

Plan & Create

Effective marketing begins with strong assets and detailed strategies. By crafting, optimizing, and aligning every piece of collateral, thinking through all possibilities, and identifying the best moves, a business is set up for success. The following services make up the Plan & Create stage of The Rebus Agency's approach to marketing:

Brand Development

When people hear your company's name, what immediately comes to mind? What attributes are associated with your logo? What does your business stand for, and why should customers care? Behind every strong brand is a thorough and careful strategy, identifying the mission, vision, values, appearance, voice, expertise, and style of the company. At Rebus, we help brands lay the vital groundwork necessary for business success. Whether you're just getting started or have been serving customers for years, we'll go to--or revisit--the drawing board together, and develop a winning platform from which to propel your brand forward. [Contact us](#) to get started with brand development.

Market Research

To be competitive, it is absolutely critical to understand the current state of your industry, and the market it serves. By identifying holes in available solutions, shortcomings in existing service, and unmet needs among the customer base, opportunities to capture more of the market share--and increase loyalty to your company--become apparent. In addition, it's helpful to understand the marketing activities your competitors are involved in, including what's working for them and what isn't, to spur ideas on how your business can set itself apart in the space and better reach a target audience. Missing this crucial info? [Contact us](#) to get started with market research.

Web Design & Development

Is your website sending the right message? Does the design accurately represent the personality and professionalism of your company, or does it suggest a lack of attention to detail? Is the site's user experience pleasant and helpful--reflecting the way you conduct business--or is it clunky and frustrating? Is important functionality missing that your employees or customers could really benefit from--or worse, it it there, but broken? The Rebus team is skilled in translating business attributes into appropriate web design, and building functional solutions that enchant all site visitors. [Contact us](#) to get started with web design and development.

Mobile/App Design & Development

With everyone glued to their smartphones these days, there's no denying your brand needs a solid mobile presence. Designed and developed correctly and for the right reasons, a mobile application can be a huge win with your clients. But is it an app you need? Or would a mobile version of your website better serve your purposes? Or, would it be more advantageous to simply stick with a mobile-responsive design

for your site? It can be confusing, and important questions need to be answered to determine the best strategy for your company. We can help. The Rebus team can point you in the right direction, then take care of fulfilling any of the above options--all in-house! [Contact us](#) to get started with mobile/app design and development.

Media Strategy

There are countless media opportunities online and offline to spread the word about your product, service, or brand--which ones make sense for you? How much money should you expect to spend, and where are you likely to get the best return on investment? In what places are your prospective buyers most likely to see your ad, and what sort of message will really resonate with them? The Rebus Agency's approach to media strategy is to answer these questions and more, and develop a cost-effective solution to get your offer in front of the right people at the right time. [Contact us](#) to get started with media strategy.

Inbound Marketing Strategy

There's another way to attract customers besides placing ads, and it's called inbound marketing. A core principle of this approach is that by producing useful and educational content and resources for members of your target market, you bring them to you, instead of going to them--and it works remarkably well. A sound inbound marketing strategy will then successfully convert those site visitors to leads, building your list of prospects to further engage, and eventually turn into long-time customers. A purposeful mix of content, action, and website features achieve this goal, and the Rebus team can help with every element. [Contact us](#) to get started with inbound marketing strategy.

Announce & Invite

With assets created and plans in place, it's time to let your prospects know what you have to offer. Working from the strategies developed in the Plan & Create phase, we'll implement the specific tactics most appropriate for your goals. Among the options:

Paid Search Marketing

There are people searching the internet for exactly what your company provides--are you showing up in their results? With paid search marketing, your ad is delivered to web searchers using terms that indicate they're interested in your solution. This is an audience you can't afford to miss--but the process can be tricky. Choosing the right networks, identifying the right terms, setting the right bids, crafting the right message... It's an art and science, and requires experience. Rebus is here to help. [Contact us](#) to get started with paid search marketing.

Display Advertising

While paid search marketing responds to a demand, display advertising creates it. By presenting your ad on sites your prospects are likely to visit, you can build awareness and excitement around your brand and offer. Additionally, your ad can "follow" visitors to your website--people who've clearly shown interest in engaging

with your company--and be served on sites they visit later. [Contact us](#) to get started with display advertising.

Search Engine Optimization

A search engine, like Google, has one main mission: deliver the best results possible to the searcher. Since the “best” results are those that are accurate, high-quality, current, relevant, and helpful--in other words, very user-friendly--the first order of search engine optimization business is actually ensuring your web properties are optimized for the *human* user, a common oversight. Once your content is indeed worthy of ranking, adjustments and additions--such as keywords and meta data--can be made, and tactics--such as link building and community outreach--can be implemented to send the proper signals to search engines that get sites ranked. The Rebus Agency is proud to have in-house SEO and content experts to handle this pivotal piece of the online marketing puzzle for its clients. [Contact us](#) to get started on SEO.

Maps & Local SEO

With the focus on highly-relevant results among search engines, in addition to the prevalence of mobile search, map apps, and local-social platforms such as Yelp, it's imperative businesses put a focus on their online visibility among local and would-be local searchers. Setting up the proper listings and citations in the correct style and format takes an educated and trained professional. Of course, Rebus has just such a person on staff. [Contact us](#) to get started with maps and local SEO.

Blogging

As mentioned, fresh, relevant, and useful content is entirely necessary to maintain visibility in the online world--but there's only so much you can do with your website copy, right? This is where business blogging comes in. Think of a blog as an extension of your website--a fresh, relevant, and useful extension. As you demonstrate your knowledge and expertise by publishing new articles around key industry terms, hot related topics, and questions among your buyers, you not only produce precisely the type of content search engines are looking for, but you also establish your company's credibility, authority, and position as a thought leader in the field. The only catch: blogging done correctly takes a significant amount of time. That's where Rebus can help. [Contact us](#) to get started on blogging.

Social Media

The fact that your business needs a presence social media is old news. What's not so well-known, however, is which platforms, messages, posting times and frequency, and so on work for which types of companies. Where do your buyers hang out online? What kind of language and types of content get a reaction from them? Do they want you to share more, interact more, curate more...? The Rebus team takes a hard look at the opportunities and expectations around your brand and its audience within the social media space, and outlines an appropriate strategy to connect with your prospects and customers. [Contact us](#) to get started with social media.

Convert & Charm

The tactics executed in the Announce & Invite phase have gotten your brand the attention and traffic it deserves. Now what? At this stage, the goal is to capture the information of your fans and website visitors, so that you may secure the opportunity to further educate and entertain them--and turn them into customers. You'll also focus on staying in touch with--and absolutely delighting--members of your existing client base, inspiring long-term customer relationships. Here's how:

Content Offers

Providing your target audience constituents with useful content resources achieves a number of goals: 1. It gives them a good reason to supply you with their email address and other key information 2. It establishes your brand as an industry leader 3. It demonstrates your company's knowledge and expertise 4. It helps the people you want to please the most--potential buyers! Industry reports, how-to guides, whitepapers, e-books--even non-content offers like free consultations and trials--making these things available to potential customers is crucial to lead conversion. [Contact us](#) to get started with content offers.

Landing Pages

The #1 goal of a landing page is capturing visitor information. As such, it is specifically designed, structured, and written to encourage that singular act of conversion. Landing pages work superbly in conjunction with a strong content offer, and they serve as optimal pages to which to drive paid and social media traffic as well. [Contact us](#) to get started with landing pages.

Email Marketing

Keep in touch with current and prospective clients--and keep them informed--with email marketing. There's no better channel on which to share announcements, alerts, sales, promotions, deals, and the like. It's important, though, to send the right kind of email to the right kind of segment of your list, not to mention optimizing key elements of your chosen email program, overall strategy, and individual campaigns. With an outstanding return on investment, email marketing is a smart element of any marketing plan. [Contact us](#) to get started with email marketing.

Loyalty Programs

Repeat buyers are undoubtedly the cream of the customer crop, and having a system in place to move more people into that golden group is a must. Show your appreciation for loyal patrons--and entice new buyers--with an exclusive rewards program designed to keep customers coming back time after time. [Contact us](#) to get started with loyalty programs.

Customer Relationship Management

You know it's important to let your clients know they're not just a number to you, but it can be very difficult to keep track of personal preferences, past conversations, previous purchases, and other individual information. A good customer relationship management strategy and tool ensures these essential details are recorded, stored,

and organized so you can consistently deliver the best, most personalized service possible. [Contact us](#) to get started with customer relationship management.