

## 6 Steps To Success – Our Process Detailed.

There is no magic formula for digital marketing success. It takes hard work and a structured approach to develop the ideal strategy for your situation. This discipline makes the difference at BakerWoodward, and here's the process we use.

### 1 Educate Us

Our strategist facilitates a structured meeting to gather information about your business, in order to develop a plan to reach your goals.

### 2 Internal Strategic Planning

BakerWoodward develops a custom plan based on your budget and goals, prioritizing the tools and vehicles that will provide the best return on investment.

### 3 Proposed Plan Review

We meet with your team to cover the hows and whys of the proposed campaign, explaining how each tool or service supports the overall strategy for both short-term and long-term objectives. Based on your feedback and any adjustments, the plan is finalized for approval.

### 4 Deeper Exploration

In this step we dig deeper into your products and services, your competitors, and target audience. This phase is specifically focused on keyword research, web trends and other aspects specific to developing the most effective digital strategy for your situation.

### 5 Campaign Execution

We will begin implementation based on agreed-upon deliverables. We keep you informed of launch details as the campaign gets underway, and start tracking results.

### 6 Tracking, Evaluation and Maximization

We set monthly meetings to review results – an on-going process that allows us to monitor progress based on established benchmarks. Based on this continual tracking and review process, we will make appropriate adjustments to improve performance.



To learn more call Taylor Woodward at 256-883-0963 (office), 970-274-6424 (mobile) or email [taylor@bakerwoodward.com](mailto:taylor@bakerwoodward.com).

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BakerWoodward is a full-service marketing communications agency with a focus on simple, persuasive messaging. We provide comprehensive digital services through our BakerWoodward Digital Marketing division. And we excel in custom web development, logo design and branding, as well as advertising solutions for print, outdoor, broadcast and other traditional media vehicles.