



# Digital Marketing Services

Increasing Your Digital Footprint

# IMS Marketing at a Glance

## ABOUT US

Established in 2006, IMS Marketing is Ireland's only dedicated technical marketing company. Our specialist team brings real industry experience and know-how to companies in multiple sectors including medical devices, electronics, communications technology, precision engineering and much more. We provide services which will strategically develop and tactically support your company objectives through practical, experienced and results-driven marketing programs. Our ethos is to work as closely as possible with every client, applying strategic insight and practical marketing knowledge which will benefit your business.

### Did You Know?

IMS Marketing is Ireland's only dedicated technical marketing agency working with internationally focused companies from early stage start-ups to multinationals developing existing and new markets.

# Industries We Serve



Precision Engineering



Medical Devices &  
Healthcare



Pharma



Software & ICT



Building Services  
& GreenTech



Life Sciences

# Digital Marketing Services

## IT'S A DIGITAL WORLD WE LIVE IN

The world is quickly becoming increasingly digital. People are consuming digital content on a daily basis and it is essential that companies recognise the importance of embracing this new digital era. Digital marketing methods are faster, more practical and more versatile than traditional activities.

IMS Marketing understands how important digital marketing is to business success. Not only because of its rapid growth but also because it is essentially the future of marketing. We help clients make core transformations in marketing strategy, incorporating the use of digital technologies and operations to power growth through digital advantage.

IMS Marketing are a full service digital agency with extensive experience working with start-ups to multi-nationals in every stage of the digital marketing process. Our integrated digital approach across a range of media channels helps clients bring the full potential of digital marketing to bear on their business.



# Integrated Digital Marketing Approach



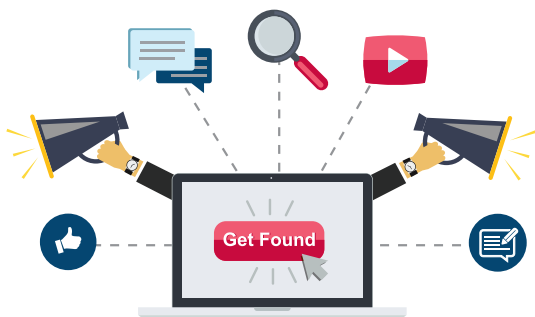
# Integrated Digital Marketing Approach

From start-ups to multinationals we have in-depth experience at every stage of a digital marketing project. IMS Marketing are a full service digital agency with research, creative and strategic planning capabilities.

Our integrated approach to digital projects follows a five phase process that clearly outlines each stage of an integrated digital project from developing a tailored digital strategy right through to measurement and reporting on key performance metrics.



PHASE 1	PHASE 2	PHASE 3	PHASE 4	PHASE 5
Digital Strategy Development	Website & Online Presence	Digital Campaign Planning & Execution	Training & Mentoring	Measurement & ROI
<ul style="list-style-type: none"><li>• Business Review</li><li>• Value Proposition</li><li>• Digital Audit</li><li>• Competitor Analysis</li><li>• Digital Marketing Plan</li></ul>	<ul style="list-style-type: none"><li>• Website Strategy</li><li>• Website Development</li><li>• Social Media Presence</li><li>• Search Engine Optimisation</li><li>• Keyword Research</li></ul>	<ul style="list-style-type: none"><li>• Content Marketing</li><li>• Email Marketing</li><li>• CRM Strategy</li><li>• PPC &amp; Display Advertising</li><li>• Social Media Campaigns</li></ul>	<ul style="list-style-type: none"><li>• Website CMS</li><li>• Social Media</li><li>• Google AdWords</li><li>• Google Analytics</li><li>• CRM</li><li>• Digital Marketing Mentoring</li></ul>	<ul style="list-style-type: none"><li>• KPI Reporting &amp; Review</li></ul>



## PHASE 1: DIGITAL STRATEGY DEVELOPMENT

The correct digital strategy is based on a thorough understanding of your business and future objectives for growing your business domestically and internationally.

IMS Marketing will work closely with your management team to assess and fine tune your value proposition and message and where necessary conduct customer research to gather customer insights to validate this.

As part of a strategic review we conduct an in-depth digital audit to assess your current online presence and complete competitor benchmarking and target audience profiling. This research and analysis enables us to identify the best strategic digital marketing approach to achieve your business goals and set the foundations for developing a comprehensive and integrated 12-18 month digital marketing plan.



## PHASE 2: WEBSITE & ONLINE PRESENCE

Marketing these days relies on the internet and in order for your company to be seen online, you need to create an online identity for your brand to increase brand image and awareness. A well designed and carefully planned website that is user friendly helps businesses increase awareness, generate leads and reach a wider target audience.

From start-up businesses to international organisations, we identify the needs of our clients before designing a fully responsive, search engine optimised, user experience that surpasses expectations.

Our in-house graphic design and development capabilities ensure your website branding is seamlessly extended to all other online areas of your business including social media and marketing collateral resulting in a consistent and appealing brand image for your domestic and export target markets.

# Integrated Digital Marketing Approach



## **PHASE 3:** **CAMPAIGN PLANNING & EXECUTION**

IMS Marketing will work with you to plan and implement online campaigns to increase your online visibility, improve customer communications and generate tangible sales leads for your business.

Through all stages of the process we are hands-on, utilising our strong industry experience to promote practical ideas that suit your business and will connect with your target audiences.

Our digital team is certified with Google, Hubspot and other leading marketing platforms and work with companies every day to deliver integrated campaigns across a range of areas including the following:

**Search Engine Optimisation | Google AdWords |  
Inbound Marketing | Social Media Marketing | Email  
Marketing**



## **PHASE 4:** **TRAINING & MENTORING**

Our team of in house digital marketing professionals are experienced in providing practical digital marketing training sessions. Keeping up to date with the latest technologies and trends, IMS Marketing have delivered over 100 client specific digital marketing training modules in the last two years, ranging from Social Media training to Google Analytics/ Adwords training and more. In order to meet the demands of the current marketplace our training is reviewed and updated constantly. We will work closely with you to determine the level of digital training required and where necessary deliver bespoke in-company training for individuals or teams within your organisation.

We also provide clients with ongoing mentoring, guidance and advice during all phases of the digital marketing process. Our ultimate goal is to provide the training and mentoring necessary to enable you to continue your digital marketing activities in-house going forward.





## **PHASE 5:** **MEASUREMENT & ROI**

Measurement and tracking is crucial for any marketing activity and every business and website is different, therefore requiring a different approach.

Whether your goals are to increase conversion rates, increase traffic to your website, promote a new service or product or break into potential new markets, our expertise will be able to analyse key performance metrics and provide insights that will lead to informed decisions on your digital marketing efforts.

# IMS MARKETING SPECIALIST DIGITAL TOOL-KIT

- Website Development & Design
- UX / UI
- SEO & Search Visibility
- Online Marketing
- Google AdWords & Analytics
- Social Media Marketing
- E-Mail Marketing
- Backlink Strategies
- CRM Marketing

# Digital Marketing Expertise

IMS Marketing has unrivalled experience in developing and implementing digital marketing plans for internationally focused companies of all sizes.

Our digital marketing team have strong B2B and export marketing experience and are supported by in-house resources for website development and graphic design. This enables us to provide an integrated digital marketing approach to all projects, from start to completion.

## DIGITAL EXPERTISE

 Google Analytics

 Google AdWords

 Google Mobile



## Digital Marketing Institute

- Active member since 2012



DIGITAL MARKETING INSTITUTE

Member 2016

## PUBLIC SECTOR & 3<sup>RD</sup> LEVEL UNIVERSITIES

We have delivered online campaigns and training to the following:



## DIGITAL MARKETING GRANTS

IMS Marketing has experience in assisting companies navigate various grant and funding options through various state bodies.

Enterprise Ireland



IMS Marketing is one of the longest serving consultants on the Enterprise Ireland E-Business Programme with a strong reputation since 2011.

LEO



We also have experience in the implementation of digital grants through the nationwide LEO network.

## WE ARE IRELAND'S ONLY DEDICATED TECHNICAL MARKETING COMPANY

Talk to IMS Marketing about how we can increase your company's digital footprint today!

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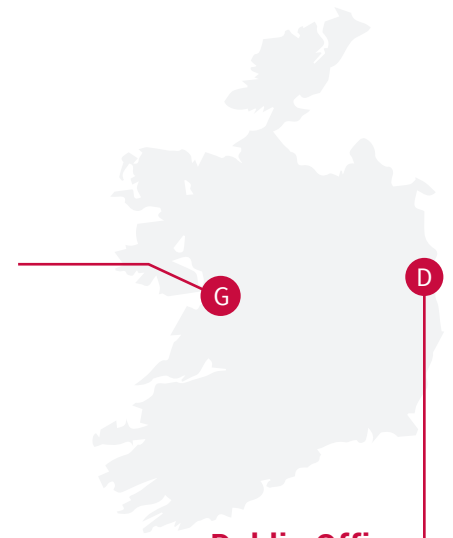
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