

# IT'S TIME TO BE NO.1!

SEO DIGITAL (GH) LIMITED



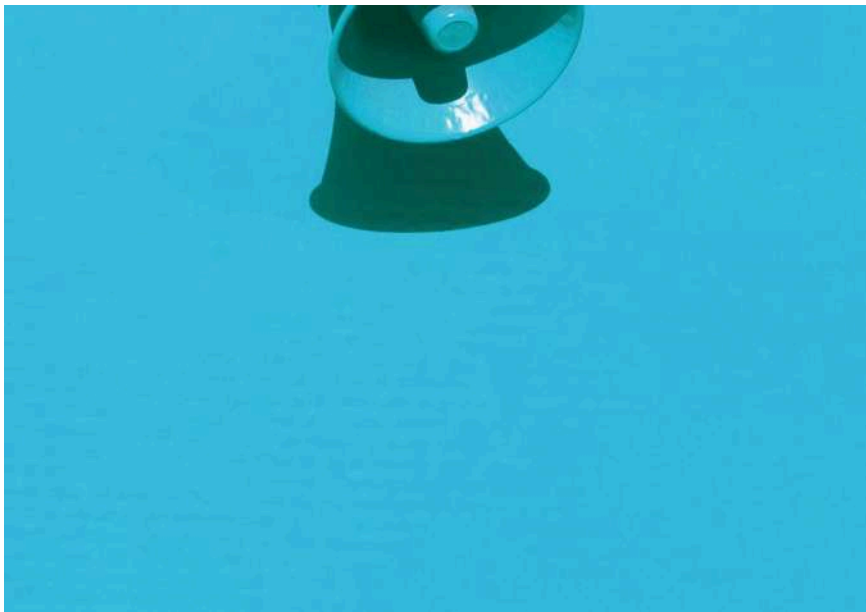
# OUR CULTURE

SEO Digital is a marketing and advertising agency that takes the heavy lifting out of managing a growing business. We develop both online and traditional marketing campaigns. We build custom websites with the latest digital technology to drive leads and sales. We consult clients on business growth strategies and help develop internal processes to improve productivity and workflow.

*Simply put, we do it all.*

SEO Digital was founded to provide unparalleled public relations, advertising, and marketing services.

Our diverse and talented staff brings a combined 50 years of experience writing, crafting, planning, and executing creative campaigns across the country. We do it all, and we do it exceptionally well!



# OUR PRESENT

We're proud to cover all facets of creative design and marketing for industries such as healthcare, professional services, hospitality, retail, tourism, and more.

Our wide offering of services ranges from website design, branding, traditional advertising, public relations, marketing strategy, social media, videography, search engine marketing, television commercials, radio, and print services – but we don't stop there.



# OUR FUTURE

Our goal is to continue to grow businesses as leaders in print and digital marketing, both locally in our community and across the nation.

As the digital age continues to evolve, we'll remain a step ahead, providing growth and the highest-quality service possible for our valued clients.



# OUR STATISTICS:

**1 million**

*TV viewers between the ages of 50 and 75*

**450,000**

*radio listeners over 60*

**1.45 million**

*website hits on all sites per year*

**625,000**

*subscribers to Savvy Senior and Boomers*

**Social  
Media  
Followers  
Grown**

**Facebook:** 1 million

**Twitter:** 1.2 million

**Instagram:** 730K



# SERVICES: ADVERTISING

Advertising your business in print, radio, TV, and online will always be an essential part of growing your business and reputation. We know that as a business owner, it's challenging to find the time to consider all of your options and develop a successful advertising strategy that is also cost-effective.



## Traditional Advertising

- Radio Advertising
- Television Advertising
- Print Advertising
- Billboards and Signage
- Newspaper Advertising

## Digital Advertising

- Google Search Ads
- Social Media Advertising
- Streaming Broadcast Advertising
- Video Advertising

## Integrated Advertising

- Email Marketing
- Digital Retargeting
- Omni-Channel Advertising Strategy
- Public Relations



# BRANDING

## Brand Development

- Align goals and business objectives
- Company persona
- SWOT analysis
- Develop a marketing plan

## Brand Positioning

- Defining target audience
- Competitive analysis
- Buyer personas
- Create brand mediums

## Brand Identity

- Logo Design
- Unique Value Proposition
- Brand colors & typography
- Brand messaging

# SOCIAL MEDIA MARKETING

We are a comprehensive social media marketing team of designers, strategists, analysts, and writers. We not only create and execute successful ROI-driven social campaigns but we make sure your brand is positioned to find your unique target audience with stunning, branded graphics

## SOCIAL MEDIA ADVERTISING

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Campaign Creation

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Lead Generation

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Events Promotion

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Custom Audience Creation & Targeting

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## SOCIAL MEDIA MANAGEMENT

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Weekly Posting

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Monthly reporting

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Content Creation

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Custom Social media graphics

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## SOCIAL MEDIA ENGAGEMENT

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Increase Brand Loyalty

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Follower engagement

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Social reputation management

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Manage social reviews and inquiries

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# SEARCH ENGINE OPTIMISATION

## Local SEO

- Google & Bing Maps Listing
- Google & Bing Business Listing
- Local Directory Submission
- Local Directory Management

## Off-Site SEO

- Guest Post Services
- Backlink Technology
- Domain Authority upgrade
- Domain Rating upgrade
- Page Authority Upgrade


## On-Site SEO

- Homepage Optimizations
- Title & Meta Optimizations
- Site Content Optimizations
- Website Keyword Optimization
- Image & Video Optimization

## SEO-Driven Content

- Monthly content writing for link-building and social bookmarking
- Keyword-focused content with meta description and title optimizations
- SEO Content Social bookmarking





# PUBLIC RELATIONS

## Media Relations

- Media Placement
- Communications Strategy
- Press Release Distribution
- Media Partnerships

## Event Planning

- Product Launch & Placement
- Charity & Fundraising
- Tradeshows
- Event Management & Promotion

## Reputation Management

- Crisis Communications
- Thought Leadership
- Community Management
- Press Kit Development

# VIDEO MARKETING

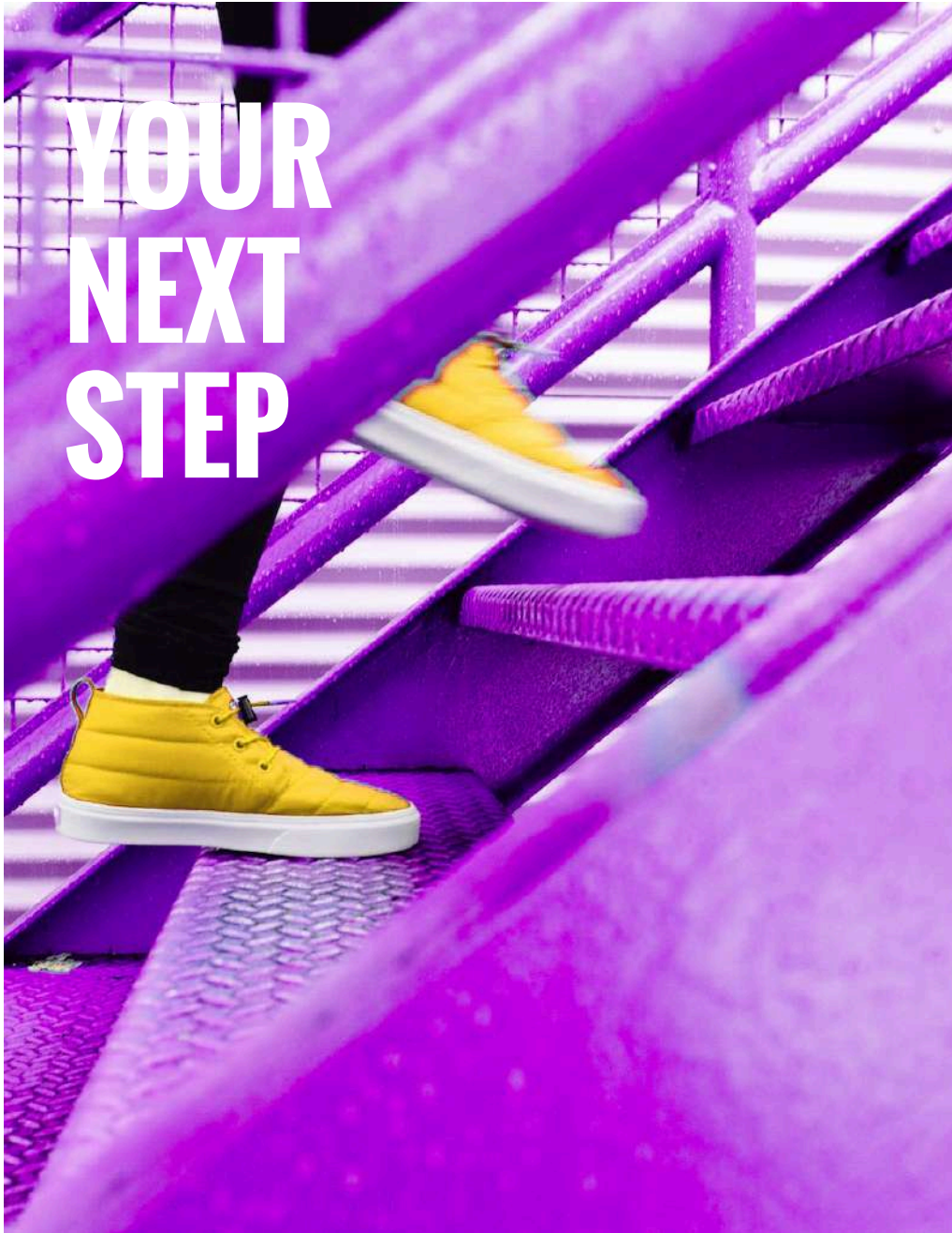
Video content makes up 80% of all internet traffic today. It's time to make your brand's voice heard. Our Services include:

- Television
- Commercials
- Social Media Video Marketing
- Video Testimonials
- Informational Videos
- Video On Demand
- Video Product Launch
- Aerial Videography
- Online Campaigns
- Live Broadcast/Streaming

## Website & Application Design

A good website and app isn't classified just by how it looks, but also by how it works. we ensure functionality across all devices:

- Responsive design
- Fast-loading pages
- Clear sitemap for intuitive browsing
- Easy-to-use website/app navigation and sitemap
- Conversion optimization with browser intent
- Strong page call-to-action for the right message at the right time
- Beautifully styled



**YOUR  
NEXT  
STEP**

Reach out to us via:

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