



INDUSTRIAL TRAFFIC
MARKETING THE INDUSTRIAL WORLD

The Importance of Digital Marketing & Why Industrial Traffic



OUR PARTNERSHIP DRIVES YOUR SUCCESS

LET'S THINK TOGETHER

*What is digital
marketing and why is
it important?*



A BRIEF OVERVIEW



Goals

- ❖ 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?

 Do you have a dedicated budget and/or plan to ensure that you achieve these goals?



 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?

DIGITAL MARKETING **AMPLIFIES** SUCCESS

The Facts



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



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



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



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



Kevin Duffy
Brand Strategy Director



Brad Solomon
SEO & PPC Manager



Dominic Borrelli
Director of Business
Development



Laura Astorino
Senior Project Manager



Charles Hoffman
Support Manager & Senior
Website Developer



Emma Binnie
Web Development Project
Manager



William Hermonat
Videographer/Photographer &
Graphic Designer



DIGITAL MARKETING: SPECIALIZED FOR YOU

 SERVICES

 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



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**.





ANY QUESTIONS OR DISCUSSION?



**THANK YOU FOR YOUR
VALUABLE TIME!**

**IS INDUSTRIAL TRAFFIC
RIGHT FOR YOU?**

**SETUP A FREE
CONSULTATION TODAY!**

OUR PARTNERSHIP DRIVES YOUR SUCCESS



INDUSTRIAL TRAFFIC

MARKETING THE INDUSTRIAL WORLD



Dominic Borrelli
Director of Business
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