

DIGITAL MARKETING

Let's Get Digital

Digital marketing provides a unique opportunity for you to target your ideal customers based on specific characteristics. At UNANIMOUS, our digital marketing team identifies your target audience and the behaviors and preferences that define them. Whether you're looking for a competitive paid ads approach, a search engine optimization audit, a social media revamp, or a combination of all the best practices, our experience and approach solidify your online presence.

LET'S TALK

Social Media Management

Effective social media marketing requires more than setting up an account and clicking publish. People often forget about the social aspect of social media. Yes, we want to promote your brand and generate leads, but we also want to start engaging conversations that add value. To generate a return on your investment, we identify whom you want to talk to, what you want to talk to them about, and the best platform for those two things to connect. Our involvement in social media is tailored to fit your needs. We can help guide you through the setup, decide the strategy for content, coach you on how to connect with fans, provide posting recommendations, create guidelines, and anything in between.

Social Media Advertising

What's the difference between social media management and advertising? Good question. While social media management focuses on the social aspect of creating engaging conversations with your existing audience, social media advertising focuses on the media part. It's all about getting your message in front of potential customers and followers.

UNANIMOUS will craft professional advertisements with compelling copy and graphics, place them on the ideal platforms, boost your online presence, and increase sales. With social media advertising, we tailor your ads by location,

interests, brands consumers already follow, demographics, and much more. With so many personalization options, you can easily advertise to your perfect customer, ensuring no wasted dollars are spent.

Google Ads

Google Ads, a form of pay-per-click (PPC) marketing is a way to supplement your organic search results. We strategically create Google Ads to target specific consumer demographics, behaviors, and preferences. We focus on search, display, and remarketing and help you determine which strategies are the best fit for your target audience so your business can achieve its goals. PPC advertising is also available on various social media platforms, which UNANIMOUS takes into consideration when developing your digital marketing strategy.

Search Engine Optimization

Search engine optimization, also known as SEO, is the process of optimizing your website with specific keywords so you rank higher in Google's organic search results. At UNANIMOUS, we develop unique SEO strategies utilizing specific keyword research tools. These tools allow us to discover the exact words and phrases people are using to find your business and then optimize your website and landing pages for those specific keywords.

By optimizing your website and landing pages, when users search for relevant keywords, your brand appears conveniently at the top of organic listings for consumers to see. SEO improves your website's visibility and drives quality traffic for your business. Let UNANIMOUS help you grow your organic presence and gain more customers.

Email Marketing

Email marketing provides a valuable method for building and engaging with your audience on an ongoing basis. There are various types of email marketing techniques such as newsletters, automated campaigns, upsell/cross-sell emails, abandoned cart series, and more. We strategize to determine which techniques are relevant to your audience and integrate it with the rest of your marketing efforts for maximum results. No matter what email technique we're using, each is crafted with a strategic message and design to encourage your customers to take action and interact with your business.

Branding

IDENTITY & CULTURE

A strong brand with powerful messaging, logo, and memorable visuals is the ideal foundation for profitable customer engagement. The UNANIMOUS team combines thoughtful research, creative design, and modern technology to create a lasting impact on your target audience.

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Marketing

RESEARCH & STRATEGY

Connecting with your audience is the key to success in a competitive marketplace. We take time to understand your business, research the market, and make sure you stay top of mind. We will analyze your competition, develop strategies, motivate action, and build customer loyalty.

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Website

DESIGN & DEVELOPMENT

Comprehensive web design, planning, and development is the true passion of the UNANIMOUS web team. We design professional websites of all size, scope, and complexity. The result is an intuitive user experience, compelling messaging, and effortless visitor conversions.

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