

**Digital Marketing**  
How we help you  
connect and engage  
with people



**CREMARC**

# It's About People

Even in the B2B world, digital marketing is all about people. Businesses do not search for suppliers, nor do they engage with social media or click on emails - it is people that do this.

We believe that to be successful with your digital marketing requires that you understand your target audience, that you are able to connect with them through their chosen channels, and that you deliver the best possible digital journeys.

At Cremarc, we think we have the winning formula. As you would expect, we have deep-rooted expertise in both inbound and outbound digital marketing, but our secret sauce is that this expertise has been earned in the technology sector. We understand our clients' propositions and our clients and more importantly, we know how to engage with the different personas of their target audience.



# Creating a Compelling Website

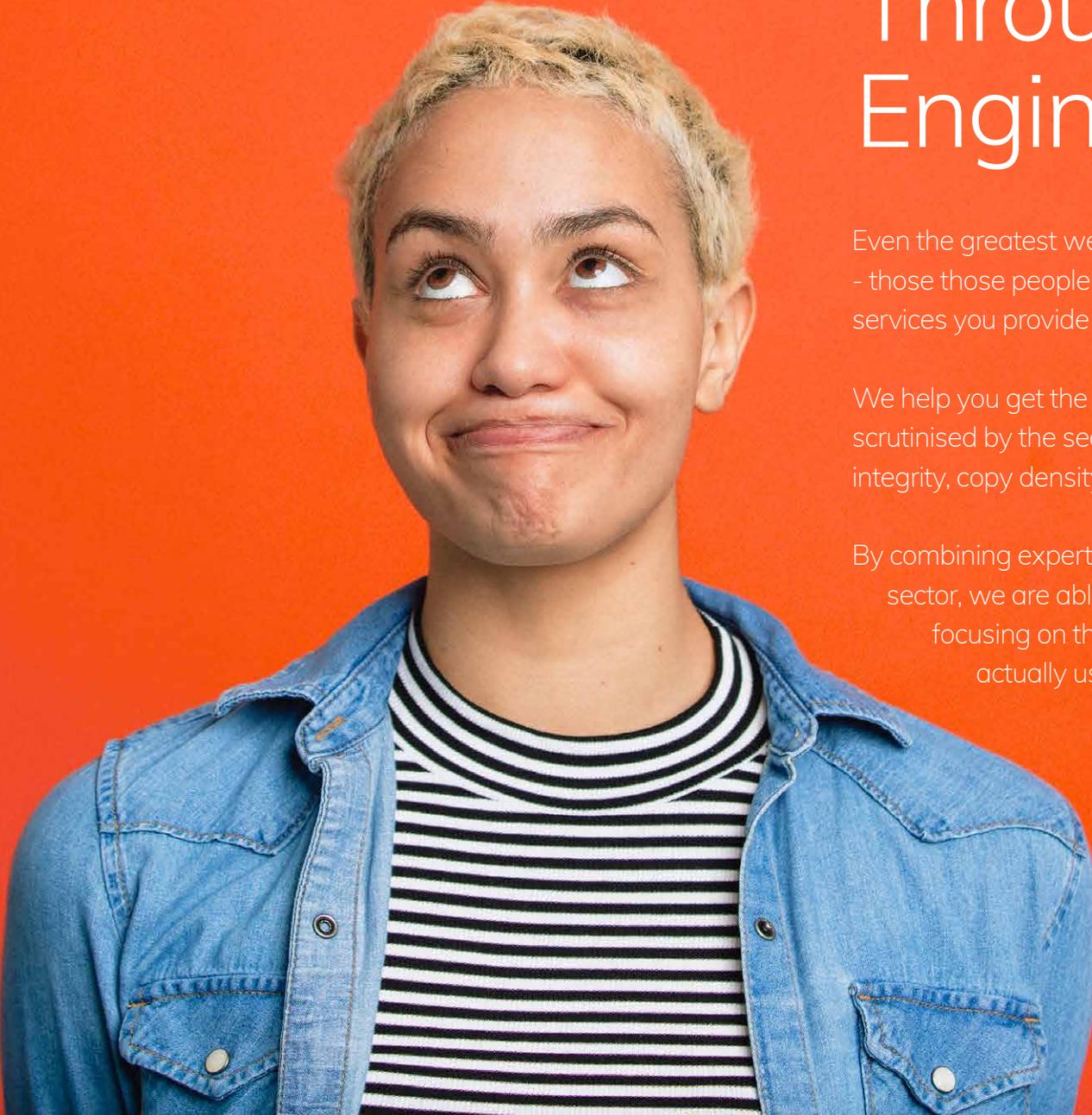
The best websites are those which have a very clear purpose. We work with you to define the goals of your website, the different personas we need to appeal to and the journeys that we want to take these audiences on.

We help you write the content for your site in a way that ensures the search engines treat you favourably while ensuring this content is compelling for the people that browse your site.

We don't just look to design a beautiful site, but a site that is intuitive to use and enables today's 'time poor' buyer to quickly find what they are looking for regardless of whether they are browsing on a PC, tablet or mobile.

Our aim is to make your website the centre of your digital strategy, serving up content to your target audience and turning interest into engagement that fuels your marketing funnel.





# Being Found Through Search Engine Marketing

Even the greatest website is only effective if it is found by your target audience - those those people actively looking on search engines for the solutions and services you provide by utilising the search engines.

We help you get the basics right; the fundamental technical aspects that are scrutinised by the search engines to rank your site, such as load speed, link integrity, copy density, mobile optimisation, to name but a few.

By combining expertise in SEO with in-depth knowledge of the technology sector, we are able to apply 'context' to on-page optimisation, ensuring we are focusing on those keywords and phrases that your potential buyers are actually using to find organisations like yours.

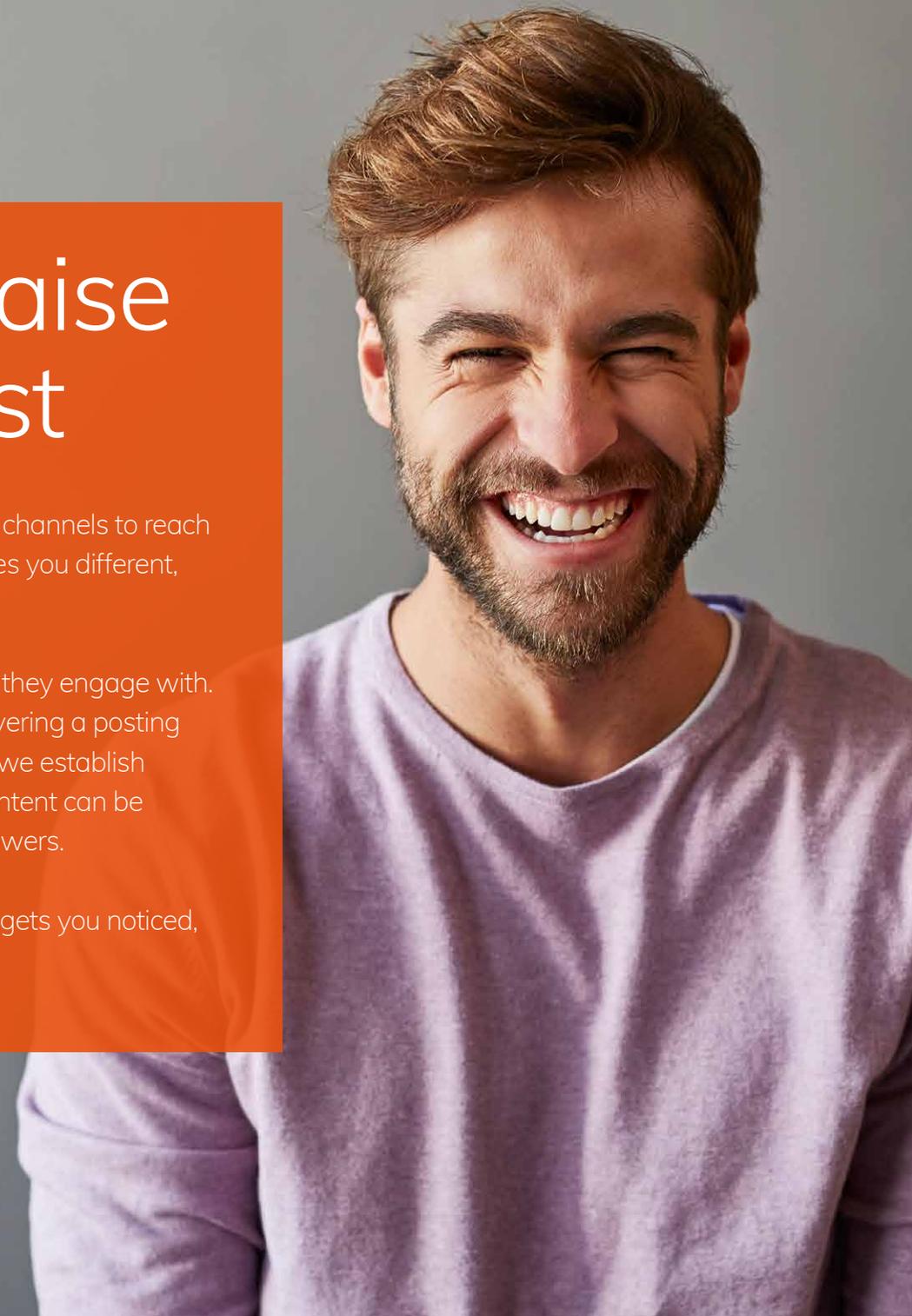
By creating attention-grabbing ads that click through to compelling content, we combine organic SEO with paid-search to drive greater traffic to your website. We then meticulously manage these to ensure the best possible performance against budget.

# Being Sociable To Raise Awareness & Interest

To us, social media is far more than just having a presence. It is using these channels to reach a wider target audience, raising awareness of what you do and what makes you different, and generating interest and engagement.

We start by understanding your target audience and what social channels they engage with. We help you develop a social strategy that defines clear objectives. By delivering a posting schedule that combines thought leadership with buzz about your success, we establish your company as an organisation people want to work with. Sponsored content can be highly effective in extending your reach to new audiences and building followers.

We help you define target profiles and then create compelling content that gets you noticed, establishes thought leadership and generates engagement.





# Creating Effective Digital Campaigns

Effective campaigns integrate all of the digital channels. They utilise social to reach new audiences, leveraging your website to deliver content to these audiences and using email to nurture interest, qualify intent and create sales opportunities.

We always start by defining your target audience, then create the compelling messages for this audience that we cleverly distribute over the appropriate media. Our digital campaigns are designed to take prospects on journeys, using engagement to identify need and then tailoring content to align your cultivation steps with their buying cycle.

Our understanding of the technology sector combined with expertise in digital marketing and marketing automation, enables us to build highly effective campaigns that can be measured at every step, whether these be focused on landing new prospects or expanding your portfolio of solutions into existing customers.

# Why Cremarc

We believe that truly effective digital marketing can only be achieved when all of the elements are working closely together. This is why at Cremarc we have built a team with skills and expertise across the full digital marketing mix.

Our intimate knowledge of the technology buyer and our clients' propositions enables us to create compelling digital content that is aligned to the personas of their target audience. We cleverly deliver this content across all digital media to ensure maximum reach. We then align campaigns to buying cycles to ensure that more potential buyers are progressed through the funnel in order to deliver Marketing Qualified Leads.

Whether you want specific advice on a particular digital channel, or are looking to find a partner that can work with you to take your digital marketing to the next level, we would love to speak with you.

**Call the team directly on 01932 856158 or drop us an email [info@cremarc.com](mailto:info@cremarc.com).**



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