



E2Marketing

South Florida's Technology Marketing Co.

Marketing Roadmap

You live in a digital world where your customers have access to computers and smartphones that they use to search for products and services. As a result you need to be present in this landscape or you will miss the opportunity to service these customers. To be present means you need to leverage several digital and online technologies in a 'systematic' manner – after all, everything else you do in your business is based on a system, why not your marketing.



Responsive web design - Why bother? Unless you've been living under a rock you'll no doubt have noticed that almost everyone has a smart phone – this means people are no longer tethered to a desk when browsing the Internet in search of goods and services. If your website is not mobile-friendly there's a good chance visitors will skip it!

Corporate Identity

Quality marketing materials are essential to your business. Without good graphics your marketing collateral can look drab and unprofessional – this is not the first impression you want to give a potential customer.

Website - be responsive

Your website is a digital representation of your company. Customers will use your website to verify your business. It therefore follows that your website should reflect as accurately as possible what your business is all about, what you do, how you do it and why you're the best.

Newsletters & e-mailers

E-mail marketing is a cost-effective way to deliver brand-building information directly to your customer's in-box. Newsletters and e-mailers will ensure your business gets the mind-share it deserves.

Inbound marketing - Mind share before market share.

Why bother with Social Media Marketing? The simple answer is your competitors are doing it. When used as part of a strategic marketing program, Social Media is perhaps the most significant tool to emerge for small business owners in recent history.