

Innovast Digital Marketing helps businesses find success online.



WEBSITES,  
BLOGGING,  
SEO, SOCIAL  
MEDIA & EMAIL  
MARKETING

MONTHLY  
MARKETING  
PLANS

WWW.INNOVAST.COM

## ABOUT US

We work closely with business owners, consultants, and professionals to develop a Customized Marketing Plan to best reach their target audience. We set attainable goals and outline specific steps to be taken that are designed to increase leads, sales, and profitability.

## JOIN OUR FACEBOOK GROUP!

<https://www.facebook.com/groups/BusinessAccelerationGroup/>



"I specialize in helping businesses to be more competitive on the web — to better position themselves online, increase engagement with their current client base and attract new opportunities for greater sales."

*Karen Etchells, Digital Marketing Strategist*





Engage visitors.  
Get results.

Digital Marketing is changing thanks to the widespread use of smartphones, ever-increasing data and video streaming, combined with a cultural desire for digestible and personalized content. It's important to understand how these changes will impact **YOUR** business in 2018.

## CONTACT US

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# TOP 5 TIPS

## 1. Content Marketing

On your website, social media platforms and email marketing, your audience is seeking fresh and relevant content that communicates value.

## 2. Video Marketing

Videos are powerful tools to tell your story. Consider Facebook Live, Instagram Stories, and SnapChat stories to engage your audience. You can hold webinars and live events for product launches, offer tutorials, demonstrations and how-tos, and answer questions in real time.

## 3. Search Engine Optimization

Be sure your website is optimized to rank well on search engines. If you service a local area, it's important that your business is found on local search. Be especially aware of updating your presence on Google My Business.

## 4. Social Media Marketing

The new Facebook algorithm gives business pages less natural exposure, so it's important to know which efforts are worthwhile on each social platform.

**Leverage Locations & Check-Ins.** It's the simplest way to have your audience "market" or promote your business for you.

**Consider using Facebook Messenger as a marketing tool.** It has an open rate of 88% and a 56% click-through rate!

## 5. Testimonials & Reviews

Never be afraid to ask for client testimonials. This is something that will really sell you and your business!