

ONLINE MARKETING

Certco's Online Services

*it's
as easy
as*

1. Website

- A digital business card you can't afford to overlook.
- The "hub" of a store's online presence.

2. Online Advertising & Marketing

- Make the most out of your online presence and your advertising dollars.

3. Best Practices

- A communication tool to connect your store with your customers - and potential customers.



BUILD YOUR ONLINE PRESENCE TODAY!

Leave the details to us!

We have a multi-platform strategy that will make the most of your online presence -- and your advertising dollars. With Certco on your team, you'll reach customers and potential customers in your community.

CONTACT US TODAY!

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Retail
Solutions

Advertising
&
Marketing

Digital
Solutions

Merchandising
Solutions

Incentive
Solutions

Store
Planning
Solutions

POS
Solutions

Be Where Your Customers Are ...Online!

Your customers don't go online—they live online. Go where your customers are!

WEBSITES

- **Design & Development** - Want a beautiful, informational and useful website? Call us!
- **Hosting** - Leave the details to us! We can host your website and manage your domain name.
- **Google Analytics** - See how popular your website is and find out what Google searches are leading people to your site.

SOCIAL MEDIA

- **Facebook & Instagram** - We can craft a strategy for you to maximize engagement and reach the people in your area. Learn what it takes to inform, entertain, and bring people into your store.
- **Twitter** - If you're posting to Instagram, you can be easily cross-posting to Twitter and text here. We'll help you get set up and rolling.
- **Photography** - Need photos of your store, staff & products for Facebook or your website? We'll make sure you and your store look good.

ONLINE ADVERTISING & MARKETING

- **Facebook Advertising** - Everybody (well,almost!) is on Facebook. Reach potential customers in a place they feel comfortable.
- **Google Search Advertising** - Find search keywords that will help connect you with your customers and tell them your story.
- **Google Business** - Claim your business on Google and give people the information they're looking for. Google Search has 70% market share on desktop and over 90% on mobile.



STRATEGY

- **Focus** - It's easy to spread yourself too thin online these days. We'll help you focus on getting the most return on your investment.
- **Recommendations** - We have recommendations that will help you craft social media posts and ads that connect with people.
- **Best Practices** - We'll tell you what works and why. Let us help you share your story online.