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Next

Website Advertising Agreement and Contract
21 E. Main Street | Ste 1000 | Mankato, MN 56001 | (507) 435-4100 | Fax (507) 432-0878

- A Member, in good standing, may sign up for a contract period of one (1), two (2), three (3), or four (4) quarter durations. Advertisements 1 quarter and longer receive a free change out.
- The advertisement will appear, as indicated, on either the Home Page or on the sides of other website pages or the footer. This advertisement will be in a random rotation in order of appearing when the page is refreshed or a new page is loaded in, unless noted otherwise.
- All Fees must be paid in full in advance.
- Political ads will not be accepted.
- The Chamber reserves the right to remove ads deemed offensive or deceptive and reserves the right to remove the advertisement if a member is no longer in good standing.
- If a member is no longer in good standing the Individual/Company forfeits the cost of the advertisement and the advertisement may be removed by the Chamber.
- Price does not include cost of graphic production. The Chamber does not design ads but would be happy to refer you to our graphic production members.
- Once advertisements are placed on the website, changes can be made after a \$20 change out fee is paid, unless noted.
- Advertisers will receive a monthly advertisement statistics report showing their advertisement's effectiveness.

Company Name: _____
Contact Name: _____
Contact Phone #: _____
Contact Email: _____



Who we are

Stevenson Construction Site Services offering includes mobile equipment, tools, site planning, equipment maintenance, and supplies: an offering that can help projects increase productivity, reduce costs and duplications, standardize budget.

Services

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- Facility Maintenance
- Design - Build
- Construction Management
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- Project Management

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- GET A FREE DESIGN FOR YOUR CHECKS!**

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Digital Marketing Checklist

Use this checklist as a guide during your next website review meeting			
Checklist Items	Yes	No	Comments
Do you have Google Analytics connected to your website?	<input type="checkbox"/>	<input type="checkbox"/>	
Are you collecting visitors email addresses?	<input type="checkbox"/>	<input type="checkbox"/>	
Are you using an auto-responder to send emails to your list?	<input type="checkbox"/>	<input type="checkbox"/>	
Are your core web-pages optimized for search engines?	<input type="checkbox"/>	<input type="checkbox"/>	
Are you (and your team) publishing regular content on your blog?	<input type="checkbox"/>	<input type="checkbox"/>	
Are your blog posts optimized for sharing on social media sites?	<input type="checkbox"/>	<input type="checkbox"/>	
Are there business processes (E.g. sales, customer queries) that could be automated via your website?	<input type="checkbox"/>	<input type="checkbox"/>	
Is your website backed up?	<input type="checkbox"/>	<input type="checkbox"/>	
How does your website look on smartphones and tablets?	<input type="checkbox"/>	<input type="checkbox"/>	
Have you set short and long terms goals for your website? (E.g. visitors, subscribers, conversions)	<input type="checkbox"/>	<input type="checkbox"/>	
Can you hit your targets (previous question) with your current design?	<input type="checkbox"/>	<input type="checkbox"/>	

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As such, we chose the top small business marketing companies to find the six that offer small businesses the greatest number of small-business useful digital marketing services and reporting transparency and do so at an affordable price while offering great customer service. The criteria we used to evaluate the best small business digital marketing agencies include: Price: We preferred digital marketing agencies that offer full-service digital marketing plans at custom prices to match each business's needs and budget. WebFX Customer Support: WebFX offers a dedicated account manager for all its clients who serves as the primary point of contact, manages the process of marketing your business, and brings on other team members as needed. Its social media services include competitive analysis, content strategy, and creative designs to create a well-targeted social media presence. Web design: The best digital marketing agencies offer web design services with the goal of creating conversions and helping your website perform well in Google search pages. Fiverr Pricing: Fiverr providers offer digital marketing services ranging from \$5 per task to \$1,000 per task, depending on the provider and their specialty. However, users who posted what they're paying monthly on Clutch reported between \$1,200 and \$7,000 per month for Thrive Internet Marketing's custom plans. When customers respond with their feedback, you can then invite those who responded positively to post a review on one of your business listing sites. We reviewed 40 top digital marketing agencies to land on the best six, including the best overall, based on services, specialties, affordability, customer service, and customer reviews. Mad Fish Digital Features: Mad Fish Digital offers small business web design, SEO, social media marketing, email marketing, PPC advertising, and account-based advertising. Account managers send regular emails to update their clients on their progress. Many said its advertising and web designed services helped to move their companies toward a steadier flow of incoming leads. Analytics: Reporting: Thrive Internet Marketing offers 24/7 access to your online client portal. For this, consider Mad Fish Digital. Some may want to communicate via phone, and others, email. It also doesn't offer competitive geofencing ads like WebFX does. It is best for companies working with a low-profit margin that must make every dollar count and that need return-on-investment (ROI) reporting, like accounting firms, grocery stores, or certain types of manufacturers. Digital advertising: We searched for agencies that offer, at minimum, social media marketing, and pay-per-click (PPC) advertising. Most starter plans include website design and SEO. Next, Hibü's search, also known as PPC, and display marketing advertises your business across the web where your consumers frequent. WebFX Pricing: WebFX services vary based on the services you choose. These include web design, SEO, off-page marketing like email or social media, and digital advertising. For its advertising and reputation management services, you'll receive reports of ad clicks and conversions and brand mentions. SEO: The providers on our list offer SEO services for both websites and to develop the local online presence most small businesses need. Its link building team has connections with high-quality and industry websites, which it reaches out to build a high-quality incoming link profile for your brand. This includes search-engine-optimized website content, meta tags identification and additions, duplicate content detection, mobile optimization, link profile building, and a website audit for search-bot-unfriendly website architecture. Fiverr: Best for Affordable One-off Marketing Projects: Fiverr is a freelance platform that stands out by offering digital marketing services at affordable prices for one-off projects. Some users would prefer that monthly reports were automatically live updates as opposed to video reports so they can ask questions. Then, it continues to retarget those consumers to increase brand familiarity and the chance of a conversion. Then, it optimizes your website for the best user experience: incorporate images and copywriting for a visual storytelling effect, write case studies, create videos, and create landing pages and campaigns that drive conversions. To get a custom quote, visit the Hibü homepage and click "Get Started." Fill out the form for a free consultation. At each stage of the campaign or design process, project managers are available through phone or email Monday to Friday from 8:30 a.m. to 5:30 p.m. Central time to review your expectations, questions, progress, and plans. While each client is connected with a dedicated account manager, some businesses want to check in on a weekly basis, while others want to connect on a monthly basis. Metrics represented in this dashboard include the revenue you receive based on the number of leads you earn, the cost-per-click for all leads, and the number of lead-generating calls to your business. What Ignite Visibility Is Missing: Ignite Digital does not offer a proprietary return-on-investment tracking tool like WebFX does. It also creates a location-specific brand reputation across business listing sites and social media by claiming or building your business pages, incorporating your business contact information, and building positive reviews. You could try to build relationships or brand recognition by sharing influencers' content on your social media networks. It offers targeted and retargeted ads for United States consumers and can also create international PPC campaigns. What Fiverr Is Missing: Because Fiverr is a platform for hiring experts on a per-project basis, many providers do not offer proprietary tools. Although negative reviews were rare, one user wanted WebFX to offer Email signature marketing. Its consultants also create internal backlinks for your website, linking common-topic articles to create a logical connection between them, and review your analytics to track results and decide what changes should be made for better results. Starting at around \$2,000 per month, whether you need web design, email or social media marketing, digital advertising, or to build a local online presence, Ignite Visibility can help you reach your target audience and advance toward your goals. For this feature, consider Hibü. Ignite Visibility: Best Overall Digital Marketing Agency for Small Businesses: Ignite Visibility is an award-winning marketing company that specializes in comprehensive digital marketing strategies to build a positive online brand presence from the ground up. Its PPC plans start with an initial investment of \$1,000, then a per-month fee of \$350. Some say they wish there was more transparency in its creation process and that they didn't charge extra fees for small add-ons. It also offers a monthly breakdown of all tasks it has performed and a video summary to review plan services like your SEO improvements and maintenance plan. To do so, it works with you to create ads that address target-companies' needs and goals, then place those ads where target-company key stakeholders are most likely to see them. These include social media marketing and email marketing. It also provides email marketing, social media marketing, video marketing, PPC advertising, and social media advertising. What WebFX Is Missing: WebFX does not offer per-month plans like Ignite Visibility does. You can monitor your positive and negative reviews via separate dashboards, then respond to each type accordingly. It then designs your ad and a landing page aimed to make people take action like booking an appointment, downloading a lead magnet, or buying a product. It also doesn't offer email marketing like Ignite Visibility does. SEO plans start at \$950 and range up to \$2,900 per month, with an initial investment of \$3,750 for two months. Its content specialist learns your voice and tone to create content that helps you reach your goals. Customer reviews: As we evaluated each marketing agency, we prioritized those that are reputed to offer small businesses superior solutions and customer support as reflected in their online reviews and ratings on key industry review sites like Clutch, Trustpilot, and Fit Small Business review pages. Once they confirm your information, it is automatically updated across the web, then "locked," meaning users cannot edit the information. You're working with several elements, so be prepared for this process to be challenging. It also offers PPC ads that target your state, city, or neighborhood. Its social media ads extend across Facebook and Instagram. Off-page marketing: We preferred providers that offer a wide-array of off-page digital marketing services to help brands build communities around their brand and nurture leads. It reviews and manages your business information constantly, including your business name, contact information, and hours of operation, and even photos and promotions, across business listing sites like Google My Business and Foursquare. In addition, it creates a plan to help drive new positive reviews that outrank your negative ones quickly. For example, you could search "Facebook ads" or "display ads." Analytics Reporting: There are two types of analytics offered via Fiverr providers, including analytics specific to the type of campaign the provider created for you, and general website analytics. It offers custom quotes based on clients' budget requirements, business size, and needs. Hibü offers a custom schedule for check-ins and offers business hours Monday to Friday, 8 a.m. to 11 p.m. Eastern time. Thrive Internet Marketing Pricing: Thrive Internet Marketing does not publish set pricing plans. To find the providers that offer a specific type of off-page marketing, use the search bar to input the platform you wish to market on and "marketing." For example, search "email marketing" or "social media marketing." Then, peruse the providers to learn the specifics tasks they complete—social media content creation or influencer marketing, for example. Complementary landing pages further drive people to take action, like making a purchase or registering for an event. Its email marketing services include content creation and personalization, A/B testing for subject lines and email lists, campaign design and coding, email distribution, landing page development and publishing, and targeted list building. This included web design that offers a great user experience across devices. Off-page Marketing: Thrive Internet Marketing emphasizes building high-quality backlinks for your website to boost your authority based on Google's criteria. Thrive Internet Marketing: Best for WordPress Marketing Services: Thrive Internet Marketing is a full-service digital marketing agency that specializes in designing and marketing brands through WordPress websites, with custom plans starting at around \$1,200 per month. It also asks you to pay on a per-month basis and don't offer a one-off project payment like Fiverr does. Display ads target consumers across the websites they frequent most, including blogs, news sites, Gmail, and social media sites like YouTube. Its rapid web design services launch your website in 30 days. Reporting & Analytics: Ignite Visibility determines the goals of each campaign, then creates custom reports that measure your success in reaching those goals. Within this portal, you can access your Google Analytics and Google Ads reports, which give you an overview of your website's performance like content's Google ranking, traffic, page views, bounce rates, and visitor demographics. What Mad Fish Digital Is Missing: Mad Fish Digital doesn't offer campaign ROI tracking tools like WebFX. This helps you clean up your online reputation if you have experienced an event that damaged it. It offers SEO strategies by US location or international regions. SEO: Thrive Internet Marketing's SEO process begins with developing a list of target keywords for your industry and products based on competitive research and search volumes. All quotes are employed on a month-to-month basis with no contract. Off-page Marketing: WebFX offers review management services, email marketing, or social media as part of its off-page marketing services. Each site includes options like SEO, responsive web design, database integration, an ecommerce platform, page design, a variety of styles—simple and attractive, or high-end, for example—to match your brand needs. Ignite Visibility Customer Support: For Ignite Visibility's services, an expert team is assigned to your business to create a plan—based on industry research and your business goals—employ your strategies and then offer custom monthly progress reports. WebFX's reporting stands out in the offering of its proprietary ROI dashboard. They do so via solutions like web design, SEO, off-page marketing—like email or social media management—and digital advertising. Thrive Internet Agency offers local SEO services for single or multiple-location businesses. SEO Hibü offers many SEO services to help improve the visibility of your website content before target audiences. Visit Ignite Visibility to get a custom quote based on your business industry, size, model, and goals. Advertising: Ignite Visibility offers paid search management, and Google Display, Facebook, Amazon, and Bing advertising. These include designing optimized campaigns, publishing or distributing them, and managing campaign performance with the goal of growing your brand awareness and conversions. It also doesn't offer per-month plans like Ignite Digital does. SEO: Fiverr's SEO experts specialize in certain types of SEO tasks and campaigns, including writing optimized content for your blog, product descriptions, or local SEO citations; or fixing technical website SEO errors, like website speed and responsive design errors; or SEO tasks specific to your CRM like WordPress or Wix. Ignite Visibility Features: Ignite Visibility offers a comprehensive suite of award-winning online marketing strategies custom-built for your business based on your industry, business model, target consumer, and business goals. For example, we searched for WordPress analytics providers and found experts who install Google Analytics on WordPress websites. Its website copywriting design starts at \$2,000. Hibü Pricing: Hibü's digital marketing offers custom plans based on a business's size and needs. These include website design and redesign, and everything needed to maintain a site, like keyword research, technical SEO, and copywriting. It also syndicates client articles to authoritative curated sites and news outlets, thereby creating more links that point to your website. After on-site optimization, it reaches out to other websites to earn authoritative links that point to your website to build your website authority and engage influencers to create more brand awareness and website traffic. Mad Fish Digital Pricing: Mad Fish Digital does not publish its prices, and we reached out to Mad Fish Digital to learn more about its pricing but did not receive an immediate response. Advertising: WebFX uniquely offers geofencing ads, which are PPC mobile ads sent to apps and mobile pages people view after entering a defined area, like near a competitor's business. Thrive Internet Marketing Features: Thrive Internet Marketing offers a full suite of digital marketing services. Each website is constructed from scratch using SEO best practices. Website Design: Mad Fish Digital builds each website based on the client's goals, products, and services. For wider online visibility, it also offers Amazon SEO; local SEO; email marketing; social media management and advertising; search, programmatic, and competitive geofencing advertising; email marketing; and business listing management. These include web design, SEO on your website, and throughout your local online presence and reputation repair services. However, reviewers on sites like Clutch revealed that they paid, on average, \$1,000 to \$5,000 per month for its plans. Fiverr Customer Support: The amount of customer support and communication channels available will depend on the Fiverr provider you choose. Clients say they were able to check in on their products with this account manager via Slack instant messages, phone calls, in-person or by email. They also said that their project managers are incredibly responsive, whether they reach out to them via phone or email. These include website design and SEO; local SEO; link building; review management; and online advertising across social media, search engines, and the websites your target audiences most frequent. In addition, while it does offer social advertising across Facebook and Instagram, it does not offer organic social media content strategies. Then, it audits your website content to learn what helps you to meet your goals. Website Design: Ignite Visibility can build you a website from the ground up, help you transfer your website for rebranding purposes, or simply drive more traffic to your current site via a site transformation. We also preferred those providers that offer client-accessible dashboards with real-time analytics reporting they can review 24/7. What Users Think About: Ignite Visibility Users who posted on Clutch give Ignite Visibility an overall 4.9-star rating. It codes each custom site from scratch, being careful to create one that aligns with your business model, industry, target consumer, and goals. For example, they don't have the ROI dashboard WebFX offers or reputation management software like Hibü offers. Hibü carefully targets each ad to appear before potential leads, not just any user. Finally, it reportedly doesn't offer account-based marketing advertising like Mad Fish Digital offers. In addition, it doesn't offer a business listing scanning tool like Hibü does. Don't confuse your marketing strategy plan with your digital marketing campaign, which consists of the building blocks within your action plan you'll be using to achieve your goals. You know your audience, but do you know where to find and connect with them? To find a provider who offers the specific types of ads you seek, search for that ad type using the Fiverr search bar. The best marketing strategies include carefully selected Internet marketing channels that involve owned, earned and paid media. Its dashboard was custom built to provide a high overview of key metrics or dig deep into individual metrics. Then, it incorporates these keywords on your website so that your content appears when people search for it. Reports are also downloadable so businesses can present reports to their team members. Ignite Visibility Pricing: Ignite Visibility's website reports its plans start at \$2,000 per month. It can filter by campaign, metric, or time frame. As such, the metrics that it includes often in reports include in reports include top search keywords, websites that refer traffic to your site, the number of direct visitors, and how visitors interact with your website content. Website Design: Thrive Internet Marketing specializes in creating and marketing WordPress websites. For example, it creates a social media strategy that integrates heavily with your website's content strategy with the goal of earning more links and brand awareness. Analytics Reporting: In addition to custom monthly or biweekly email reports, Hibü clients have 24/7 access to its analytics dashboard to review metrics like how many clients, leads, or website visits earned. For example, search for target consumers on the most popular search engines, including Google, Yahoo, and Microsoft Advertising. This includes setting up a process to help you monitor for negative reviews and to guide you in addressing them for a more positive brand identity. Check-ins are available on a weekly basis, as well as daily communication via Basecamp. It also offers Google Ads Network ads; Bing ads; and social media ads across YouTube, LinkedIn, Instagram, Twitter, and Facebook. Finally, it offers SEO for Amazon stores. Advertising: Thrive Internet Marketing offers PPC ads for Google and Bing SERPs. It begins creating your campaign via keyword research that matches your ad with the people who are searching for you. Which ones will your audience be using and at what stage of the sales funnel? Its social media advertising services include ad campaigns for Facebook, Twitter, Instagram, Snapchat, LinkedIn, and YouTube. What Thrive Internet Marketing Is Missing: Thrive Internet Marketing specializes in offering website design and marketing services for WordPress websites, not Joomla or Magento websites like Ignite Visibility does. These appear in target audience's News Feeds, in Facebook Messenger, on Marketplace (Facebook), and on Instagram. All plans are custom built for each client's industry, business model, target audience, and goals. Hibü: Best Digital Marketing Agency for Local SEO: Starting at \$1,000 per month, Hibü is a digital marketing agency that takes an integrated approach to creating a positive online brand identity and presence for local businesses. Even though your digital marketing strategy is fully operational at this point, there may be issues. Advertising: Fiverr advertising specialists offer a long list of advertising services, including PPC ads, animated video ads, hand-drawn advertisements for local businesses, banner ad design, Facebook ad campaigns, and display ads. Starting at \$2,000 per month, Ignite Visibility's marketing experts can manage all your website design, SEO, social media marketing, advertising, and reporting and analytics. It also offers custom Google Ads and social media analytics reports. Off-page Marketing: Mad Fish Digital's off-page marketing services include social media and email marketing for e-commerce companies. As such, Hibü is best for companies looking to create and maintain a positive online presence for an established local store or chain stores. Some also specialize in designing certain types of website-like ecommerce sites. As such, it is best for local brands looking to either transform or build a new online presence from scratch. Its SEO plans offer a different number of key phrases for optimization, ranging from 80 to 300. Then, it is synced with all their off-page listings (up to 60 of them), like social media and business listing sites, to ensure that all information is always up-to-date and consistent across your online presence. What Users Think About: Thrive Internet Marketing: Thrive Internet Marketing has earned a 4.9-star review on Clutch. These links together help Google view your site as authoritative, thereby improving your ranking in their results pages. Hibü Customer Support: Hibü offers flexible client support. Mad Fish Digital Customer Support: Users report that they work through one account manager who brings on consultants in different areas of online marketing, depending on your business needs. To help your website build high-quality links across the web, in addition to providing links on your business listing sites, Hibü offers press releases copywriting and distribution. Customer support: Because small businesses often hire marketing agencies to become an extended marketing department for their business, we looked for providers that assign a project manager to each of their client accounts who are available during regular business hours to answer questions, consult, and manage plan-pivot requests. Once designed, it creates website copy and content that communicates your company message about all your products, services, and company culture. The best marketing strategies use analytics for creating buyer personas instead of relying on stereotypes or assumptions. Ignite Visibility offers affordable plans for small businesses and a large array of digital marketing services. Finally, it tracks all performance metrics to ensure the ad offers a high conversion rate. A few of the most important features of Ignite Visibility include website design, SEO, off-page marketing, advertising, and reporting and analytics. It also offers custom Google Ads and social media analytics reports. Off-page Marketing: Mad Fish Digital's off-page marketing services include social media and email marketing. During this phase, you must determine how these digital marketing strategies are or aren't working. It offers specializations in a plethora of content management systems (CMS) including Drupal, Joomla, Magento, and WordPress. If you are an ecommerce brand, your website will include an ecommerce storefront that drives customers to purchase. Analytics Reporting: WebFX offers daily, weekly, and/or monthly analytics reports. Users who posted there say they love that WebFX makes it a point to thoroughly research client audiences and understand the client business to put together a custom marketing plan. For example, some will provide regular analytics reports and discuss your campaign performance via video conferencing tools, while others offer a hands-off approach to digital marketing. What Users Think About: Hibü Users who posted on Trustpilot said they liked that Hibü offers a full-service approach to its online presence to ensure they are consistently branded across the web. It also doesn't offer pay-per-project plans like Fiverr does. We also included some providers that focus on SEO for ecommerce platforms like Amazon or website stores. Then, click on the provider you're considering and scroll down to the bottom of their profile to view past clients' star ratings and written reviews. Top 6 Small Business Marketing Companies 2020: How We Evaluated Small Business Marketing Companies: Small businesses need a one-stop-shop marketing company that can help them build a positive online presence and reach their marketing goals at an affordable price. Key services include website design, SEO, brand reputation and social media management, link building, and online advertising for single or multiple-store brands. You can achieve this by combining the two with audience segmentation (dividing your audience into groups according to certain traits) when writing copy for focused groups of people based on your relationship to them with your business, according to Disruptive Advertising. Why Are Buyer Personas Important? You can't have an effective branding marketing strategy unless you have a full understanding of who your audience is and why they want a product or service. It also runs a technical SEO audit to learn of problems—like missing tags or slow load times—that hinder your ability to rank well. Then, it sets up reporting sessions—often weekly—with you to determine if it is moving your brand toward meeting your goals for it. Check-ins schedule accommodate how involved you care to be in planning and execution. Other off-page marketing services include social media campaign development and management, video campaign development for social media, email marketing, and Amazon marketing services. Thrive Internet Marketing Customer Support: Thrive Internet Marketing assigns a project manager and team of experts to learn about your company and goals, then develop a plan to reach the company. As such, it is best for companies looking to win accounts with certain key companies, like manufacturers targeting resellers or marketing agencies targeting a brand they want to represent. This includes keyword research for up to 50 words per product, product listing and keyword optimization, product description copywriting, and category and subcategory optimization. What Users Think About: Fiverr: Individual Fiverr providers all have their own ratings on the platform, including star ratings and written reviews from past clients. It also offers link building, an in-depth SEO audit based on your industry and competitor analysis, and a technical SEO audit to identify site performance issues, such as slow site speeds, site map errors, mobile-friendliness, and link profile errors. Develop buyer personas that are specific and based on global marketing strategies research. Does Your Marketing Strategy Contain Holes? During this stage of your content marketing strategy, you'll be troubleshooting your sales funnel. Because many tasks digital marketing tasks are available on the platform for as little as \$5 per project, the platform is best for sole-proprietorships or startups that are looking for help with its digital marketing on a very tight budget. For example, you could place a call to action at the end or insert generation widgets on the side of each blog post. Then, its email growth strategy services help you build an email marketing list and employ a custom email marketing plan based on competitor research, target consumer insights, your business size, and your goals. Users love that Mad Fish Digital offers clear and frequent communication so that they always know how their campaigns are helping them reach their goals. For this service, consider Mad Fish Digital. Although one reviewer left a 4.5-star review, they did not express any reason for dissatisfaction in their review. What Hibü Is Missing: Hibü does not offer one-off project pricing like Fiverr does. It also offers advertising for account-based marketing campaigns, targeting individual companies, which isn't offered by other providers we reviewed. Off-page Marketing: Ignite Visibility offers a long list of off-page marketing strategies, including social media, email, Amazon, public relations, and link building strategies. Users say that a dedicated project manager brings on other team members to consult, like content strategists and social media experts as needed. Off-page Marketing: Fiverr offers contractors who cover a range of services like social media, email, and Amazon marketing. Many marketers utilize an analytics system to help them with evaluating their channels and leads within their Internet marketing strategies. Depending on the services you've purchased, it provides custom reports. It specializes in Google Analytics reporting. Then, it's time to add more automation and personalization. If it does not, it adjusts it until it does. Fiverr Features: Fiverr contractors offer every type of digital marketing service available via traditional digital marketing agencies. Look for providers that have earned a 4.8- to 5-star rating. It also puts together a plan with you to help you earn positive customer reviews, including a review process and review software recommendation. You can also filter your results by a start and end date. Unlike many providers on this list, Thrive Internet Marketing also offers reputation repair services. It measures your return on every \$1 you invest in your marketing plan with WebFX. You can request feedback from the dashboard via email. Each ad is created to target your ideal audience with copy to entice clicks. After design, it does all the copywriting for your site. Answering these questions will help you determine which marketing channels you should be using, as well as which audience members you should be targeting during each phase of your strategy. Apply Guidelines and Implement Automation: Once you know your audience is going to react to your marketing mix, it's time to reach your goals by creating tactics that will help you tie everything together. To learn more about the pricing around your digital marketing need, sign up for a Fiverr account, search for the service of interest, and click provider profiles to learn about its pricing. When you develop these strategies, you're doing so to achieve marketing goals. Reporting and analytics: We prioritized providers that offer clients regular analytics reports custom-built around metrics that evaluate how client companies are reaching their marketing metrics. These guidelines will show you how to develop a digital marketing strategy. What Is a Digital Marketing Strategy? When put into simple terms, these are marketing strategies that include action steps for your digital marketing plan. SEO: Ignite Visibility's SEO process begins with a custom keyword analysis around your business and industry. It offers daily software monitoring of review sites like Google Places, Facebook, and Yelp. Bottom Line: Best Digital Marketing Agencies: The best digital marketing agencies offer a full range of marketing services to help small businesses build a positive and highly visible online presence to reach their ideal audiences. Users love that the company works closely with clients to reach business goals and is flexible in accommodating schedules and budgets. Clients can also connect with the digital support team 24/7 via email, phone, or chat. It also doesn't offer one platform for managing all your business listings. For small businesses with little marketing or technical knowledge, they become the marketing department small businesses lack but need to grow. Clients can both call and email with questions or concerns, and users say it completes a monthly call with their account manager. It begins by offering a digital branding package complete with a logo, brand guidelines, a position statement, brand color palette, and typography. Finally, it identifies your goals and creates a marketing plan to reach them based on the insights it has collected. WebFX Visibility Features: WebFX offers an endless array of digital marketing services. Marketing is no longer about making cold calls, spreading flyers and shaking hands while exchanging business cards. Account managers also set up weekly or monthly reporting sessions with clients to ensure their brand is moving toward or is reaching their goals. This includes search, and display advertising. In addition to basic SEO, Ignite Visibility also targets consumers by location—locally or internationally. Users who posted there say they love that it offers campaigns that help them meet their marketing goals and deliver on time. What Users Think About: WebFX: WebFX has earned a 4.9 overall star rating on Clutch. Its custom reports are then catered to each client based on the services they've purchased and their goals around them. Analytics Reporting: Mad Fish Digital's data and analytics experts create custom reports to show how its efforts are helping you reach your business goals. Social media services include social media page development and posts and contests. For example, if you've purchased SEO services, you'll receive reports of metrics like revenue, lead generation, a net promoter score, and phone calls made as a result of its SEO. It starts at \$1,000 to \$2,000 per month. Finally, it builds landing pages to capture leads. Be sure to ask your chosen provider how you can contact it and if it provides regular campaign reporting and review. Press releases include links to your website and are published on high-quality sites, thereby earning you high-quality links on third-party sites. In terms of local SEO, WebFX's review management services and software include an initial brand reputation analysis; then setting up, claiming, and optimizing review listings across sites like Google My Business, Apple Maps, and Facebook. From there, create and employ marketing strategies for other channels. While those things are still essential, a significant part must also include a digital marketing strategy. If you need someone to install analytics on your website or help you track analytics around your existing campaign—like social media analytics, for example—search the platform you'd like to track, then "analytics." For example, you can search "Facebook analytics" or "WordPress analytics" to find relevant providers. Many providers have tiered plans with different amounts of features, including websites that include one page or multiple ones, extension installation, branding, ecommerce functionality, or responsive design. This means it gives you a single dashboard from which to monitor and respond to reviews across all your business listing sites. Each client is offered a custom quote based on the business, needs, and services requested. Website Design: Freelancers who offer web design services on Fiverr often specialize in one or more customer relationship management (CRM) systems like WordPress or Shopify. When you know this, you can figure out which marketing platform they'll be on as well as how to interact with them. Advertising: Its paid media services include PPC advertising across Amazon, Google, Bing, social media, Twitter, Instagram, Facebook, and LinkedIn. All of its ads are designed to adhere to the best practices and parameters of the platforms on which they'll be placed, including highly targeted and keyword-optimized visuals, videos, and copy as appropriate. MORE FROM QUESTIONSANSWERED.NET: A digital marketing agency offers business services to build a positive online presence, including web design, search engine optimization (SEO), off-page marketing (like email marketing), and digital advertising. They also say that Mad Fish Digital works to understand client companies so they can take on an expert consultation role. We also included providers that offer more advanced digital advertising campaigns like geofencing campaigns for mobile advertising and video ads. Hibü's business listing management services offer local SEO services. Website Design: Hibü's web design services are built to both offer a branded and smooth visitor experience and ensure Google can easily assess it for ranking on SERPs. A website is custom-built around each client's goals, industry, and brand. Finally, with programmatic ads, it uses artificial intelligence to place online ads when and where target audiences will likely see them. In terms of email marketing, it offers drip campaigns, email newsletters, and email campaign automation services. Because there are so many types of SEO, it's best to look for a Fiverr provider who provides the types of SEO projects you seek to complete. Hibü Features: Hibü offers an integrated suite of digital marketing services for well-established small businesses. It also offers off-page SEO strategies like Google My Business optimization and local search optimization across business listing sites. Here's a breakdown of the solutions Ignite Visibility offers. What Users Think About: Mad Fish Digital: Mad Fish Digital has earned a 4.9-star review on Clutch. It also audits your website for technical SEO errors and areas of improvement, like your website load time, internal linking, and meta tags. SEO: To ensure website visibility on Google, Mad Fish Digital analyzes your competitors to learn how they reach your target audience. They also love that the company extremely custom services based on clients' needs, goals, and industry. Next, to help you rank higher in Bing and Google search engine results pages (SERPs), it creates content that uses those keywords and entices people to link to your website. If not or, if the industry is poised to change, it discusses a pivot plan to help your brand get where you want it to be. If you are looking for a provider to provide analytics reporting for a campaign it created for you, be sure to ask your chosen provider what types of reporting and what tools each provider uses when creating your campaign.

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