

# Digital Marketing Services

Lighthouse Way provides the following marketing services for businesses:

- Website management and updates on WordPress: Whether you are in the process of building a new website or have an existing website that you need to maintain so that the content remains relevant and up to date. Lighthouse Way can manage this process for you so you can focus on your day to day activities. We will manage your search engine optimisation as well as the google analytics to track your google AdWords campaign.
- Google AdWords campaigns for brand awareness and lead generation

Pay Per Click advertising is one of the most effective and measurable marketing tools. Attract new customers and grow your audience on Google

## What is PPC?

The fundamental idea behind Pay Per Click advertising is that you only pay when someone clicks through to your website. This makes it easier than ever to avoid wasted ad spend.

Through the use of the correct key words you increase the opportunity of your adds appearing to the right audience and get your message across effectively. Budget is also easy to control - you can set daily spends

and even target specific costs per conversion. We'll use your budget efficiently to maximise the return on investment.

## Measurable results

The campaign is tracked so we can determine what's working and what's not, right down to individual keywords and ads. This means we can adapt your campaigns to make sure you get maximum exposure at the best possible price. The monthly report will show exactly what you've spent and how many clicks, enquiries or sales you've got. This data is utilised to constantly making improvements to your account.

- LinkedIn pages setup and management: we create content for your LinkedIn pages. Good content and regular updates continue to provide brand awareness for the values and personality of your brand, supports your marketing efforts and helps sell your products or services.
- Branding including the production of marketing collateral: Lighthouse Way will help you create the branding that will represent your product or service in the best way. This includes creating all your branding collateral including PowerPoint slides, letterheads and other marketing materials.