



Essential Elements FOR DIGITAL MARKETING SUCCESS

Over 14+ 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 strategy process.