INTEGRATED MARKETING CAMPAIGNS

DIGITAL + TRADITIONAL MARKETING = SUCCESS
The most successful campaigns are audience-focused and not brand-focused. During the discovery and assessment phase, we meet with you to gain a thorough understanding of how you serve your target audience, and how your brand differs from the competition.

We’ll look for ways to engage with your audience in a way that is consistent with your brand and establish key performance indicators to measure your success.
Once discovery is complete, gShift gets to work on developing your core message. The message is designed to speak to your target audience, convey your unique brand position, and build a connection to ultimately compel action. We also provide on-brand design recommendations for maximum impact.
PERSONA DEVELOPMENT

Developing personas based on your target audience can greatly improve the success of your marketing campaigns. With analysis and research, gShift develops personas based on your audience segments to help you understand how, and where you can reach your audience online.

CAMPAIGN STRATEGY & EXECUTION

Using the insights gained during discovery, and persona development, we determine how best to communicate your campaign’s message by creating an overarching marketing strategy and comprehensive channel plan. This plan uses selected digital and traditional media that your target audience regularly encounters and engages with. The tactics outlined in your plan build awareness and drive action based on the campaign goals, and can include: print, paid media (PPC/social), social media, landing page development, email marketing, videos, radio/broadcast scripts and other digital and traditional medias.
LEAD NURTURING

Today’s consumer is more aware of advertising and requires more nurturing. gShift can work with you to develop a continuing plan with touchpoints through remarketing ads and email drip campaigns. This informative approach over time leads to more conversions, as it develops trust and confidence in your brand.

CAMPAIGN MANAGEMENT & REPORTING

Our team works with you to provide guidance and insights throughout the campaign. Monthly reporting on campaign metrics based on key performance indicators (such as reach, impressions and conversions) includes mid-campaign check-ups, campaign and seasonal adjustments and a/b testing.
GSHIFT’S EXPERIENCED TEAM USES A PROVEN METHOD OF DISCOVERY, BACKED BY RESEARCH TO PROVIDE INSIGHTS FOR BUSINESSES TO THRIVE WITHIN THE SHIFTING LANDSCAPE OF TECHNOLOGY. CONTACT US TO GET STARTED.

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