ezymarketing.ca

EZY Marketing

ONLINE MARKETING AGENCY

EZY Marketing delivers more qualified leads because we take the time to understand your business goals, stay ahead of the curve in the technological marketplace and offer a powerful set of services to help your business grow.

Today online marketing isn't just about being found at the top of search engines, it's about being found everywhere. With search engines offering more promotional space on their main pages than ever and social media blowing up the world of interactive advertising, EZY Marketing is able to capture more highly-targeted, marketing-qualified leads from an expanding set of channels and turn them into revenue for your business.

Online and Mobile MARKETING SERVICES

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SEARCH ENGINE MARKETING

SEM helps your business succeed online by generating a sustainable source of traffic, leads and sales from search engines, blogs, and social media. It builds your online presence by expanding and connecting your website with highly targeted words and phrases that your customer base will use to find you.

Why your business needs SEM:

- **70-80%** of users ignore paid ads on Google, focusing on the organic results.
- Inbound leads **cost 61% less** than outbound leads! An example of an inbound lead is from search engine optimization, while an outbound lead is from a cold call.
- SEO leads have a **14.6%** close rate on average, while outbound leads have a **1.7%** close rate. This average can be improved with a targeted SEO strategy.

Traffic Never Stops Growing with SEM!
SEM helps businesses extend online coverage by reaching new markets, keyphrase by keyphrase. It is the most cost-effective form of online marketing because **your reach & number of leads grow continuously** while your budget remains the same.

Fully Customizable: only pay for what you need!
Our Custom Solution offers an evolving set of services to supply your website with the right stuff to get ahead - no matter what. All industries and websites have unique nuances that impact online performance. Custom SEM performs an in-depth audit of your website & builds you a solution to drive maximum profits from online opportunities.

Ready Packages Available: smart bundle your SEM.
Build your brand with content development, make more friends on social networks & outrank your competition! Our Ready Packages offer a cost-effective solution for businesses with average competition. If your small to midsize business has a common structure, opt for one of our Ready Packages and fast-forward your online marketing.

What are the top 4 facts you should know about SEM?

1. SEM is a detailed and ongoing process.
Ranking for your targeted keyphrases can take up to 3 months or longer for very competitive terms.

2. Targeting is #1.
Ranking for terms that are not bringing the "right" traffic will not increase your revenue. That's why we take the time to do extensive keyword research to make your site as profitable as possible.

3. Content expands your reach.
With broad-match technology on Google, the more you produce, the more you can rank for. That's why a long-term SEM investment builds and builds your traffic.

4. The playing field can change at any time.
There are constant updates to best practices and strategies when it comes to online marketing. Working with an agency that makes it a priority to keep up and adapt is essential to long-term online success.

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SPONSORED ADVERTISING

With Google AdWords, time is on your side. AdWords is commonly used by businesses looking for immediate results. Not ready to wait 3- months to start ranking on the first page? When properly targeted, PPC will get you on the first page in an instant and supply your business with new, qualified visitors!

Why your business needs PPC:

- For keywords with high commercial intent (hot key phrases) almost **2/3rds of clicks** go to sponsored ads!
- PPC provides next day placement at the **TOP** of search engines - immediate results!
- Over **90%** of North Americans reach for Google **within 1-3 minutes** when they want solutions.

Get More From Page 1

- Triple your presence on the first page!
- Generate more clicks & conversions from **HOT keyphrases**!
- Reach hyper-targeted markets on smartphones, tablets, desktops and more!
- Get more sales for Promotions & Limited Time Offers
- Cut your cost-per-click, but get more traffic!
- Learn which keywords and ads bring you business and eliminate ones that just drain your budget!

Hot Keyphrases are groups of words consumers use when they are ready to make a purchase. A customer is 5X more likely to make a purchasing action immediately after using a hot keyphrase search term than terms that are cool and more research oriented.

Your industry is competitive. We can market your website to engage both the research audience (SEO) and the more action-oriented PPC audience to build more consumer touch points throughout their entire decision making process to triple your conversions.

Creative Ways to Use PPC Advertising:

1. Limited Time Offers
If you're already doing SEO or, if you want to get more out of your existing PPC campaign, promote specials, sales and limited time offers with a short term campaign, then switch it up! PPC is flexible and provides fast results.

2. Promote a Video
Just because PPC is traditionally used to promote websites, that doesn't mean it won't work to get your most persuasive commercials and sales videos to the top of page 1 instead! Get double the coverage on the first page, stand out, and increase conversions with PPC for video.

3. Get more Social Followers
Pay-Per-Click Advertising is available on many platforms like Facebook, Youtube and LinkedIn for example. We can integrate a broad portfolio of PPC channels into your marketing mix for even better coverage.

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DISPLAY NETWORK

Do you have new website, or one that you wish was more… popular? Google Content Network (GCN) allows you to place ads (text-based or banners) on well established, popular websites that your customers care about to boost your visibility and popularity by association. Get add placement on high profile sites like CNN, MSN and more to capture large audiences!

Display networks are comprised of millions of sites across the world and allow you to present ads to specific demographics, interest groups, locations and more. The targeting opportunities are virtually limitless!

- Display Network **reaches 80%** of internet users
- More than 6 billion ad impressions are served daily
- Impressions are **FREE**
- GCN has nearly 1 billion monthly visitors
- Variety of ad formats: text, images, video and Flash ads
- Average **cost-per-click is averaging 30% less** than on Google.com

Don't waste resources by advertising outside of your target audience; save with hyper-targeting and niche placements. Combined with constant ad-testing and campaign optimization, you'll be able to increase your lead supply, while constantly reducing cost-per-lead. Place messages in front of your target audience when they are browsing by creating professional quality, attractive, branded advertisements to capture even more of your online market share!

When to use Google Display Network

1. For Branding
Display Network advertising is the closest medium to traditional push marketing that can be found online. Like print ads and billboards used to, display ads motivate purchases with repetition and visual branding, only online, they actually convert and are highly trackable. This makes the display network ideal for new or niche products and services for target audiences we can reach with pinpoint accuracy.

2. You have a good looking product or service
Display Network is highly visual in nature. If you have an incredible venue or a sleek looking product, showing it to the public can make more impact than 1000 amazing headlines.

3. You want to maximize revenue streams
Display Network advertising creates synergy when paired with SEO, PPC and ReMarketing. To achieve the highest level of coverage online, include display to stay top of mind with consumers and support your overall campaign.

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ReMARKETING (ReTARGETING)

What if you had the ability to keep a channel of communication open with those lost prospects, and refine your proposal to them in order to attract them back to different landing pages on your site?

- *Re-capture* lost traffic
- Increase sales conversions
- Establish a firm brand presence through repetitive exposure

Follow up with Customers Who:

- Did not convert
- Converted (completed a purchase, filled up a form)
- Signed up for a newsletter or filled out a contact form
- Abandoned a shopping cart
- Visited particular page or selected category on your website

With ReMarketing you can present different offers to past visitors of your site. Not only can you "follow" past visitors around with ads, but you can target messages based on how they interacted with your pages. Different entry and exit points can determine which ads are shown to whom. ReMarketing allows you to target prospects by individual, offering more precise messaging than any other online marketing service.

Remarketing customers are 3X more likely to click on your ad, and **4X more likely to convert** than new customers! Repetition demonstrates permanence, and staying power wins trust. Stay top-of-mind with your prospects to boost trust, and sales.

Why is ReMarketing a best business practice?

Take a moment and consider your entire marketing mix, including traditional channels. Chances are that directing people to your website is a priority in every campaign you do. ReMarketing's sole purpose is to **increase your ROI**.

97% of visitors do not convert into a customer on their first visit to a website. With remarketing, conversion rates can increase by roughly 125% when targeted properly! You'll get the most out of the leads you've already generated and drastically lower your cost per lead.

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PRESS RELEASE DISTRIBUTION

Is your business under new management? Do you have a new-to-market product or service or have something to share? Let the whole world know! We'll create press releases and distribute your exciting news to the world's most popular news outlets. They will re-distribute to their affiliates and your information will spread.

We will:

- Professionally select keyphrases for press release optimization to get you more visitors and more pick-ups, naturally!
- Distribute your releases across thousands of online channels.
- Optimize all components of your release to spark engagement and boost link generation.
- Add rich media to your release – send us photos, videos, or audio clips!
- Promote your release on your website and social channels. (SEO clients only)

Broadcast your most important messages to the world with Press Release distribution. Go viral online by sharing high quality content with reporters and news websites. Let us create a cover story and get your business on page 1!

Why Press Releases Still Matter:

Over 80 million people get their news online every day.

100 million people use search engines every day.

64% of journalists use Google or Yahoo! to follow the news.

Press Releases provide fast and wide-spread exposure for your company. They can be used as long format, news style articles that serve to position you as an expert, teach prospects about your new developments and put them in context with relevant local (or international) trends.

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GOOGLE BUSINESS PHOTOS

Google Business Photos are designed to bring the virtual-world inside your real-world business. Using Google Street View technology, Google Business Photos create a “walk-in” virtual tour of your business for visitors to engage with. Improve Search Engine Rankings, increase your website traffic and bring in traffic from Google Maps and Street View users!

- Generate more walk-in traffic for your business
- Stand out on Google Search Results, Google Maps and more
- Captivate Smartphone and Tablet users
- Easy website and Social Media integration
- Facilitate more Online Reviews for your Company

Bring your business to life with Street View technology: create a 360-degree, interactive tour. Showcase all the details that your customers love. Present your interior design or special facility features and make a 3D interactive catalogue out of your showroom.

Work with us to stay ahead of the curve and gain access to the latest online marketing products available to your business.

What does it take to be a Google trusted Agency?

In order to become a Google Business Photos Trusted Agency a business must hold a solid working relationship with Google and follow Google’s quality guidelines. In addition, in order to obtain agency status, a company must participate in detailed training and pass a series of exams administered by Google Inc.

Upon succeeding, they must then submit a series of materials proving the quality of their work as an agency, and of their individual employees. If everything is up to standard, from Google’s perspective, they are awarded special status as a Trusted Agency. We are proud to join a small handful of agencies around the world that have been awarded this *certification.*

VIDEO SEARCH ENGINE OPTIMIZATION (VSEO)

Video is memorable, viral, and convincing. It significantly increases engagement with your business and allows you to say much more than traditional online marketing materials do.

What if you had the opportunity to teach prospects everything you wanted them to know about your offerings, and how your company's different? What if those people wanted to teach their friends? Videos with value-added content get 10X more social shares, far more traffic and can generate leads independently of your website.

- Rank high in organic results faster
- Engage with your audience & compel them to take action!
- Stand out with strong visuals against text-based search results.

Google Universal Search Engine blends text, images and video on first page results. Almost half of Google's search results include video. Videos are typically picked up by search engines on the same day they are submitted and not weeks and months after like with other web content.

Right now, less than 10% of businesses are promoting their marketing videos with VSEO,

Why say it all again in a Video?

On websites, video often contains a lot of the same topics as the copywriting on the page does. It gives visitors a very quick and detailed lesson about your products and services. With speed being a very important element of website lead generation, there is no better way to get your point across than with a well executed video.

Give them a shortcut, or, an alternative to reading long, SEO supportive text. Show your prospects a sales video that gets them motivated and ready to take action!

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WEB CONVERSION OPTIMIZATION

Are you getting traffic but few leads & sales? Your website could be turning away visitors! Marketing your website is only the first step towards getting higher conversion-rates, online lead generation and more sales. Get the most out of marketing-generated leads with a captivating website that sells!

Turn your website into a sales machine!

- We perform a free website audit for overall design, flow, incentives & structure
- Enhance placement of text, images, calls-to-action and sales messages
- Increase opportunities for lead capture
- Develop compelling content & increase closing ratios!
- Build trust & engagement

The average website conversion rate is roughly 2%. Could your website be performing better? In our experience, conversion **rates of 4-6% are common with professionally designed pages**, and can soar even higher when combined with highly focused SEO or PPC campaigns that bring more qualified visitors.

We've helped well over 1000 businesses increase conversions, and can do the same for yours.

How does Website Conversions Optimization Work?

Conversions optimization works by tracking and analyzing data. It's more than making your website look beautiful. We make changes to your website based on:

1. Our Experience and Industry Knowledge
2. User Tracking and Heat Mapping Analysis
3. User behavior From Different Entry Points (if they arrived from Google vs. Facebook etc.)
4. On-Site Comparison Data

For Example:
We've seen clients increase their free trial sign ups by 158% just by adding a free trial button on their homepage that wasn't there before!

EZY Marketing

MARKETING OPTIMIZATION

T§ [þ§ a full service search engine marketing (SEM) company dedicated to understanding our customers' businesses, identifying the appropriate online marketing strategies, and implementing the right, solution.

Our deliverables target an increase in leads to your business through the redirection of relevant searches by Internet users to your business website using SEM tools & detailed analytics for continuous improvement.

Are you spending too much on your online marketing?

- The Internet is big - are you advertising on the right channels for your industry?
- Consider your reach - get more from your monthly SEO, Social Media or PPC budgets!
- Seamlessly integrate your campaign across all channels – increase your impact!
- Our 30 point campaign evaluation will develop the perfect marketing mix for your industry, audience and location.

Our highly trained personnel possess a superior level of expertise in software engineering, keyword research and performance oriented online marketing.

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SOCIAL MEDIA

Online marketing is diversifying. At one time, being found at the top of search engines like Google was enough to produce a high volume of new customers to businesses for a low cost. With people changing the way they find information and utilizing social media more and more to read reviews and comments, having a strong presence across the top social channels is becoming increasingly important.

Did you know:

- 27% of total US internet time is spent on social networking sites
- Social Media lead conversion rates are 13% higher than the average lead conversion rate
- 74% of all marketers say Facebook is important to their Lead Gen strategies.

Studies show that when executed well, Social Media actually produces more leads (almost double) than trade show marketing, telemarketing, direct mail or PPC!

Our Social Media packages are designed to:

1. Grow Your Followers Base

And

2. Increase traffic to your website, landing pages or social pages to boost conversions of visitors into leads.

Traditionally our Social Media services have been integrated with broader spectrum SEO strategies. Now, for the first time, we have developed them into comprehensive stand alone packages of their own that include promotions across Facebook, Twitter, Google+, LinkedIn and Youtube. If you love a social platform that you don't see here, let us know, and we will be happy to work it into a custom solution for your business.

What Industries Profit the Most From Social Media Marketing?

- Non-Profit
- Consulting
- Oil
- Pharmaceutical
- Restaurant
- Transportation
- Biotechnology
- Manufacturing
- Tourism
- Sports
- Spa

EZY Marketing

OUR PROCESS

We have been updating our strategies to make websites rank higher, reach larger audiences, and deliver more leads through advanced targeting methods and powerful tracking technology. Today, we have helped over 1000 clients reach their goals.

We make it our mission to identify what your objectives are and use them to uncover competitive online opportunities that make your website sell for you.

So how do we do it?

Step 1

We get together. We provide a detailed consultation with you to learn all about your business, online marketing history, the amount of traffic you are getting today and what you'd like to achieve in the future.

Step 2

We help you set goals. We take that information and carefully assess your competition and positioning to give you realistic and accurate feedback about what SEO will bring in the next quarter to one year based on your budget and industry. During this conversation we'll suggest one of our SEO packages or a custom solution that will provide you with the highest volume of qualified traffic for your investment.

Step 3

We strategize and implement. Once we've established the reach and scope of your campaign, we will solidify a content marketing strategy that will position your business in the right places online to deliver marketing-qualified, inbound leads to your inbox. With SEO, this volume can increase indefinitely over time. There is no plateau like with PPC solutions such as Google AdWords or Yahoo & Bing MSN alternatives.

Step 4

We do the work. - *And we guarantee it!* By now most people know, for search engine optimization, content is king. That's why we've adapted our entire line of SEO solutions, placing a stronger focus on content marketing elements like:

- Informative on-site blog posts
- Creative off-site blog posts
- Reputation building guest-posts
- Engaging social media posts
- Diverse Web 2.0 property posts

and much more to build a large and powerful network of the highest quality links to your business. We make it easier for people to find you across multiple platforms, and propel your business to the top of search engines.

* We also work within your website and do deep on-site SEO, which, our technicians love to describe in detail! If you're curious about on-site SEO and how we can fix your website to rank higher than your competitors from a highly technical perspective, call us. We'll be happy to explain it thoroughly.

Step 5

We answer to you. Every piece of work we do for you is documented and sent monthly so you can be sure we are delivering on our promises. You can look forward to ranking improvement reports, service completion reports, Google Analytics reports and moret

Creating compelling content for a variety of sources like social media, blogs and article sharing websites is like diversifying your stock portfolio for higher gains. While Google is a popular traffic contributor, there are many other streams that we include for you to create an effective and integrated online marketing campaign.

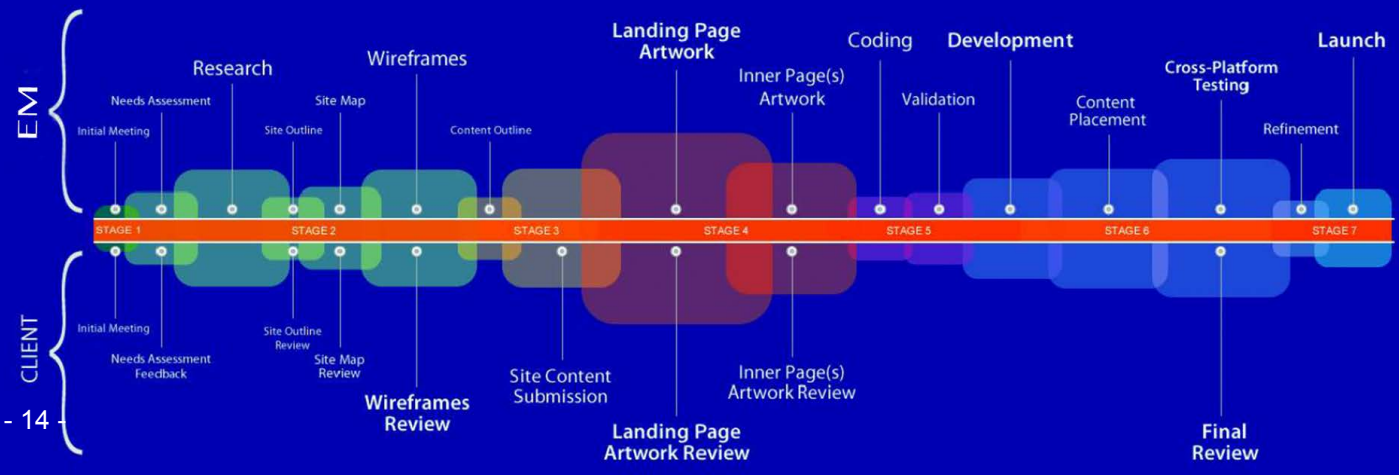
We have a vast network of contacts across many industries (that we've built up over the last years) who we proudly work with to promote your content.

EZY Marketing

Website Design & Development

We help businesses increase their growth and profitability by creating unique, flexible, high-performance online solutions. Our team consists of experts in graphic design, web design and development, and online marketing, all ready to guide and support you through every stage of the project lifecycle. We've worked on hundreds of projects in dozens of industries, and each one has been tailored to the client's unique goals and requirements.

- Web Development
- Web Design
- Web Applications
- E-Commerce
- Mobile Web
- Managed Hosting



EZY Marketing is a full service search engine marketing (SEM) company dedicated to understanding our customers' businesses, identifying the appropriate online marketing strategies, and implementing the right, solution.

Our highly trained personnel possess a superior level of expertise in software engineering, keyword research and performance oriented online marketing.

Our deliverables target an increase in sales leads to your business through redirection of relevant searches of Internet and mobile users to your business site pages with tools of SEM.

Our specialties and more...

SEO& ADVERTISING

EZY Marketing is a leading digital marketing agency that specialises in Search Engine Optimization and Search Engine Marketing services.

WHY IS SEO IMPORTANT TO YOUR BUSINESS?

Everyday there are millions of Internet users performed search queries on the Internet search engines, many of these users are looking for exactly what products or services you are selling. Can your business website afford not to be seen on top ranking of search results? If the answer is no, then SEO is what you need!

WEB DEVELOPMENT

Turn your business potential into profits.

Why choosing EZY MARKETING to design and build your website?

We build a fully custom website based on your needs. Our goal is to bring creativity and performance into your business Today your online presence is very important and we know that your business and your image need the right representation. Your website will be modern looking and easy to search EZY Marketing uses reliable tools that will help your business

SOCIAL MEDIA

Interacting and liking content from other accounts that will help to build the relationships.

Creating and managing your Social networks such as Facebook, Twitter, Google+, Instagram, Pinterest, Youtube, Slideshare, LinkedIn and other popular social media platforms such as Tumblr Blog or Yelp, etc. This will help increase your visibility of the company, as well as lead to more followers and interaction.

Our custimized Social Media Marketing will help you create awareness about your services.

www.facebook.com/ezymarketingca
www.twitter.com/ezymarketingca
www.google.com/ezymarketingca
www.linkedin.com/ezymarketingca