

ES Group Marketing

ES Group LLC has been providing marketing solutions since 2005. In this fast-paced, ever changing marketing world we adapt and thrive to continuously offer the most innovative solutions for our customers.

We offer many marketing opportunities to reach qualified buyers including:



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www.esgroupmarketing.com

TARGETED DISPLAY ADVERTISING



Targeted Display Advertising allows you to reach your potential and existing customers through laser-focused digital advertising. We can deliver your ads to users based on their online activities and habits.

This is an impression based campaign that uses any or all of the tactics to the left to deliver your message. For a description of each of these tactics please see the following page.

TARGETED DISPLAY ADVERTISING

Targeted Display Advertising allows you to reach your potential and existing customers through laser-focused digital advertising. We can deliver ads to users based on their browsing history. This is an impressions based campaign that uses the following tactics:

Geo-fencing: Geo-fencing is a location-based service that sends messages to smartphone users who enter a defined geographic area. We can geo-fence any trade show, convention, association meeting or even a competitor's location.

Event Targeting: Re-target prospects that were captured during a specified event for up to 30 days following the event.

Re-targeting: Re-targeting allows you to reach your potential & existing customers with laser focused digital advertising. Target people who have expressed interest or searched for your products or services, target users who have visited your website, target users in a geographic area, or target users reading content relevant to your products or services.

Keyword Targeting: Keyword targeting targets users viewing content relevant to what you offer based on specific words and terms.

Site Re-targeting: Site Re-targeting is marketing to those who have been to your website.

Search Re-targeting: Search re-targeting allows you to target users who have recently searched keywords and phrases relevant to your brand.

Contextual Targeting: Contextual targeting allows you to target your ideal consumer based on habitual tendencies.

Geo-Targeting: uses IP addresses to match the geographic location and target addresses mapped to a country, state, city, zip or a specific radius.

SEARCH ENGINE OPTIMIZATION

Search Engine Optimization, or SEO, is one of the best tools that companies have in terms of gaining visibility.

The major search engines like Google, Bing, and Yahoo rank websites based on specific parameters they deem most important.

In optimizing your website and increasing your ranking in search engines results, you will gain more visibility and will, in turn, see an increase in visitor traffic to your website.



SEARCH ENGINE MARKETING (SEM)

What is Search Engine Marketing (SEM)?

SEM or Pay Per Click is the process of gaining website traffic by purchasing ads on search engines such as Google, Yahoo and Bing.

You set the monthly budget and we do the rest!



EMAIL MARKETING

Email Marketing Solutions That Produce Results

Email is a very powerful marketing medium because it generates high response rates at a relatively low cost. Email marketing is immediate, can be tracked real time and remains the preferred method to communicate with professionals and consumers.

Our email marketing solutions are supported by advanced technology. With decades of combined email expertise and marketing experience, our team can help you achieve maximum results and increase your ROI.

Select your target audience.

It is vital to deliver your message directly into the decision-maker's inbox. Choose business professionals from an extensive database. Selections include: SIC, employee size, sales volume, job title, zip code or geographic region.

Our services include:

- Email List Selection
- Response Tracking
- Opt-out collection and management
- Email Retention
- Email List Management
- HTML Creation
- Deployment Tracking
- Expert Consultation



WEBSITE DESIGN & DEVELOPMENT

Our website development projects begin by understanding the core objectives and business goals of each product or service offering. After an extensive interview each website engagement begins with well-thought-out strategic navigation map and or wireframe.

After approvals on a finalized custom design or template design, we embark onto actual implementation.

Developing an efficient, responsive website that meets ES Group Marketing's high standards and exceeds client expectations is our goal.

