



## **Denver Integrated Marketing Solutions Offers AIM Solution For SMB**

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Denver Integrated Marketing Solutions, a marketing company in Denver, CO, has announced its 'All Inclusive Marketing' (AIM) solution for small to medium sized businesses (SMB). With this service, businesses will allow the Denver company to handle all of the details with regards to marketing, both online and offline. Furthermore, prospective clients are provided a free consultation with their certified Small Business Sales & Marketing Associate. Further details can be found on <http://www.denverintegratedmarketingsolutions.com/additional-services/all-inclusive-marketing/>.

Sean Coleman from Denver Integrated Marketing Solutions says, "A.I.M. or All Inclusive Marketing encompasses your business's entire marketing life-cycle. A.I.M. covers everything from Brand Management to Web Presence Optimization to Reputation Management to Lead Generation Tactics."

The focus for the company is on branding. This means that they help an SMB to develop its name, logo, slogan, and even the overall design theme of the corporate colors. With effective brand management, the public face of a business can be positively influenced both online and offline. This is achieved by applying a range of different marketing techniques to specific services or products, and also to a larger product line and

the brand as a whole.

"We want to generate more high-quality leads; convert those leads into actual sales through tracking and measuring to increase your return on investment (ROI)," says Vaun Coleman from Denver Integrated Marketing Solutions.

The company offers a range of other services as well as part of their package. These are fully listed on <http://www.denverintegratedmarketingsolutions.com/>. One such service is WPO (Web Presence Optimization), which is the solution used to influence the online image of a business by applying lead generation and other marketing techniques with social media outlets and search engines. This is a huge part of online reputation management.

Reputation marketing and management are concerned with influencing the reputation of an SMB using ethical tactics. These include dealing properly with customer complaints, encouraging customers to leave reviews, and having incorrect information changed or taken down.

A final tool is found in lead generation. Here, Denver Integrated Marketing Solutions uses various techniques to help a business increase its customer database. This is again done using ethical tactics. All of these are elements of local presence optimization, as can be seen on <http://www.denverintegratedmarketingsolutions.com/services-2/local-presence-optimization/>.

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For more information about Denver Integrated Marketing Solutions, contact the company here: Denver Integrated Marketing Solutions Sean & Vaun Coleman 720 465-6732  
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## **Denver Integrated Marketing Solutions**

*Denver Integrated Marketing Solutions is a local service provider of strategic multi-Media marketing solutions assisting Medium and Small businesses to expand their outreach on and offline.*

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