

Digital Marketing

Optimize your investment with better targeting and more trackable data.

Media is a continually evolving and shifting world full of buzz words like programmatic, SEM, viewability and sequential messaging. Coffee Time Designs team can help you navigate this complex landscape. We're focused on emerging digital tactics that can stand alone or work in tandem with traditional mediums. Specifically, we'll help you achieve better targeting and more trackable data based on your specific Key Performance Indicator (KPI) which will not only lead to better conversions but also better campaign components, including creative, customer journey and media executions.

DIGITAL MEDIA

Leveraging programmatic platforms to take digital tactics from awareness to conversions

Reaching industry publications' subscriber bases through trackable digital options

Utilizing webinars and custom options to gain thought-leadership and lead-generation.

B2B

Customizing and coordinating strategies for multiple targets across business-to-business channels

Specializing in publisher relationships to maximize dollars and presence across channels

Balancing digital approaches with traditional marketing efforts like trade publications, direct mail lists, and on-premise marketing at trade shows or within crucial sales territories

SOCIAL MEDIA

Communicating and growing audiences through Facebook, LinkedIn, Twitter and Instagram

Utilizing these platforms as a stand-alone media vehicle

Implementing Pay-Per-Click (PPC) to gain awareness and engagement

INSIGHTS

Tracking data to know what's working, then shifting campaign resources to maximize delivery on the media dollar

Testing to keep campaigns evolving and moving toward a more engaging conversation with potential customers

Ongoing optimization to focus on new opportunities, and to determine which mediums or approaches are performing best