



Online Marketing That Works

Engage Web Media Offers New Digital Marketing Strategy

January 25, 2016

January 25, 2016 - PRESSADVANTAGE -

Toronto, ON, Canada business Engage Web Media is proud to announce that they have launched a new digital marketing service for their clients. As a digital marketing agency, this is just one element of their overall service. The new service is already being well received.

Engage Web Media's Roelof Kiers says: "Having a well-crafted strategy for digital marketing is vital to a business' online success. It involves a range of different tools, each of which has the potential to propel a business from average to stellar and become a real online authority, with returning, buying customers. We are happy to see how our clients online presence has been growing. We credit that to a digital marketing strategy guiding the process."

A digital marketing strategy, according to Engage Web Media, should include a number of key elements. These elements are link building, natural search, analytics, paid search, affiliate marketing, brand building, social networks, video, online PR and email marketing. All these things when put together, are what lead to increased website traffic and, ultimately, to more paying customers.

The work that Engage Web Media has done has been very positively received by the agency's clients. "Engage Web Media has a strong knowledge of marketing strategies, tools and particularly in developing effective websites and creating web traffic," says John W. "Our website traffic has increased 5 times in the past few months."

Strategic online marketing, according to Engage Web Media, is all about understanding how the digital world works. It is a known fact that 80% of customers now use social media, online search, online reviews, video reviews and/or online ads in order to decide whether or not to shop somewhere. This means that 80% of people are in a position in which they want to buy, and are simply looking at where to buy. Those businesses that cannot be found on the first page of Google, by that reasoning, may as well not exist, as prospective customers will be able to find many other businesses first. In fact, statistics have shown that 75% of people never go to the second page of Google, which does demonstrate how important it is to get in the top results.

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For more information about Engage Web Media, contact the company here: Engage Web Media
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Engage Web Media

Business owners and marketing managers eager to improve their online presence hire Engage Web Media for the following online marketing services:

- ? Digital Marketing Strategy*
- ? Search Engine Optimization*
- ? Local Search Marketing and*
- ? Email Campaigns.*

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