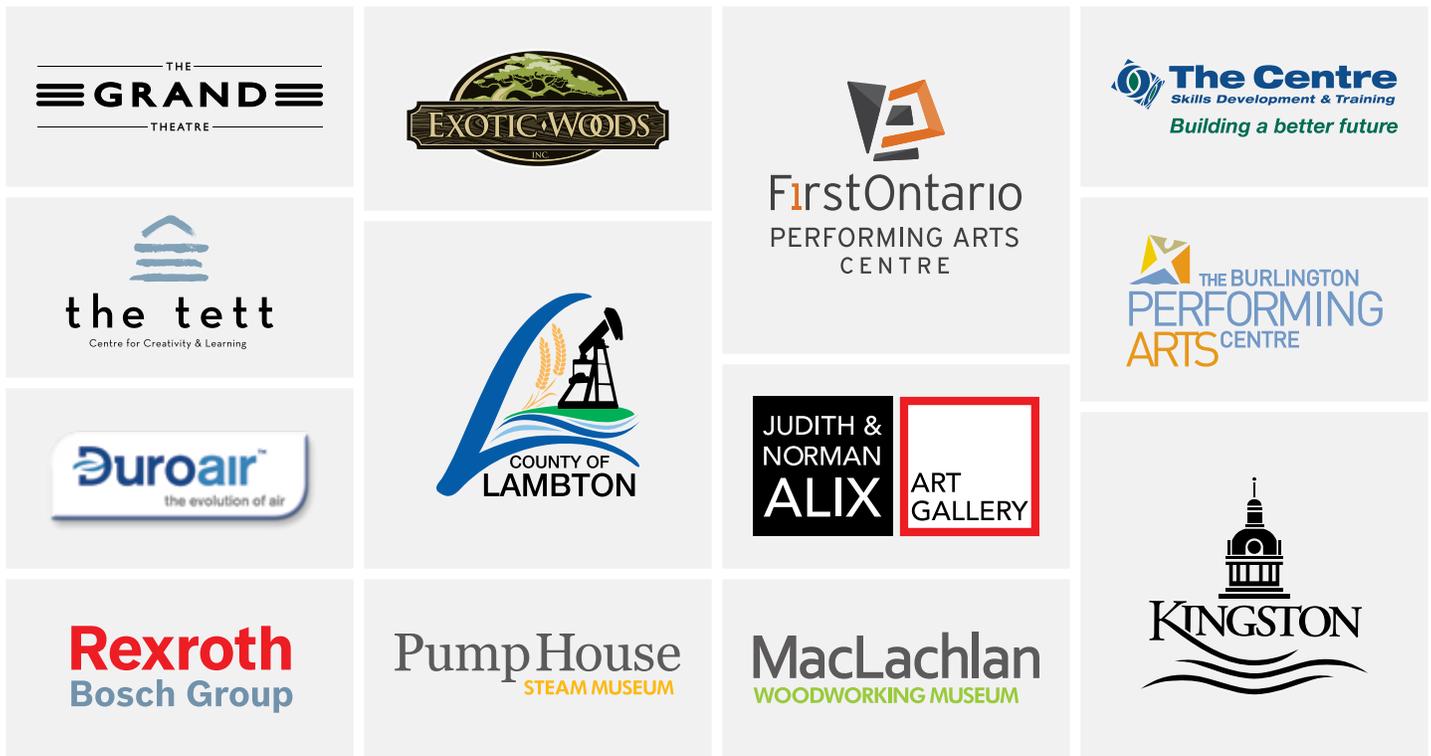
What better way to reach your target audience than to appear right in their inbox? **Electronic newsletters** are a perfect way to communicate when they are well written and focused on newsworthy content, images and links relevant to your desired audience. One great advantage of e-Newsletters is the use of **advanced analytics**, which can show you **open rates, click-through rates** and who read what. And yes, we follow the guidelines of Canada's Anti-Spam Legislation (CASL).



Our Process Includes:

1. Identifying your marketing objectives by asking the right questions
2. Developing a cohesive digital strategy presented to and approved by you
3. Producing multi-channel creative
4. Designing and setting-up campaigns
5. Monitoring, refining and reporting

This proven process has worked wonders for many of our clients!



Have you gone Digital?

For a free assessment of your current **website**, **how to improve web traffic**, **how to make digital marketing work for you**, or to talk about **outsourced marketing**, call Kayla van Zon today at 905.332.8315 or email kvanzon@interkom.ca.