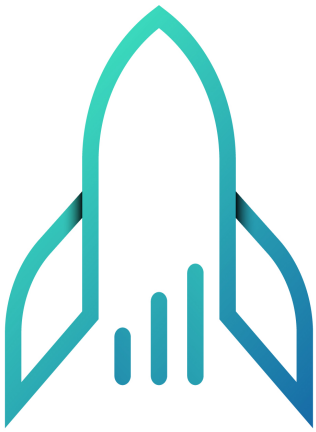


MISSION TO MARKET

Mission To Market Offers Services Of Google My Business Marketing Experts

July 05, 2019

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Mission To Market, a digital marketing agency based in Carmel, Indiana, has announced that they are offering their services as Google My Business content marketing experts. They have been working with several local businesses in Indiana, Michigan, and beyond to help them gain more visibility and increase sales. They pointed out that what has helped so much is the custom Google My Business platform that owner Stephen Twomey has been working on for the past two years. As such, they have the expertise on how to use content marketing to boost brand awareness.

According to Mission To Market founder Stephen Twomey, ?Content development is vital when it comes to Google My Business marketing. Providing consistently valuable content for your target audience is a time-intensive process involving a significant amount of research, writing, editing, publishing, and distributing. However, jointly these items will drive traffic to your website, social properties and ultimately help you achieve your conversion efforts.?

According to Stephen Twomey, the types of media that can be used as content include blogs, video, tips, features, infographics, and interviews. They will work with the client to develop a repository of engaging,

entertaining, and optimized digital content that can be distributed and amplified on the client?s core channels.

Stephen Twomey explains that there are many effective digital marketing techniques, such as search, email, and social marketing. All of these will have to be analyzed and prioritized, for instance, from dynamic content for email automation, website personalization to programmatic retargeting, and content for organic search. The heart of the Mission To Market approach to enhancing digital marketing is benchmarking to determine where the client?s business is today and evaluate the potential of where the client wants to be in the future.

They will begin with a brand audit to provide an overview of the current program, to understand its effectiveness and where improvements can be made. They can develop a comprehensive branding plan that will serve as a guideline and offer benchmarks for messaging and positioning. With a clear brand strategy, the business will be able to focus on their mission and vision and this can guide marketing efforts, thus saving time and money.

Before search engine optimization (SEO) activities are started, Mission To Market will want to know first the kind of business that the client has, whether it is a national brand with multiple locations, it is an e-commerce business, or a brick and mortar business. This will provide them with a clear understanding of how the client?s customers and prospects buy the client?s product or service. This will allow the selection of the appropriate SEO practices that can lead to excellent online results.

Meanwhile, website design plays an important role in SEO. Thus, Mission To Market helps the client in the creation of an online destination for people that converts visitors into customers. In order to be effective, the website must provide an accurate visual portrayal of the client?s brand identity. For instance, the appropriate use of images is vital in branding. Stephen Twomey says, ?You may want to click here for images related to our company.? As such, the website must be culture defining and represent the cutting edge in both data science and design.

Mission To Market can also help the client with regards to media buying. This involves Facebook ads, PPC, SEM, and media buys, from YouTube ads and Google ads to retargeting visitors across Instagram, Facebook and running lead generation campaigns. All of these are designed to grow and engage the client?s target audience across multiple platforms.

Mission To Market was created in November 2017 by Cody Harvey and Stephen Twomey with the goal of providing digital marketing services for businesses in Indianapolis and neighboring areas. Aside from the Mission To Market Indianapolis office, they also have locations in Scottsdale, Los Angeles, and Traverse City. People who need more information about the digital marketing services offered by Mission To Market can check out their website or contact them by telephone or via email.

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Mission To Market

Mission To Market. It's more than our name, it's our calling. We help companies create compelling stories that engage new customers and create long-lasting profitable sales relationships.

Design-Branding-Content-Social-SEO

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