



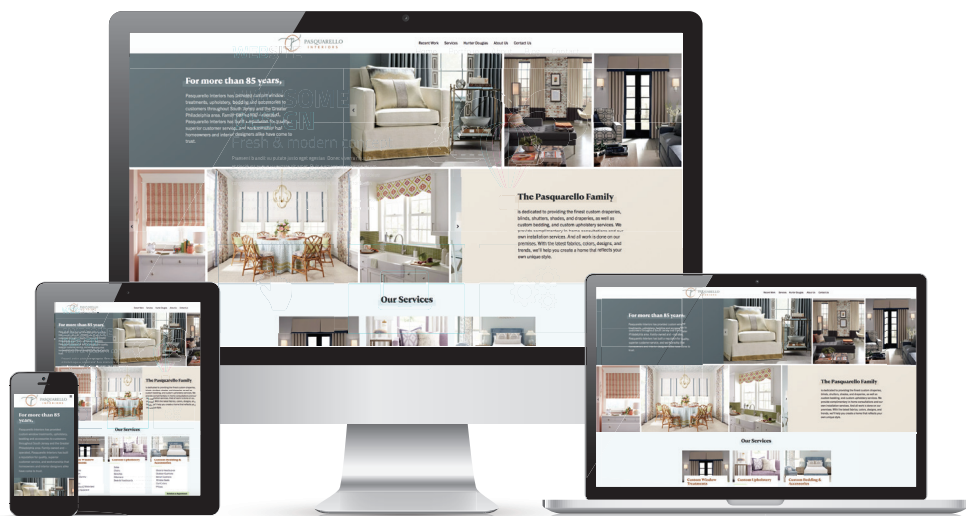
Digital  
Marketing Services





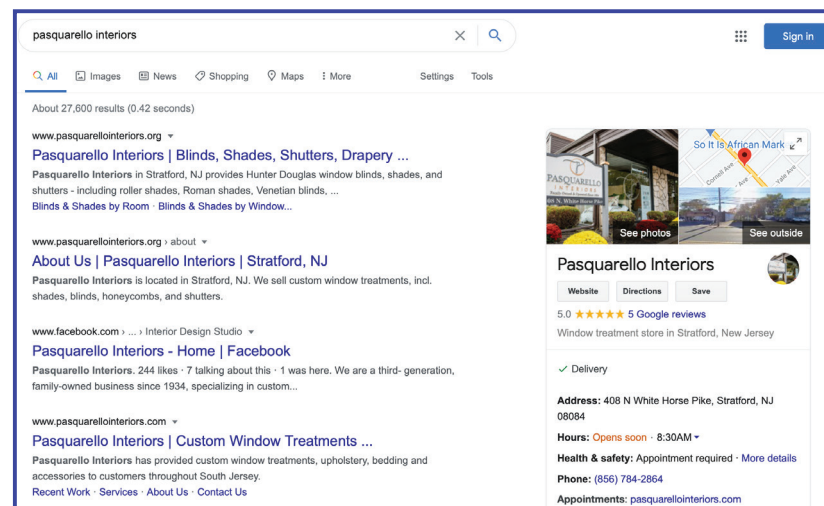
## Responsive Website Design

Responsive website design has become the industry standard for businesses and organizations to build their online presence. A responsive website adapts to the screen on which it is used, regardless of the device. For instance, if the user is visiting your website on their mobile phone, the website automatically reformats the site to give the user a better experience suited to their device. Given that smartphone usage has skyrocketed past desktop browsing, responsive web design is no longer considered a luxury, but rather an absolute necessity. Websites must be optimized for all platforms including smartphones, tablets, and desktops. This is critical not only for user experience, but also ensures that your SEO efforts are rewarded by Google's mobile-first indexing.



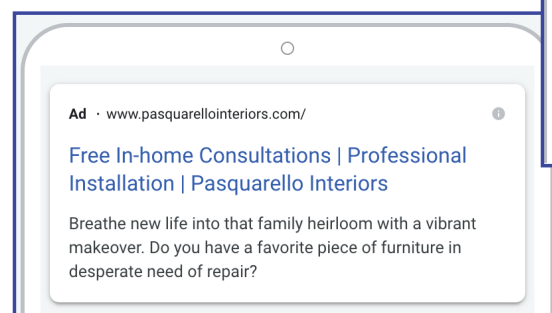
## Search Engine Optimization (SEO)

SEO is foundational to any marketing strategy, and refers to the process of optimizing your website so that it performs well in organic search. SEO allows your business or organization to connect with users that are searching for your products or services—and they are searching. In fact, research indicates that more than 90% of consumers use the Internet when making purchasing decisions, so it's critical that you not only have a well-designed and responsive website, but that your site is optimized to reach consumers at the moment they begin researching the product or service you offer. An SEO optimized website increases the quality and the quantity of traffic to your website by ensuring that your business ranks high in organic (non-paid) search results.



## Pay-Per-Click (PPC)

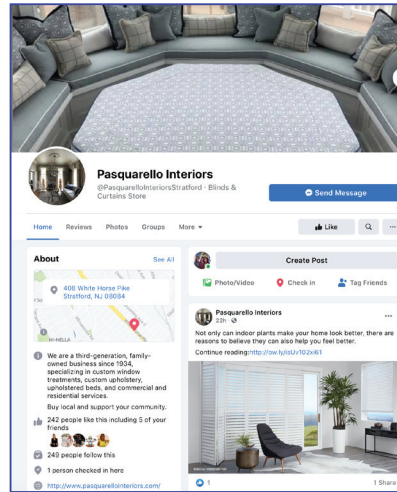
PPC is simply paid advertising on search engines. You pay a fee each time a user clicks on your digital ad and is redirected to your website. At haven, we believe that a targeted PPC effort is so foundational to a good digital marketing strategy that we like to say, "PPC should be like taking your vitamins." It just makes good sense for a growing healthy business.





### Facebook Organic

A Facebook page is a great way to promote your business. With over 2.7 billion active users, Facebook's social platform allows you to provide useful information about your business or organization and engage directly with your target audience to build brand loyalty. Facebook offers a variety of tools that can provide insight into your ideal customer and their preferences. Facebook is also an effective way to direct traffic to your website. Increasingly, users are turning to social media to read reviews about the products, services and brands that they want and need.



### Facebook's Audience

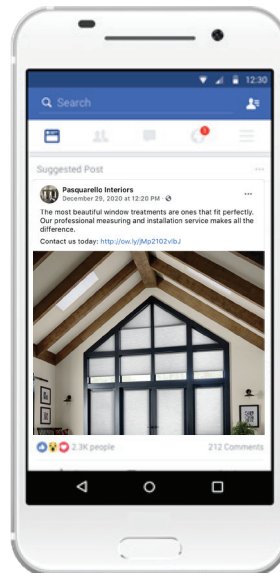
- 76% of 18-24 year olds
- 79% of 30-49 year olds
- 46% of 65+ year olds
- 84% of 25-30 year olds
- 68% of 50-64 year olds

### Facebook Organic Management includes:

- Set Up (one-time cost) including page creation
- At least 5 posts per week based on best practices
- Content tailored to your audience
- Combination of video and photo content

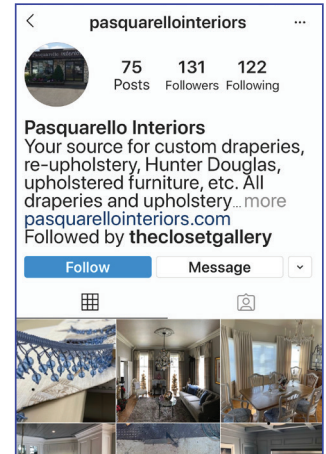
### Facebook Advertising

Facebook advertising is a smart choice for businesses and organizations looking for a cost-effective way to increase website traffic, create loyal customers and generate leads. As the leading social platform in the world, your customers and prospects are on Facebook. Facebook offers robust targeting and audience segmentation tools to reach them. Since Facebook has dramatically reduced the visibility of business pages in the last few years making paid advertising a necessity. Haven recommends a combination of advertising and content boosting to reach target audiences. Though messaging is a critical component of a successful campaign, finding the right audience is vital, which is why Haven uses your email database to create look-alike audiences in addition to custom audiences.



### Instagram Organic

Instagram is a fast-growing social media platform with over a billion active users. It allows businesses and organizations to share visual content to engage with their audiences and build a targeted community. Instagram is a photo and video sharing platform that is ideal for creating a lasting visual impression. Instagram is hard to beat for showcasing products and building brand awareness. Whether you're launching a new product, a behind-the-scenes peek, or an educational or influencer post, Instagram is a great way to engage with your customers and prospects.



### Instagram's Audience

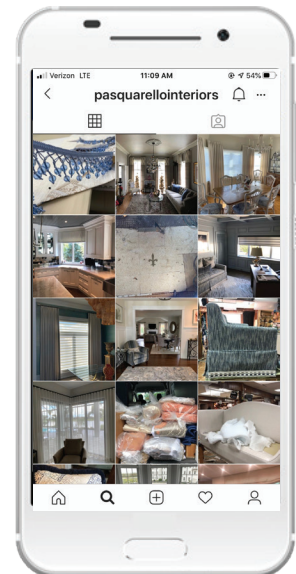
- 75% of 18-24 year olds
- 47% of 30-49 year olds
- 57% of 25-30 year olds
- 23% of 50-64 year olds

### Instagram Organic Management includes:

- Set Up (one-time cost) including page creation
- At least 7 posts per week based on best practices
- Custom hashtags tailored to your audience
- Combination of video and photo content

### Instagram Advertising

Instagram advertising offers businesses and organizations creative opportunities for photo, video and story formats targeted to a massive user base. You can target customers and prospects by telling a visual story through a variety of ad formats. Instagram advertising lets businesses focus on the right people, at the right time, with the right message and imagery. It is a cost-effective way to promote your brand and drive sales. Similar to Facebook, though quality visuals are important, finding the correct audience is vital to the success of an Instagram ad campaign. This is why Haven uses your email database to create look-alike audiences in addition to custom audiences.





### YouTube Advertising

With over 2 billion users and growing, YouTube is the second most popular social media platform in the world. Youtube marketing is a cost-effective way to reach an extremely large audience with compelling branded video, particularly long-form video, which is a channel ripe for rich storytelling and building a brand narrative. 90% of users say that product videos are helpful in the decision-making process and, after watching a video, 64% are more likely to buy a product or service. Every day, people watch 1 billion hours of videos on YouTube which generates countless views. haven recommends making YouTube part of your business or organization's digital strategy.



**Display ads**  
Desktop only (required)



☒ **Overlay ads**  
Desktop only



☒ **Sponsored cards**  
All devices

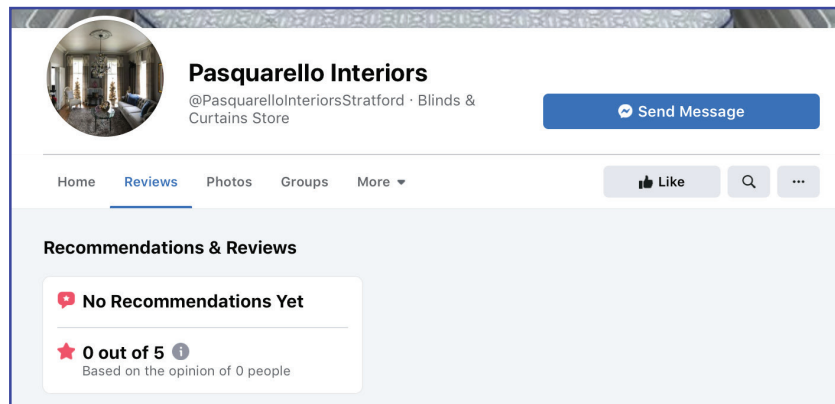


☒ **Skippable video ads**  
All devices



### Community Management

A strong and positive reputation is essential in today's marketplace if your business or organization is to attract and retain customers. In fact, a recent study indicated that at least half of a company's market value can be attributed to reputation. So, it makes sense to invest in a comprehensive community management strategy to ensure that your business's online reputation stays intact. haven provides online community management services as part of a comprehensive digital marketing strategy. Our agency will monitor your online channels, listings and reviews to ensure that your business or organization presents a positive image to customers, prospects, investors, and employees alike. When a questionable comment or review appears, haven applies industry best-practices to put you back in control of your online image — frequently turning an initial critic into a loyal voice for your brand.



### Video

The demand for video is increasing at an astounding rate and has proven to be an effective marketing tactic for businesses and organizations of all types and sizes. As of 2019, 54% of consumers want to see more video content from a brand or business they support and 87% of marketing professionals use video as a marketing tool. Why? Because it works. Research indicates that 4 times as many consumers prefer to watch a video about a product than to read about it. And there are all kinds of effective video formats to choose from. Video is a leading way to reach your targeted audience and build brand loyalty.



### Content Curation

These days, "content is king" and haven has a deep bench of writers that regularly contribute content for a wide variety of uses including websites, blog, articles, press releases, taglines and slogans, ad copy, scripts, technical papers, and more. We collaborate with you to ensure that your marketing strategy is accurately and effectively communicated to your target audience. Great marketing demands great writing, which is why haven prides itself on developing engaging content that tells a story and communicates in a style that generates loyalty. Because most content ends up on the Internet these days, it's not enough to just generate engaging content — it must also be optimized. That's why our digital specialists deploy keyword-rich content across a range of web environments to deliver maximum results.



### Email Marketing

In spite of rumors to the contrary, email marketing is far from dead. Email remains a powerful and cost-effective tactic to engage with your customers and prospects and drive revenue to your business. In fact, it's widely accepted that email marketing yields the highest return on investment (ROI) among marketing channels and has the highest conversion rate for purchases made in response to promotional messages. Here at haven, our experts understand and apply industry best practices to your email campaigns to ensure maximum results. Our creative team designs branded email templates while our account team oversees content creation, scheduling and reporting. So, don't miss out on the many benefits of including email in your comprehensive marketing strategy.



### haven Local

haven Local, powered by Yext, is a powerful tool that integrates with more than 100 listing services including Apple, Bing, Google, Facebook, Yahoo, and Yelp. You can use haven Local to effectively manage online listing data and reviews and improve your local search engine visibility. The rapid acceptance of mobile technology along with changes in the Google algorithm to promote local search, have made online listings and reviews a critical component in your businesses SEO strategy to make sure your listings are optimized for results.



Let's chat

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