

Webdirexion Winning Marketing Strategy

Strategy first. There are too many vendors who bring tactics in search of strategy. Our digital marketing team is an experienced crew of specialists who use fundamental marketing principles to help you win the race.



We start all our projects with the goal of gathering qualified leads in mind. From custom WordPress web development projects to working with your team on an annual campaign basis, we're looking for targeted, qualified leads via R.A.C.E.

Reach. Act. Convert. Engage. -->

Our Niche Focus Areas: B2C Travel (Hotels), B2B Healthcare, Financial Services, Publishing & Law Firms.

NEW service (ask for review of all R.A.C.E. Services) - **WordPress + Facebook Push Campaign:** 4 blog marketing articles, on-site SEO, boost categories, PLUS Facebook advertising campaign (Four ad sets, eight creatives, multiple creative tests), plus push posts to social media. **\$899 mo.** (6 months)



Contact us at: 888.974.9522

Webdirexion LLC is a digital marketing agency focused on smart strategies and tactics to develop leads and grow your business. We're a pro solution partner with Hootsuite, and an experienced reseller and developer with WordPress, MailChimp, Elegant Themes, OnePageCRM, Nelio A/B Testing & WP Site Hosting.

R.A.C.E. Strategy - How we grow your business...

Target Audience	Competitor Benchmark	Alliance Analysis	S.W.O.T. Review
Vision & Mission	Outcome Goals	Experience Objectives	R.O.I. Performance
Clear Value Proposition	Target Segments	Content Strategy	Buyers' Journey

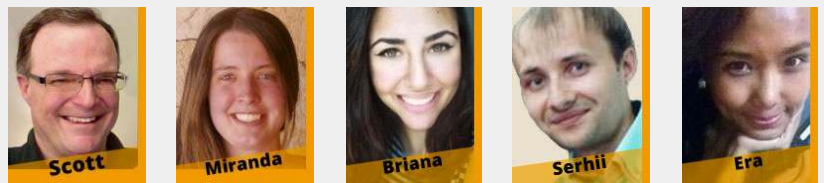
Smart marketing plans based on R.A.C.E. strategy: \$500 - \$2380

R.A.C.E. Tactics - Focusing on lead gathering...

Reach Awareness & Presence	Act & Convert Connect & Acquire	Engage Leads & Customers
Online Advertising & PPC Ads	Conversion Rate Optimization - CRO	Content Marketing, Blogs, Publishing
Social Media Marketing & SEO	Lead Generation Tactics	Nurture Customer Relationships - CRM
Affiliate & Alliance Marketing	Ecommerce & SaaS Programs	Videos, Sliders, Infographics
Media Relations & Press Releases	Landing Page Optimization	eNewsletters, Drip Marketing Campaigns
Experience Based Marketing	A/B & Heatmap Testing	Social + Mobile Conversations

Focus on a smaller project involving 3-5 tactics, or we'll work with you on an annual campaign basis -- [ask for a quote.](#)

Your Webdirexion Online Marketing Specialists:



Your team is cross trained with specialty areas in SEO, editing, content administration, CRO, drip marketing, & custom web development.

To learn more about our focus on **CRO**, have a look inside the new book by Webdirexion founder and "Chief Optimizer", Scott Frangos, ***The Marketer's Concise Guide to CRO*** (on Amazon).

Frangos wrote the book to help marketers gather more qualified leads and boost sales.

