



# Company Profile



# Strategic and Creative Solutions

## ABOUT US:

SCS Digital Marketing is a full-service boutique virtual digital agency based in northern metro Atlanta. We adapt our projects and digital marketing plans to fit the objectives and needs of each individual client.

Time-tested approaches are no longer as relevant, as the fast paced, ever-evolving technologies and consumer-driven marketplace demands that we become equipped to stay ahead of innovation. We strive to exceed and to be part of our client's journey to their success.

## LOCATION:

We are virtual. We have no headquarters. The founder, Christine Laikind is based in northern Metro Atlanta. We are able to meet our clients face to face, over the phone, or through remote tools.

## OUR TEAM:

Surrounded by 25 years combined creative and agency experience, our team is collaborative, creative and tenacious. We thrive on discovering and implementing ideas and offer our clients marketing solutions to effectively compete in the digital space.



# Strategy

SCS Digital Marketing defines digital marketing strategy as integration of content, campaigns and internet methodologies aligning with business goals.

## CONTENT:

Content without direction is just . . . meaningless or air. We develop authentic and goal-oriented content strategies to drive value to your end users and to reflect your brand.

## CAMPAIGNS:

We create platform specific, digital campaigns to drive the growth of our client's all-encompassing digital footprint.

## SOCIAL:

We excel in building native and engaging social strategies to compliment and optimize social media campaigns based on meaningful business objectives.

## INTERNET:

Our team of Search engine and social media optimization members craft organic and cohesive sustained digital strategy campaigns to drive targeted traffic.



With over 10 years combined experience building websites for businesses and e-tailers, our team is qualified to design, build, and maintain your custom designed website. We design mobile-friendly, user-friendly, consumer targeted websites with beautiful contemporary aesthetics that keep your customers engaged as they move through the sales funnel.

## WEB STRATEGY AND PLANNING:

Any successful web project must begin with a strong strategy. We determine your business objectives, analyze your current metrics and develop KPIs.

## WEB DESIGN AND DEVELOPMENT:

Our team is quite skilled in Wordpress and Woocommerce and Shopify websites. After our web strategy and planning session, we go into the next process of web design, which is the wireframing, mockup and then into development. Before launching the website, we test it.

## WEB CARE PACKAGES

We prefer to maintain and support the websites we design and develop for our clients so that they can focus on running their business. Unless they have their own IT and website department, we would rather take care of any issues and updates that our clients' website requires. Your website will always be current.

# Website Design and Care



## SOCIAL:

Our social media team develops, executes and manages social media content and campaign strategies. We build strong and consistent brand messaging, tailored to the targeted demographic.

## LOCAL:

Our marketing team will launch a highly targeted digital marketing based on specific geographic area or location. Hyper-local advertising will impact in-store buying decisions, sales and transactions.

## GOOGLE ADS:

Targeted ads can expand your reach, customer base and drive new leads. Our Google ad certified team members will create and execute measurable campaigns on traditional search engines.

## EMAIL:

Email continually ranks as number one direct channel in both daily use and consumer preference for both personal as well as marketing communications. We are a Klaviyo Silver Partner. Our team members will help ensure your email marketing strategy and campaigns are integrated and aligned with your digital marketing plans as well as your business goals.

# Internet Marketing



# Creative

SCS Digital Marketing's creative team views design as an opportunity to make positive and beautiful impressions for our clients.

## AD COPY AND WEBSITE CONTENT:

We tailor creative ad copy and website content to reflect consistent brand voice with customer-centric singularity to speak the language of your targeted audience.

## DIGITAL ASSETS:

We design high quality and relevant content to entice consumer engagement including infographics, and platform-specific digital design.

## ONLINE CATALOGS:

We design exceptional beautiful LookBooks, or digital product catalogs for our clients as another means to expand their reach with their consumers. We can help publish them online through our affiliated partnerships.

# What We Do



## **DIGITAL MARKETING**

We help our clients improve their online presence to increase their revenue.

We accomplish this by helping our clients by turning their website into a lead generating machine, with SEO, pay per click and more.

OUR GUIDING  
PRINCIPLES



Core  
Values



Innovative Thinking



Creative Solution-Finding



Collaborative Mindset



CHRISTINE LAIKIND  
CEO/Founder

# Let's work together!

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