

Data Driven Marketers

Summary of capabilities

White label digital marketing tear sheet



This document is confidential and is only intended to be seen by agency partners.

Data Driven Marketers

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Data Driven Marketers

Summary of capabilities

Analytics & tracking

Configuration, deployment, management & reporting:

Google Marketing Platform
Google analytics (includes GA4)
Adobe analytics
Cloudflare analytics
Hotjar
Google Search Central / Bing Webmaster Tools
Data storytelling sessions

SEO & content

Keyword research
Website SEO audit
Audience insight research
Market research
Internal linking recommendations
SEO strategy creation
SEO sprint strategy creation
Google My Business configuration
Local SEO management
Top tier citation outreach
Backlink outreach
Foundational optimizations
Ongoing SEO maintenance
Website migration SEO tasks
Sitemap & SEO plugin configuration
SEO consultation
Custom reporting
Short-form SEO copywriting
Long-form SEO copywriting
Product SEO copywriting
Landing page development (copy, design, dev)
Content editing & management
Custom reporting

SEM/PPC

Keyword research & targeting strategy
Display & paid ad audit
Audience insight and market research
SEM strategy creation
SEM sprint strategy
SEM strategy fulfillment
Google Ads / Bing Ads recommendations
Google Ads / Bing Ads configuration
Google Ads / Bing Ads maintenance
Google Ads / Bing Ads management
Programmatic display marketing recommendations
Programmatic display ad configuration (banner ads, video ads)
Programmatic display ad configuration
Programmatic display ad management
Ad copy creation
Ad creative development
SEM consulting
ROI/CRO recommendations
Landing page development (copy, design, dev)
Custom reporting

Website development and maintenance

Website performance audit and recommendations
Website design mockup creation
Website development
Website custom element creation
Website landing page creation
Website maintenance
Website debugging
Complete website management
Website speed analysis and improvements



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Summary of capabilities

Social media

- Hashtag research
- Trending topics report
- Social media strategy (organic and paid)
- Social media sprint strategy
- Social media content roadmap
- Social media copy creation
- Social media automation
- Complete social media management
- Social media consulting
- Social media account configuration
- Social media page optimization
- Facebook / Twitter / LinkedIn Ads recommendations
- Facebook / Twitter / LinkedIn Ads configuration
- Facebook / Twitter / LinkedIn Ads maintenance
- Facebook / Twitter / LinkedIn Ads management
- Social media maintenance (organic content development)
- Custom reporting

Email marketing

- Email marketing platform configuration and management
- Email template creation and management
- Email list contact management and segmentation management
- Email content creation
- Regular email sending management

****All services include comprehensive reporting and data analysis.***

Your no bulls%&t partner in marketing.

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