



Essential Elements for Digital Marketing Success

Over 13+ years of running digital marketing campaigns for more than 1,000 companies, we have learned that certain elements must be in place to achieve optimal results:

1. Direct communication between KWSM and company decision makers.
2. A successful strategy that integrates a variety of digital marketing tactics.
3. A strong relationship between Client/KWSM, built on trust, transparency & service.
4. Responsive communication on both sides. (Agency & Client)
5. A strong brand: both in messaging and visual assets.
6. A specific, well-defined target audience.
7. Quality content that represents the brand with credibility and drives engagement.
8. A website that is easily found in search, provides a good user experience, and is designed to convert visitors into prospects.
9. A clear advertising strategy, and sufficient budget to get results.
10. Marketing activities that are performed consistently, over a sufficient time period.

If your company is lacking in any of these areas, we will make a plan to address them in our upfront strategy process, and that work will be performed during the set-up portion of our engagement.