



“ Social media will allow you to reach people who wouldn't normally come to your website. It enables them to engage with your brand the way they want to, plus share, discuss and rate your content within their own community. ”

CONVERT MORE, SELL MORE

The internet offers rich opportunities to conduct highly successful marketing initiatives with exceptional return on investment at relatively low cost. With a website optimised to attract search traffic and convert visitors to customers, you can generate sales with very little outlay. Carefully-targeted digital marketing campaigns and landing pages can bring customers and prospects to your site very economically.

The key to success is understanding what works and allocating your budget to the campaigns and initiatives that deliver the best results. A powerful suite of analytical tools is essential for monitoring campaign performance and understanding where to invest for maximum return.

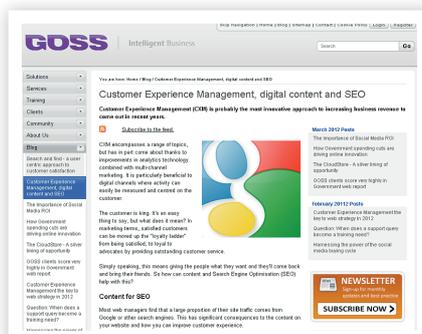
Top benefits

- ▶ Reach more prospects
- ▶ Drive more traffic to your site
- ▶ Increase conversion rates
- ▶ Optimise marketing budgets
- ▶ Track campaign performance
- ▶ Receive expert advice
- ▶ Improve marketing ROI

Email Campaigns



Blogs



Social Media



Introducing GOSS Digital Marketing

GOSS offers a range of digital marketing tools, services and training that ensure you get the most value from your marketing budget. We can help you to create eye-catching digital marketing campaigns that drive visitors to your site and convert them into customers.

Built-in tools and features in GOSS iCM allow you to optimise your website and landing pages to increase traffic, engagement and conversions. You can enrich your site content, engage users and track the performance of your campaigns. Finally, you can produce detailed campaign reports, including analysis on opens, clickthroughs, user behaviour and conversion rates.

Key features

GOSS offers marketing and communications teams all the tools and technology they need to create and manage effective, results-driven, digital campaigns:

- ▶ **Email Marketing:** Create compelling email campaigns with landing pages optimised to increase conversions
- ▶ **Marketing Dashboard:** Track the success of your marketing campaigns with page-level analytics, and create a full report for every campaign
- ▶ **Search Engine Optimisation:** Built-in SEO capabilities to ensure your website receives maximum exposure
- ▶ **Blog:** Improve search engine rankings and increase inbound traffic with the sophisticated blog platform included with GOSS iCM

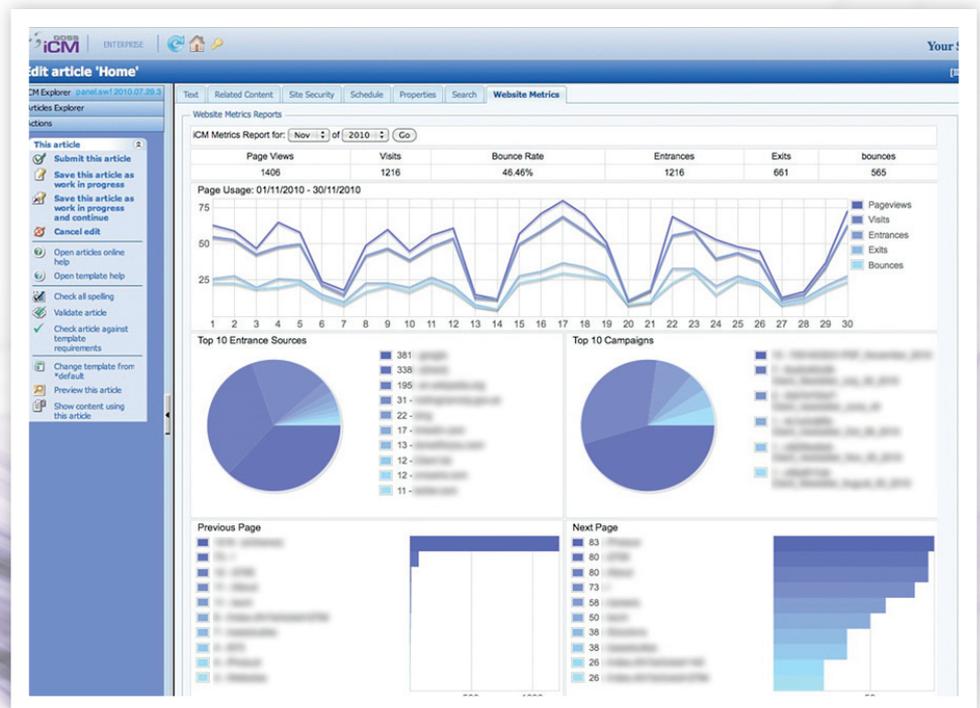
- ▶ **Social Marketing:** Engage users and extend your reach with social marketing tools including commenting, polls, ratings, RSS feeds and forums
- ▶ **Pay-Per-Click:** Our PPC specialists can ensure a steady stream of conversion-ready visitors to your site
- ▶ **Digital Marketing Training:** GOSS offers a range of training options to boost your digital marketing and content creation skills



40% OF READERS EITHER SHORTLISTED OR PURCHASED A PRODUCT AFTER READING A BLOG (JUPITER RESEARCH)

Why GOSS Interactive?

Leading edge web technology from GOSS Interactive powers some of the UK's leading websites, including the Met Office, Brittany Ferries, BBC, Berkeley Group, Virgin Trains and over 70 public sector organisations. Built around the multi-award-winning GOSS iCM content management system, our customer experience management tools and consultancy empower you to deliver web strategies that provide enhanced revenues and superior customer service.



Get started today

Contact us today to discover how we can help you increase the reach and impact of your digital marketing campaigns.

W: www.gossinteractive.com, E: enquiries@gossinteractive.com, T: 0844 880 3637

Watch a video

See how your website can benefit from digital marketing.



www.gossinteractive.com/digital-marketing