



Traction Media.co

We Grow
Good-Looking
Brands.

Digital marketing agency for
B2B brands. Strategies for
brand awareness, interaction,
traffic, and new leads.

BRAND BUILDING

Branding

Turnkey corporate identities, including logo, positioning statement, and brand guide.

Marketing Materials

Product documents, advertising materials, brochures, guides, white papers, animated PowerPoint, corporate video, and more.

Websites

Powered by WordPress and include design, copywriting, customer journeys, and built-in marketing and SEO tools.



BUSINESS GROWTH

Google PPC Ads

Search campaigns: text ads on search results
Display campaigns: image ads on websites
App campaigns: multichannel app promotion

LinkedIn Ads

Campaigns and creative for brand awareness, website visits, engagement, video views, conversions, lead generation, and website conversion.

BRAND ELEVATION

Google Presence

Google Maps listing, Rich Google search results, Google MyBusiness listing, Google content posts

LinkedIn Presence

LinkedIn page creation, LinkedIn page optimisation, LinkedIn banner design, LinkedIn networking and engagement

Reputation Manager

Google review management, TrustPilot platform management, reputation enhancement

Sector-Specific Platforms

Research and identification of relevant digital marketing platforms. Establishment and maintenance of online profiles.

AUDIENCE ENGAGEMENT

Content Marketing

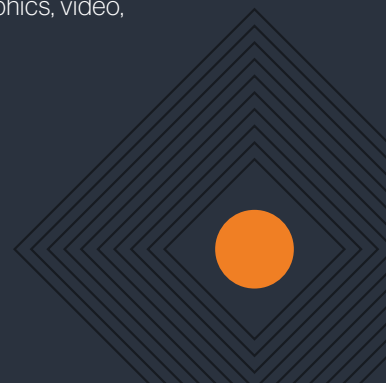
Case studies, blogs, graphics, infographics, video, podcasts, copywriting

Email Marketing

List building, content, copy

PR

Press releases, media liaison



SECTOR EXPERIENCE

- Outsourcing
- Consulting Services
- Travel
- SaaS
- Education
- Recruitment
- Financial Services



tractionmedia.co



WE HELPED GROW ...



TESTIMONIALS

"TractionMedia.co has taken our brand to a whole new level while simultaneously creating a very strong presence online that has dramatically increased the influence we have within our target demographic."

Mark Matthews
COO | ICON

"For marketing materials that convert prospects into clients we highly recommend TractionMedia.co! They understand the B2B selling process and most importantly, they know how to connect with people."

Lisa Davies
CEO | The Super Marketing Group