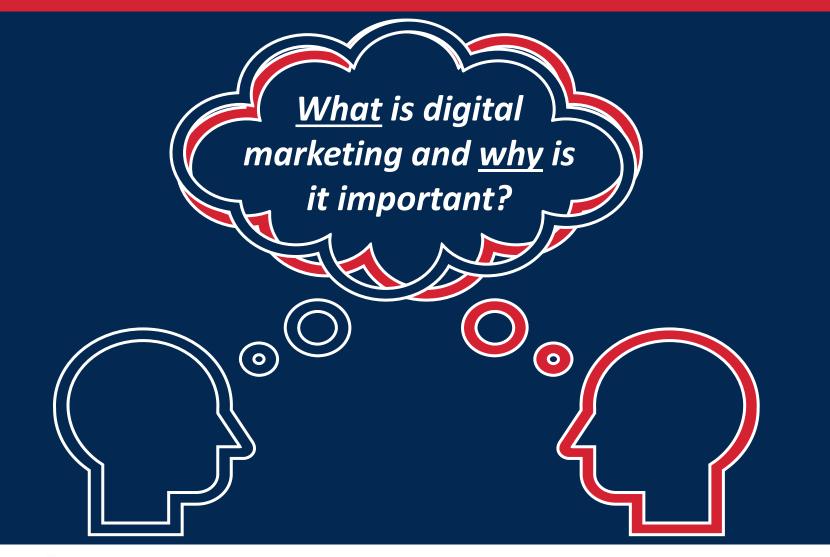


# The Importance of Digital Marketing & Why Industrial Traffic

**OUR PARTNERSHIP DRIVES YOUR SUCCESS** 

#### **LET'S THINK TOGETHER**





Call: (860)798-5227 Email: DBorrelli@industrialtraffic.com

#### **A BRIEF OVERVIEW**

How does digital marketing compare to traditional marketing methods?

What is your story?

What is the difference digital marketing can make for you and your company?

Who is Industrial Traffic and how can a partnership with us help you succeed?

Closing, but with an opportunity







#### **DIGITAL VS TRADITIONAL MARKETING**

### Benefits



Digital marketing results can be measured in real time showing you real growth!

Potential clients can interact with you directly online, greatly saving you time and money!

You can actively target very specific audiences online and change your plan based on visible results!

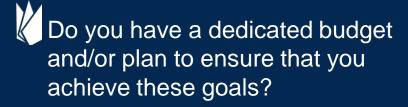
The return on investment (ROI) for digital marketing far exceeds the traditional ROI





#### YOUR STORY MATTERS TO US!

Do you have any goals you hope to reach through marketing?





## Reflection





What do you like about your marketing in the past? What would you change?



Have you utilized digital marketing before? If not, what has held you back from doing so?



Call: (860)798-5227 Email: DBorrelli@industrialtraffic.com

#### **DIGITAL MARKETING AMPLIFIES SUCCESS**

### The Facts



89% of potential clients search online before purchasing your products (Google) 42% use mobile devices at least once





55% of potential clients leave your website in 15 seconds or less if they're not engaged (Hubspot)





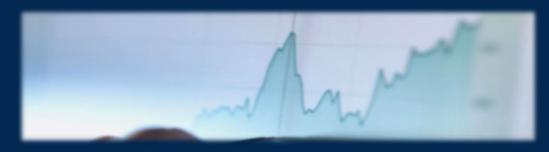
92% of online searches end on the first page of Google (Forbes)





### **DO YOU WANT TO GROW YOUR COMPANY?**

## AN PROPERLY CRAFTED WEBSITE THAT APPEARS AT THE TOP OF SEARCH RESULTS WILL INCREASE YOUR POTENTIAL CLIENTS 900% MORE BUSINESS FOR YOU! MORE MONEY IN YOUR POCKET!





### **WE ARE YOUR TEAM**



Sean Dempsey President & Technological Strategy Director



Brad Solomon SEO & PPC Manager



Laura Astorino Senior Project Manager



Emma Binnie Web Development Project Manager



Kevin Duffy Brand Strategy Director



Dominic Borrelli Director of Business Development



Charles Hoffman Support Manager & Senior Website Developer



William Hermonat Videographer/Photographer & Graphic Designer



#### **DIGITAL MARKETING: SPECIALIZED FOR YOU**



HIGH PERFORMANCE HOSTING, WEBSITE DEVELOPMENT, AND 24/7 SECURITY MONITORING

DYNAMIC SEARCH ENGINE OPTIMIZATION AND CUSTOMIZED PAY PER CLICK AD CAMPAIGNS

FULL SCALE VIDEOGRAPHY AND PHOTOGRAPHY WITH PROFESSIONAL EDITING

CONTENT POSTING AND MANAGEMENT ACROSS ALL AVAILABLE PLATFORMS



Call: (860)798-5227 Email: DBorrelli@industrialtraffic.com

### OUR PARTNERSHIP DRIVES YOUR SUCCESS

Our goal is not simply to provide a service. At Industrial Traffic, we seek to actively foster long-term partnerships with hard working Americans and their companies in which your success is paramount to our team everyday.





#### **PRESENTATION OVERVIEW**



### ANY QUESTIONS OR DISCUSSSION?







## THANK YOU FOR YOUR VALUABLE TIME!

## IS INDUSTRIAL TRAFFIC RIGHT FOR YOU?

## SETUP A FREE CONSULTATION TODAY!



Dominic Borrelli Director of Business Development

CONTACT ANYTIME VIA EMAIL OR PHONE:

<u>DBORRELLI@INDUSTRIALTRAFFIC.COM</u> (860)798-5227

**OUR PARTNERSHIP DRIVES YOUR SUCCESS**