



Infintech Designs Offers Free Consultation for Digital Marketing Services

July 31, 2014

July 31, 2014 - PRESSADVANTAGE -

New Orleans, LA ? Local online design and marketing company, Infintech Designs, announced that they will begin offering free consultations for their digital marketing services. The company reports it offers a wide variety of digital marketing services including web design, search engine optimization (SEO), pay-per-click management, web design, Facebook marketing, content writing, and press releases. Infintech Designs is hopeful that this new offer will increase awareness of the benefits of digital marketing in the business community.

Digital marketing, also known as internet marketing or online marketing, is a form of advertising focused on digital platforms, including smartphones, tablets, computers, and other electronic devices. There are two types of digital marketing, push and pull. Push marketing involves placing advertisements on consumer websites or blogs without a request for such content from a potential consumer. Pull marketing occurs when a user seeks out information on the internet. Pull marketing is affected directly by SEO, which allows a given business to appear in a search result. Since it offers an increased return on investment over traditional forms of marketing, use of digital marketing has increased dramatically since 2010. The popularity of digital marketing is predicted to continue increasing, with more clients preferring it to traditional forms of marketing.

Facebook marketing, while only one example of the services offered by Infintech Designs, is one of the most popular types of digital marketing that is especially effective for consumers and businesses. Facebook marketing offers a convenient platform for advertisement, and allows business owners to see basic profile information about the people who have indicated an interest in their services by "liking" their page. In addition to quick access to potential customers, Facebook marketing also allows business owners to quickly correct or edit advertisements, so they are able to immediately reap the benefits of their investment.

Another popular digital marketing service offered by Infintech Designs is SEO. SEO increases traffic to a business's website by making it appear on the first page of results when a keyword search is performed on a search engine. Constant changes to search engines, and the process through which they populate their results, mean businesses need effective SEO management to remain at the top in search results. A short video regarding SEO can be found at <https://www.youtube.com/watch?vRgWsTFKEE2s>.

About Infintech Designs

Infintech Designs, based in New Orleans, LA, is a web content and SEO firm that provides an array of digital marketing services to a wide variety of customers. Its dedicated team of web designers and search engine optimization experts is ready to take on the most challenging of projects, and provide clients with a project that exceeds their expectations. Infintech Designs has an A rating with the BBB.

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