

## DIGITAL MARKETING

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### MARKETING AND TECHNOLOGY. TOGETHER AT LAST.

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Consider content. Not a very sexy or glamorous word. But in many ways, content is the never-ending mandate of marketing these days. Advertising content. Business content. User-generated content. Rich content.

How do companies create it? Manage it? Deliver it? Receive it? And, most importantly, how do they transform it into relevant, engaging interactions with their audience?

That's the opportunity and that's where we come in. We have a considerable background in web and user-experience technologies. But we're also marketing and creative professionals—with considerable backgrounds in those disciplines. This convergence of technology leadership with marketing savvy means we can take something like content and create conversations and experiences with it. Or build a community around it. Or launch a viral campaign around it.

Advertising, SEO, SEM, blogs, podcasts, online campaigns, video, social networking, emails and more. You name it, we're thinking about it. The strategic and creative plan for it and the technology that will liberate it.

SolutionSet creates fully integrated advertising and marketing programs that make sense for you. Our purpose is to provide the strategic support and creative materials you need to plan and leverage the delivery systems, media vehicles, and technologies flying your way.

Whatever your marketing challenge, we can create a sustainable solution for it. We can take you to market, launch your brand through multiple channels, or simply roll out an idea for your VP. In short, SolutionSet leverages leading-edge technology and attention-getting creative to deliver exactly the program you want.

#### MARKETING INNOVATION

The choices out there are many and multi-channel. Staying linked to the latest technologies and digital tools is a key value and helps us keep our clients innovative and up-to-date in their marketing approach.

- + Understanding the latest in online and offline marketing trends
- + Creative media and marketing strategies aligned to time, budget and business objectives
- + Ongoing technical innovation through research and development
- + New thinking on how to engage and interact with your audience
- + Fully integrated offline and online marketing program experience and understanding
- + Pushing the boundaries while maintaining practicality



One of our key value propositions is our ability to help you market from the web outward to generate leads, drive sales and build brand all at the same time.

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**MARKETING INNOVATION  
PLANNING AND EXECUTION  
METRICS/MEASUREMENT**

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### PLANNING AND EXECUTION

Our strategic services combine your business objectives, market and audience research, and brand positioning with creative thinking to deliver the right plan to meet your marketing goals. Through our collaborative process, we'll develop recommendations around media buying, marketing strategy, creative strategy, appropriate technology solutions, and metric and measurement approaches. Once the strategy is set, our team of planners, managers, and creatives will guide you through the multifaceted process of tactical planning and execution of your campaign or program.

- + Development of media plan
- + Campaign/creative strategy development
- + Technical development and implementation
- + Tactical roadmap
- + Creative development and execution
- + Milestone management

### METRICS AND MEASUREMENT

Every campaign and program will be set up to provide actionable intelligence. SolutionSet will assist in establishing a set of customized reports that will provide the most meaningful measurements of your campaign to quickly gauge current effectiveness and to optimize campaigns and programs in the future.

- + Multi-variate testing
- + Regular media reports
- + Landing page activity
- + Mid-stream campaign optimizations
- + Data analytics
- + Post campaign analysis and recommendations

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**ADVERTISING**  
**PAID SEARCH**  
**AD PLACEMENTS**  
**BLOG STRATEGY**  
**COMMUNITIES**  
**VIDEO**  
**INTERACTIVE DEMOS**  
**SOCIAL NETWORKING**  
**SALES COLLATERAL**  
**PODCASTS**  
**EMAIL MARKETING**  
**ORGANIC SEARCH**  
**EVENT**  
**VIRAL/BUZZ**  
**AFFILIATE PROGRAMS**  
**RSS**

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