

# Why

# MARKETING

## Is No Longer A One-Person Job



20 Years Ago, Businesses Needed These Skills From Marketers:



**COPYWRITING**



**GRAPHIC DESIGN**



**AD BUYING**

Today, Here's What Your Marketer Needs To Know:



## WEBSITE

- Copywriting
- Search Engine Optimization
- Layout & Design
- Coding Languages
- Web Hosting
- Google Analytics



## CONTENT CREATION

- Blogging
- E-books
- Infographics
- Script writing
- Video production
- Video editing
- Newsletters
- Guest posting



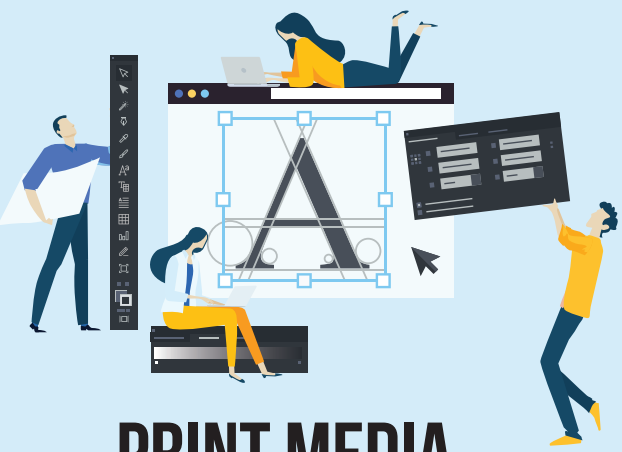
## INBOUND MARKETING

- Keyword research
- Competition research
- Keyword targeting
- Long-tail keywords
- Canonical linking
- Google Ad Network



## SOCIAL MEDIA

- Gathering content
- Scheduling content
- Building followers
- Ad targeting
- Video creation
- Photoshop
- Facebook
- Twitter
- LinkedIn
- YouTube
- Pinterest
- Snapchat



## PRINT MEDIA

- InDesign
- Illustrator
- Photoshop
- Copywriting

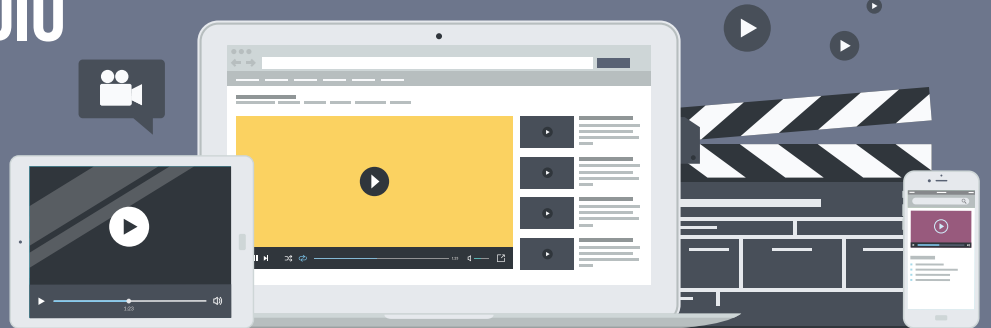


## EMAIL MARKETING

- Template design
- Third-party software
- Database programs
- Headline writing

## TELEVISION & RADIO

- Script writing
- Directing
- Producing
- Editing
- Talent Acquisition
- Media Buying



Whether B2B or B2C, Successful Marketing Requires A Team Of Experts. Let Us Help You Build Your Brand.

Impart. Stand Apart. Tip Cart.

Michael's **MARC**