MDIMS Launches Digital Marketing Website With New Services For Adwords Management And Video Production

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MD Internet Marketing Solutions (MDIMS), based in Marietta, GA, has announced the launch of a new website, which highlights their new digital marketing services, such as video production, Adwords management, and enhancement of online reputation. The SEO and SEM services are directed at small local businesses, covering not just Metro Atlanta but all of the country. This comes after numerous requests for more specific services.

Previously, MDIMS focused mainly on web design and search engine optimization (SEO) to help clients rank highly on search results from the various search engines. The company also ventured into other areas, such as social media marketing, but clients felt that more should be offered. MDIMS listened, always ensuring that they are able to increase their customers' online presence.

Ken Mandich, CEO of MDIMS, says: "Digital marketing is a very fast-paced landscape. If you don't keep up with the evolution of internet marketing, your company, and ours, will get left behind the competition."

YouTube Video production is fast becoming one of the company's most popular services, not in the least following a recent Cisco report that predicted 69% of all online traffic will be through video by 2018. "We find that video is a fantastic way to get new clients," adds Ken Mandich. "Video is just more engaging and helps with people's short attention-span these days. People would also rather watch the web than read it."

Meanwhile, AdWords, or SEM, is a process whereby people see paid advertisements at the top of their listings on the search engines. MDIMS ensures that the 'AdWords Quality Score' of clients is always as high as possible. Ken Mandich explains: "Adwords is becoming more prevalent in digital marketing with Google's recent changes of 4 paid listing at the top of search results and the first listing in Maps being a paid advertisement. It's important to be able to combine the power of local SEO with Adwords for maximum exposure. It's also important to have a company that is experienced in Adwords to manage the campaigns as they are rather complicated and need constant management to provide maximum results and ROI."

Finally, reputation management is an equally important service, particularly since there are so many places where clients can discuss their experiences. These include social media channels and a wealth of directories, such as Yelp and Merchant Circle. Ken adds: "Online reviews can make or break your business. Many customers now look at a company's reviews before deciding to do business with them. Consumers also state that they trust online reviews as much or more than a referral from a trusted friend."
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MD Internet Marketing Solutions

MD Internet Marketing Solutions was founded in 2010 by Ken Mandich. The company is one of Atlanta?s leading Digital marketing companies helping small businesses of all sizes reach their maximum potential by having a prominent and positive online presence.

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