



*Your  
One-Stop Shop  
for Integrated  
Internet Marketing™*

- 
- A series of orange stars of varying sizes, arranged in an upward-curving arc from the bottom left towards the top right, positioned to the left of the list of services.
- **website development**
  - **website content/copywriting**
  - **social media**
  - **branding**
  - **e-communication**
  - **search engine optimization**

# Integrated Internet Marketing

**A**t *Exemplar Digital Marketing*, we use our strategic marketing expertise to develop an “integrated internet marketing” program for your firm, combining and leveraging numerous techniques to maximize your investment. Uniquely, we provide website development, website content/copywriting, branding, search engine optimization, social media, and e-communication campaigns. We’re your one-stop-shop for integrated internet marketing!

## What makes Exemplar Digital Marketing different?

### **Integrated Internet Marketing**

Uniquely, we implement an “Integrated Internet Marketing” approach that is cost-effective and brings results

### **Full-Range of Services**

We’re your one-stop-shop for internet marketing!

### **Business Strategy**

*Exemplar* offers an unmatched ability to blend strategy with the selection of marketing tools.

### **BD Focus**

Our business development expertise is critical to our success! We don’t just create “pretty designs” – we help generate new business for you!

### **Detail-Oriented**

We make your life easier by taking care of all the details!

### **True Marketing Experts**

Our professionals are true marketing experts, not simply designers or communication majors

### **Superior Service**

*Exemplar’s* service is outstanding – great turnaround, courteous staff, excellent results!



**Integrated  
Internet  
Marketing**



# Website Development

**E**xemplar Digital Marketing focuses on designing websites that meet your specific objectives. A key aspect of our website development is integrating the design with the client's overall marketing efforts. Exemplar applies our business expertise in strategy, market analysis, content and design in developing effective websites that are professional-looking and bring results. We design sites specifically tailored to your chosen target markets and to best represent your firm's unique selling points.

"The website has generated very favorable responses. I really like the looks, content that you wrote, and how easy it is to navigate. Excellent job!"

Some of our clients want highly creative designs that stand out in the marketplace, while others want a conservative look. Other clients seek to gain significant new business through having a website, while others use it as primarily a client relations vehicle. Most firms appreciate having a design that complements existing corporate materials, so that there is consistency for branding and image building purposes. We discuss these and other options with each client at the outset of the design process. Exemplar's design services include:

- **Developing an entirely new website (desktop and mobile responsive)**
- **Fixing your current website**, including navigation improvements, enhanced graphics, new photos, and rewriting/updating the content.
- **User-generated content:** Whether your desire is for blogs, webinars or other interactive content, we can help.
- **Clients-only privacy:** We offer capabilities to help your clients access and send sensitive information in a secure structure, such as documents and billing and payment systems.
- **Social media campaigns**, including LinkedIn, Facebook, Twitter, Instagram, Pinterest, YouTube and other platforms that suit your objectives.
- **Search engine optimization integration**

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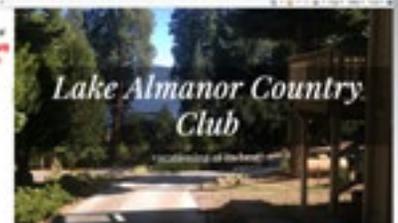
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Professionally  
developed sites

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Lake Almanor Country  
Club



# Content Development & Copywriting

Some website projects and social media campaigns sit on the shelf for years, literally, because no one at the firm/company is able to write the content. They may have even hired outside copywriters but were disappointed in the lack of real-world business expertise, which was evident in the sorely-lacking content that was meant to describe the firm/company and their targeted market. This is where *Exemplar Digital Marketing* adds tremendous value: We interview your personnel, research and write content that represents your business in a way that many owners often cannot.

## Websites, Social Media, E-Communication

Furthermore, content is key for an effective website and internet presence. Your image is directly impacted by the quality of writing skills displayed, whether you are a service-based firm or any business concerned with a professional presentation.

Of course, *Exemplar* applies these same skills in social media and e-communication campaigns. Clear and effective communication is valued across all media.

These services are important for those firms that value outside expertise in identifying key selling points and differentiating their business. Clients value our unparalleled expertise gained in researching and writing countless websites and social media platforms.

## Images, Video Production, Audio

Exemplar selects and prepares corresponding images (including video) to communicate your digital marketing, which is an increasingly important aspect of online marketing. Our marketing expertise is essential in crafting scripts and talking points for podcasts and other audio-based media for use in digital marketing. Exemplar also offers video editing or production services (whether for social media or website) for those clients who are using such media to promote their products or services.

“I admit it – I hate writing. But I love how you can interview us, uncover what we should say and then write in a clear and convincing manner. Awesome. And the best use of our time, period.”



**Content  
is  
KING!**



# Social Media

**S**ocial media has become a necessity in online marketing for most businesses. Whether your business has ever used social media or you are looking to make full use of the platforms you already have, *Exemplar Digital Marketing* provides expertise in strategically planning your social media campaign and knowing just what to do for your needs.

## Strategic Guidance

It is relatively easy to be “busy” in social media -- but much more difficult to be productive. This is where strategic planning is crucial. Our approach is that strategy is essential to success in social media marketing. *Exemplar* can help clients with:

- *Developing goals*
- *Evaluating target markets and developing contacts*
- *Positioning products or services*
- *Building brand awareness and positive perceptions*
- *Selection of the correct social media platforms*
- *Creating a comprehensive campaign to consistently reach your audience*
- *Developing metrics to track results*

“Your strategic guidance has been invaluable. We’re on-course to meet our objectives, thanks to you!”

## Consistent Implementation

A business cannot just create social media accounts and expect returns. The key is to be active posting relevant content and interacting throughout the year, which will help contacts become more aware of your brand. This in turn can create potential customers who can easily share your business with others. *Exemplar’s* process includes:

- *Plan/calendarize for regular posts*
- *Draft text content that is customizable to each platform as needed*
- *Create/procure graphic imagery as needed per various platforms*
- *Handle all details of posts*
- *Interactivity: Liking, commenting and sharing.*
- *Tools to drive traffic back to your website and boost your search rankings in Google*



# Branding

**B**randing is the combination of name, words, symbols or design that identifies your company and its products/services and differentiates it from the competition. *Exemplar Digital Marketing* has extensive experience in designing marketing materials, including logos, stationery, brochures (electronic and print), and websites. We apply our business expertise in strategy, market analysis and in developing effective materials that are professional-looking and bring results.

Our goal is to develop superb marketing pieces that meet your needs, while limiting the use of your valuable time. Toward that end, *Exemplar* makes the process easy: we consult with you on strategy, research and write the content, handle all aspects of design, and handle final production/publishing.

## Logos

We prepare designs based on your company's culture, desired image and targeted market. A recognizable and professional-looking logo can cause instant recognition. Our custom-designed logos are currently being used by numerous companies.

## Design

From stationery (electronic and/or print) to marketing collateral pieces (brochures and flyers of all sorts), we can design whatever you need.

## Copywriting

We research and write materials specifically tailored for your business and its unique traits.

## Internet

Our assistance includes website design, social media, e-newsletters and all other forms of e-communication.

"We love the branding campaign that you did for us! All of the marketing materials are extremely well-written and the graphics are perfect for our firm."



**Be different!**



# E-Communication

**C**onsistent and useful communication with your target market is critical. However, it takes time and you'd likely rather do something else. That's where *Exemplar Digital Marketing* comes in. We make the process easy! We help develop content, design your campaign and get it done – with as little of your time commitment as possible, freeing you up to run your business.

## **E-Newsletters, E-Blasts & Announcements**

We help develop content, design your e-newsletter and distribute it

## **Post & Blogs**

Exemplar develops simple systems to help with consistent posts and blogs

## **Advertising**

Search engines, banner ads, on-line directories or other techniques

## **Publicity**

Article development and placement, online media relations -- and more!

“The article that you arranged to be published has been out for a few weeks and I just got an engagement as a result. So, a big ‘Thank You’ to you for making that happen. It worked!”



**Posts**  
**Announcements**  
**Newsletters**  
**Publicity**  
**Blogs**  
**Advertising**

# Search Engine Optimization/ Search Engine Marketing

**D**oes your firm want to raise its search engine ranking and drive more traffic to your website? If so, *Exemplar Digital Marketing* can help!

## Search Engine Optimization

Search Engine Optimization (SEO) is the process of improving a website's position in various search engines for targeted search terms. Exemplar Digital Marketing offers a high-level of SEO support that can help you to achieve your search engine ranking objectives.

## Search Engine Marketing

Search Engine Marketing (SEM) is the process of gaining website traffic from enhanced visibility on search engines, gained through various on-line marketing methods. Techniques include:

- *Search engine optimization*
- *Social media optimization*
- *Specialized search engine optimization (video, local, mobile)*
- *Search engine advertising (i.e., pay-per-click, pay-for-placement, etc.)*
- *Link development*
- *Blogging*
- *SEO-Optimized Press Releases (SEO-PR)*

“Our partners wanted to get our firm listed highly on searches and weren't certain how to do it. You had insights and ideas that we hadn't even thought of. We weren't expecting such quick results but it was amazing to see how you were able to raise our profile.”

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Where do you  
**RANK?**





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