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the Power of
Integrated Marketing



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Social Media Marketing End of Year To-Do List



With the end of the year fast approaching, it is imperative to take a step back to review your social media marketing goals, strategy and budget. More easily said, before you can move forward, you need to know where you've been.

Maybe you set out in January 2016 to grow visibility for your brand, educate your customers about products and services, or drive traffic and conversions. Did you meet your set goals? This is the perfect time to review 2016 goals and evaluate why you did or didn't meet them.

[Read more.](#)

SEO and New Site Designs: A Perfect Match



Remember when you couldn't scroll through your timeline on any social media channel without being bombarded with videos of people pouring buckets of ice water on their heads? Celebrities, athletes, friends, and family members across the country were posting videos nominating each other and one upping one another like we'd never seen before. This is one of the biggest ripple effects in real-time that we've ever seen. One individual would nominate three friends and then those three friends would in turn nominate three more friends each. If they didn't want to pour a bucket of ice on their head, they were challenged to donate to the ALS foundation. Because of this, the ALS foundation received an incredible amount of organic visibility and awareness on top of a huge increase in monetary donations to their organization.

[Read more.](#)

Building Accessible Websites



There are many reasons to develop accessible websites. In some situations, you may be legally required to make your site accessible. In others, interpretational uncertainties of the law may make it safer for you or your business to avoid a lawsuit.

Ideally, all websites would be highly accessible. Imagine being unable to see and using a website by having the computer read it to you. This isn't as efficient for you as sight, but it serves a similar means to an end. Now imagine that the site seems like a confused and hallow afterthought when read aloud compared to the visual version of the site. [Read more.](#)

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