

DIGITAL MARKETING

WHAT WE DO

Digital Lagoon provides a data-driven Digital Marketing plan that continually boosts website traffic. We'll design a tailored strategy to improve your search engine rankings and build a compelling social media presence. Staying competitive means evolving your approach—let us help you expand and enhance your digital efforts for greater success.

*We are Kansas City's Web,
Marketing & Design Agency.*

- Founded in 1995
- Web Development, Hosting & Maintenance
- Marketing & Social Media
- Design, Creative, Photography, Video & Branding
- Search Engine Optimization & Search Engine Marketing

SOCIAL MEDIA MANAGEMENT

- **Business Account Set-Up:**
Professional setup for your business profiles across major social media platforms.
- **Channel Management:**
Expert management of your social media channels, including Facebook, Instagram, and LinkedIn to ensure consistent and effective engagement with your audience.
- **Organic Social Posts:**
Creation and scheduling of engaging, brand-relevant posts designed to build your online community and foster authentic interactions.
- **Paid Social Ads:**
Strategic ad campaigns to increase reach, drive traffic, and boost conversions.
- **Monthly Analytic Reporting:**
Detailed monthly reports to track performance, engagement, and growth metrics to refine strategies and maximize impact.

SEO OPTIMIZATION

- **Organic Keyword Research:**
In-depth research to identify the best keywords for your business to improve search engine visibility.
- **Website Content Keyword Implementation:**
Seamless integration of targeted keywords into your website content to enhance search rankings.
- **Website Content Ideation and Creation:**
Creative blog content development tailored to your audience and SEO objectives, designed to drive traffic and engagement.
- **Monthly Website Analytic Reporting:**
Comprehensive reports on website performance, including traffic, user behavior, and keyword effectiveness.

INTEGRATED SERVICES

- **Company Digital Audit:**
Thorough assessment of your company's current digital presence and strategy.
- **Competitor Analysis:**
Insightful analysis of your competitors to identify opportunities and optimize your positioning in the market.
- **Technical Support:**
Reliable technical assistance to ensure all digital marketing activities are executed smoothly and effectively.

