

# Is your Business being found?

Want to increase your  
Online Visibility?



A proven track record of increasing website  
visibility and increased website ranking.



## Can YOUR customers Find YOU Online?

There are no two clients exactly alike so we don't use the cookie cutter approach. Every client has something that separates them from the competition and it is our mission to share this with their potential customers. At 2<sup>nd</sup> Line Marketing, we evaluate our clients online presence, listen to their desires and goals, and develop a customized unique plan that fits their needs and their budget. Customer satisfaction is our #1 priority and the majority of our business comes as a direct result of happy clients.



Founded in 2013 by Jamie Ziglar and located in New Orleans, LA, 2nd Line Marketing started with a single offering service of Local Search Engine Optimization (SEO). Now, a "Boutique" Online Marketing Company, our services have expanded to include Google Adwords Marketing, Facebook Marketing, Social Media Management, Website Design, Video Production, Online Reputation Management, and more. Our services have grown but our core values remain the same: We believe the foundation of a successful business in today's technology driven world is a strong online presence.

## Want to Rank Higher on Major Search Engines?



An effective Local SEO campaign is critical for any small business that wants to succeed. With more and more people searching for local businesses, Local SEO can help your business stand out from its competitors. At 2nd Line Marketing, we maximize your website and visibility in search results to get your business found online. When it comes to local business advertising, an accurate and informative listing on Google is as valuable as having an ad in the yellow pages 20 years ago.

## Responsive Website Design



The start of an online presence for your business begins with a responsive website design. More and more consumers utilize mobile devices as their primary web browser. 2nd Line Marketing works with its clients to create the design and look they envision for their company while ensuring that every visitor to their site gets the same experience when viewing their business on a mobile device, laptop screen, or desktop monitor. Don't get lost in the shuffle, the amount of mobile traffic is on the rise and a responsive website design is no longer a luxury but a requirement to stay ahead of your competition.



## Social Media Credibility Matters

Your customers expect to find your business on Social Media sites such as Facebook, Instagram, Twitter, LinkedIn, and Google+. Engaging your customers is valuable for achieving online credibility. 2nd Line Marketing not only creates social media content for your business but also tracks and monitors your online reviews and provides weekly reports for quick response times. Online credibility has nothing to do with how credible you and/or your business is, it has everything to do with how you and/or your business appears to be credible throughout the internet. Let 2nd Line Marketing manage your social media accounts so you can focus on more important things, like running your business.

**Your customer are searching  
for your business.**

**We help them find you.**

**Get Started Today!**

[info@2ndlinemarketing.com](mailto:info@2ndlinemarketing.com)

# Target YOUR Audience with a Local Advertising Campaign



Targeting your audience with an effective and strategic online advertising campaign provides an immediate return on investment (ROI). Pay per click (PPC) advertising gives people the ability to find your business at the precise time they are conveniently searching for the services you offer.

## Facebook Advertising

Half of the US population is using Facebook at an average of 40 minutes a day. Grab your customer and potential customers attention with Ads specific to the services or products your business has to offer. Let 2nd Line Marketing help you create the right budget and the right ad to help your business grow!

## Google Adwords

According to Google's Chief Economist, businesses generate an average of \$2 in revenue for every \$1 spent on Adwords. Our Google Certified team can develop the most effective marketing strategy for your company without emptying your budget. Are you already a Google Adwords user but not seeing the results you hoped for? Why manage your campaign yourself and lose customers? Let our team of professionals take a look today and get your business headed in the right direction!

Combining an effective ad campaign with organic and local search engine optimization ensures maximum return on investment. Whether you are wanting to increase your sales nationally or locally, our team can get you there!

**Higher Rankings**

**Higher Visibility**

**Higher Sales**



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