

# Go2mark DIGITAL MARKETING for your Business

## Company Presentation



Mark Van Overmeire  
Managing Director – Director of Digital Marketing

Go2mark  
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Las Vegas

E: [seo@go2mark.com](mailto:seo@go2mark.com)  
P: 702-945-4126

Office Hours: Mon-Fri 9am-6pm

# Go2mark

## DIGITAL MARKETING for your Business

### Company Presentation



Go2mark is chosen by Expertise as one of the best Digital Marketing agencies in Las Vegas!



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# Go2mark DIGITAL MARKETING for your Business

Go2mark offers a wide spectrum of digital marketing services such as Search Engine Optimization (SEO), Pay Per Click (PPC), Social Media Optimization (SMO), Responsive Web Design, Email Marketing, Video Marketing, Content Marketing, Conversion Marketing, and Brand & Reputation Management.

Sectors Go2mark has provided digital marketing services for include, but are not limited to, travel, sports, real estate, entertainment, animals, art, food, information technology, printing, and security.



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# Why should you choose Go2mark?

- Small and flexible organization
- No-nonsense approach
- Proven experience
- Focusing on results
- No long term contracts
- No "9 to 5" mentality
- Quoting the price upfront
- Getting the best return on your investment
- Customer support that will impress you
- Teaming with complementary specialists



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# Go2mark

DIGITAL MARKETING for your Business

## [Search Engine Optimization](#)



### SEO

Long term strategy that brings you highly relevant visitors from Google, Yahoo! and Bing.

[READ MORE](#)

## [Pay Per Click](#)



### PPC

Get relevant visitors with Google, Bing & Facebook advertising. Great long & short term strategy

[READ MORE](#)

## [Social Media Optimization](#)



### SMO

Engage with customers and promote product and services on great social media platforms such as Facebook and Twitter.

[READ MORE](#)

## [Responsive Web Design](#)



### RWD

Responsive web design looks great on all devices. Make your visitors feel at home wherever they are.

[READ MORE](#)

## [Email Marketing](#)



### EM

Market your customer base with great looking emails.

[READ MORE](#)

## [Video Marketing](#)



### VM

Attract new customers by promoting your videos.

[READ MORE](#)

## [Reputation Management](#)



### RM

Protect your brand & reputation from online comments and remarks.

[READ MORE](#)

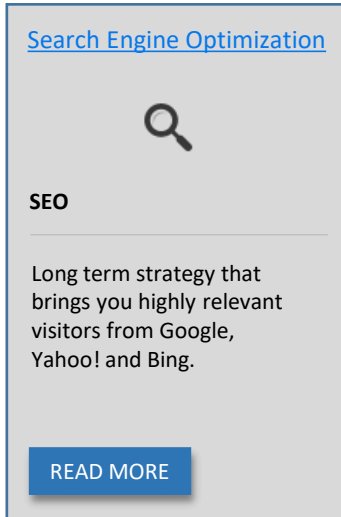
## [SEO Audit](#)



### SA

We write an extensive report detailing the good, the bad and the ugly of your site.

[READ MORE](#)



## Search Engine Optimization

### SEO

- Traffic to your site is free
- Unlimited number of listings in the search results
- Time and labor intensive process
- Far more complicated than PPC, involving more than 200 ranking factors

☒ **Long-term strategy for traffic acquisition**



Logos of 3 major search engines:  
Google, Bing and Yahoo!

## [Small Business SEO](#)



### SEO

Long term strategy that brings you highly relevant visitors from Google, Yahoo! and Bing.

[READ MORE](#)

## Search Engine Optimization

### Small Business SEO

- Traffic to your site is free
- Unlimited number of listings in the search results
- Quick turnaround of your online visibility
- Stay within your marketing budget

### Don't own a website?

If your small business doesn't have a website we can design and host a complete small business SEO friendly website that looks fantastic on all devices.



Logos of 3 major search engines:  
Google, Bing and Yahoo!

## Local SEO



### SEO

Long term strategy that brings you highly relevant visitors from Google, Yahoo! and Bing.

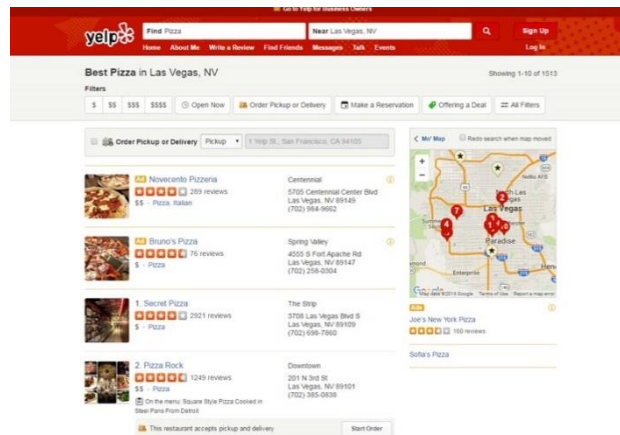
READ MORE

## Search Engine Optimization Local SEO

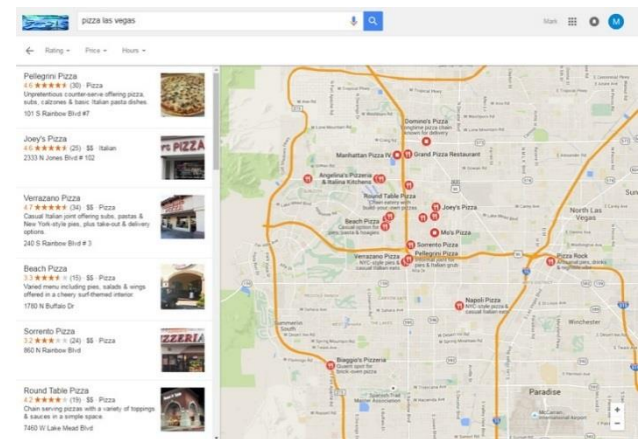
- Reach people who search locally
- Clear display of your business on a map
- Be recognized as an authority in your field
- Increase relevant visitors to your website



Google, Bing and Yelp are great for local SEO

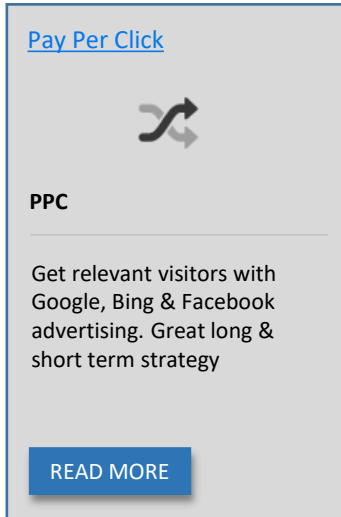


Local SEO on Yelp



Local SEO on Google





## Pay Per Click

### PPC

- Top listing and direct result guaranteed on Google & Bing
- Immediate start and finish at your command; visibility ends when campaign is stopped
- Cost-per-click on your advert; easy to lose money when done wrong



Logos of major pay per click  
advertising platforms:  
Google and Microsoft

☒ **Short-term, tactical and conversion oriented**

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DIGITAL MARKETING for your Business

## Pay Per Click

## PPC

[Pay Per Click](#)



### PPC

Get relevant visitors with Google, Bing & Facebook advertising. Great long & short term strategy

[READ MORE](#)

PPC ad of Go2markK on Google

**Las Vegas SEO - Big, Medium & Small Business SEO**

**Ad** [www.go2mark.com/Las-Vegas-SEO-Agency](http://www.go2mark.com/Las-Vegas-SEO-Agency) ▼

Free proposal. Contact us today!

Result oriented approach · Proven experience · No long term contracts · Focusing on results

Services: Search Optimization, Social Media Optimization, Pay Per Click, Responsive Web Design, ...

📍 251 S Green Valley Pkwy #4122, Henderson, NV - (702) 945-4126

PPC ad of Go2markK on Bing

**Seo Optimization Company - Goal oriented SEO. Rank & Convert.**

**Ad** · [Go2markK.com/SEO-for-your-Business](http://Go2markK.com/SEO-for-your-Business)

Goal oriented SEO. Rank & Convert. Ethical SEO. Results. Contact us!

**Search Engine Optimization** is a top priority for your company if ...

Result oriented approach · Proven experience · No-nonsense approach

**Social Media Optimization**

**Pay Per Click**

**Small Business SEO**

**Get your Free Proposal**



Logos of major pay per click  
advertising platforms:  
Google and Microsoft

## [Social Media Optimization](#)



### SMO

Engage with customers and promote products and services on great social media platforms such as Facebook and Twitter.

[READ MORE](#)



Logos of 3 major social media platforms: Facebook, Twitter and Pinterest.

## Social Media Optimization

### SMO

- Create brand awareness by using different platforms
- Share your content
- Engage with followers, fans, customers
- Generate leads & sales
- Increase customer engagement

### Which Social Media platform works best for you?

Facebook, Twitter, Instagram & Pinterest work great for business to consumer (B2C) companies. For business to business companies (B2B) we recommend using LinkedIn.

# Go2mark

DIGITAL MARKETING for your Business

## Responsive Web Design

### RWD

- Looks great on desktop, tablet, mobile & laptop
- Better visibility in mobile search
- Users feel at home on all devices
- Increase of leads & sales

#### [Responsive Web Design](#)



#### RWD

Responsive web design looks great on all devices. Make your visitors feel at home wherever they are.

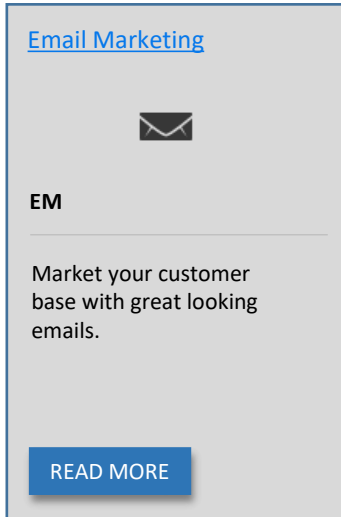
[READ MORE](#)



Logos of major content management and ecommerce systems: WordPress, Drupal, Magento and Prestashop

Go2mark on desktop, tablet, mobile & laptop:



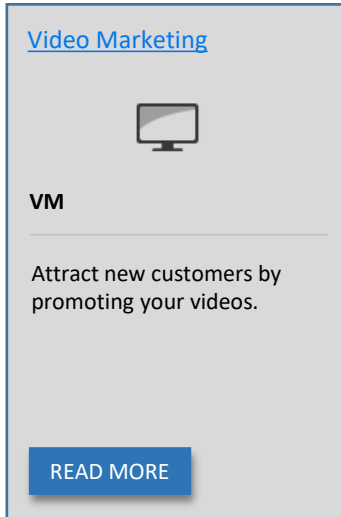


Powered by  
**Go2mark**  
Digital Marketing  
for your Business  
Email marketing  
powered by **Go2mark**

## Email Marketing

### EM

- Reach out to your customer directly
- Build a relationship of trust
- Enhance market reach
- Improve repeat business
- Reward loyal customers
- Highlight a specific product or service
- Optimized for mobile, tablet, laptop, and desktop

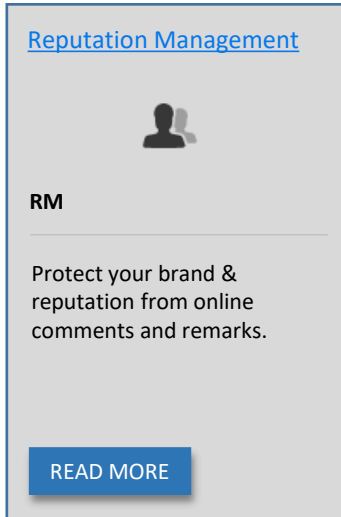


Logo of YouTube,  
the most important  
platform to promote videos.

## Video Marketing

### VM

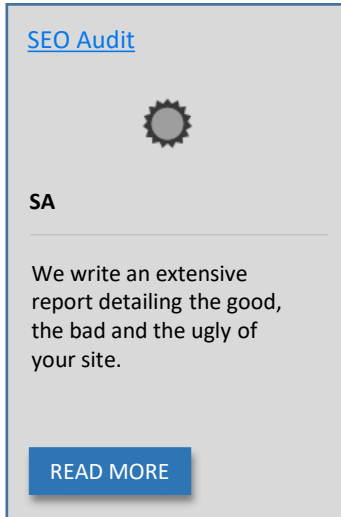
- Powerful marketing tool
- Convey your message in a clear and concise way
- Creates trust and credibility
- Enhances market reach
- Makes people like your brand



## Brand & Reputation Management

### RM

- Protect your reputation
- Monitor what is being said about your product or service
- Follow the buzz around your brand
- Start a positive dialog in a negative thread about your brand
- Push down negative results in the search engines
- Replace negative search suggestions about your brand



## SEO & Usability Audit

### SA

- Objective and technical analysis of your website
  - Are your web pages indexed correctly?
  - What elements are blocking the search robot?
  - How well is your content organized?
  - How user friendly is your website?
- Detailed and illustrated report
  - With observations and recommendations
  - Action plan for optimization



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Thank you!

Questions?

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