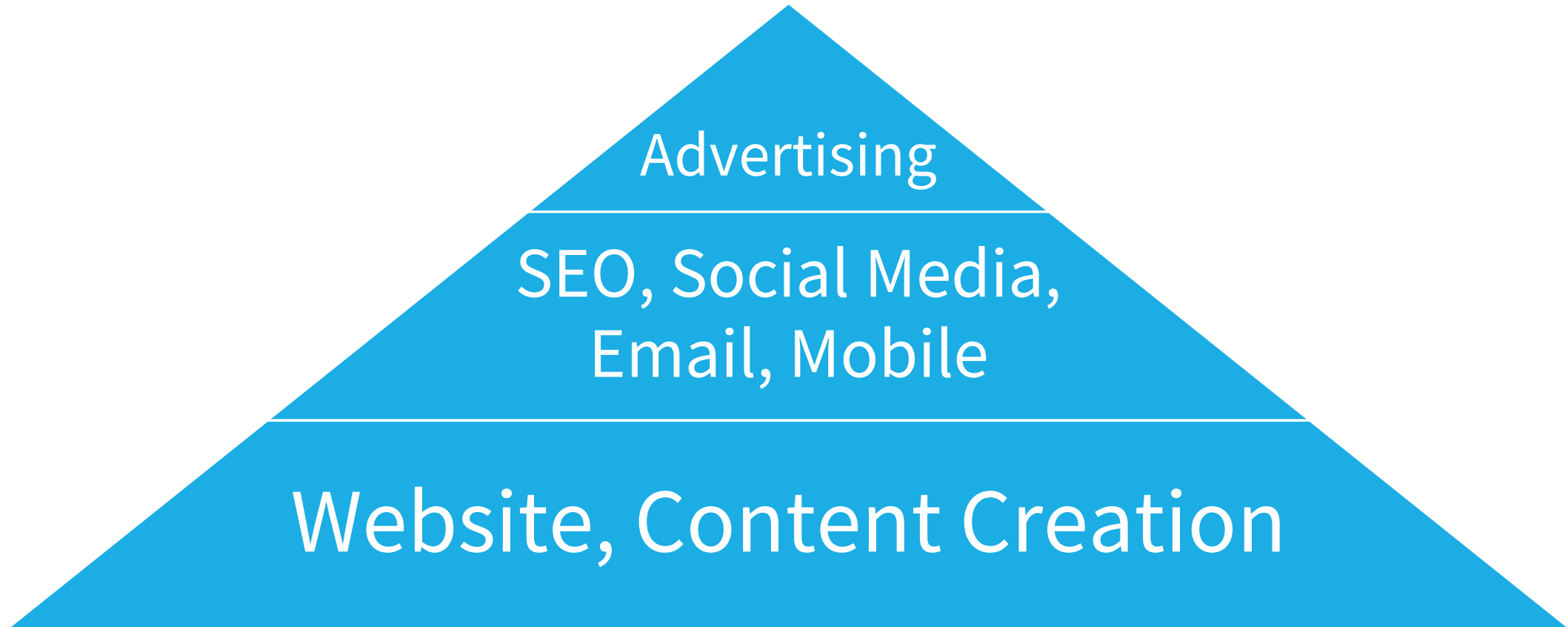




Digital
Marketing
Services

Digital marketing methodology



Website development

THE FOUNDATION OF YOUR DIGITAL MARKETING STRATEGY

Website basics

Domain name

Hosting service

Content management system

Custom web development

Integration with third-party applications

The screenshot shows the WordPress dashboard for a site named 'MyMobileLyfe'. The top navigation bar includes the WordPress logo, the site name, and several utility icons. The left sidebar contains a menu with options like Home, Updates, Posts, Media, Pages, Comments, Our-works, Flamingo, Contact, Appearance, Plugins, Users, Tools, Visual Composer, and Settings. The main content area is titled 'Dashboard' and features an 'At a Glance' widget with statistics for posts, pages, comments, and sent emails. Below this is an 'Activity' widget showing a 'Publishing Soon' post and a list of 'Recently Published' posts with their dates and titles. On the right side, there is a 'Quick Draft' section with a title field and a 'Save Draft' button, and a 'Your Recent' section listing recent posts.

MyMobileLyfe | Programmatic Advertising... 1 0 + New Security Performance

Dashboard

Home
Updates **1**

Posts
Media
Pages
Comments
Our-works
Flamingo
Contact
Appearance
Plugins **1**
Users
Tools
Visual Composer
Settings

At a Glance

267 Posts
48 Pages
4 Comments
151 Sent Emails

WordPress 4.9.4 running [Setsen Child](#) theme.

WP-SpamShield has blocked 18,862 spam.
Average spam blocked daily: 34

Activity

Publishing Soon

Tomorrow, 6:05 am [Understanding Facebook's Algorithm Changes and How They Affect the Reach of Your Content](#)

Recently Published

Jan 26th, 11:21 am [Understanding Mobile's Role in Shopping](#)
Aug 22nd 2017, 7:18 pm [Build Better Customer Relationships with a Company Blog](#)
Aug 18th 2017, 7:12 pm [How to Build Your Brand Newsroom](#)
Jun 20th 2017, 6:15 am [There's More to Life Than Google and Facebook; a Look at Other Ad Platforms](#)

Quick Draft

Title

What's on y

Save Draft

Your Recent

(no title) May newsletters e
My Mobile Ly
Less than a de
My Mobile Ly
Smartphone c

WordPress E


Attend an upc

Website content

Sections about your services




Blog / newsroom / resources

26
JAN




UNDERSTANDING MOBILE'S ROLE IN SHOPPING

RECENT POSTS

-  Understanding Mobile's Role in Shopping
26 JAN 2018 - No Comment
-  Build Better Customer Relationships with a Company Blog
22 AUG 2017 - No Comment
-  How to Build Your Brand Newsroom
18 AUG 2017 - No Comment

CATEGORIES

Select Category ▾






ADVERTISING AUTOMATION **AGENCY SERVICES** ABOUT US

AGENCY SERVICES

YOUR FULL-SERVICE MARKETING AGENCY

In addition to its digital advertising products and marketing automation platform, MyMobileLyfe offers a variety of digital marketing services. We have years of experience serving businesses of all sizes, from startups to Fortune 50 companies.

- Get Your \$1 Website Evaluation!
- Programmatic Advertising
- Website Content Creation
- Social Media Management
- Website Creation and Maintenance
- Search Engine Optimization



Creating quality content

Audience

Timely vs. evergreen

ABCs: accuracy, brevity, clarity

Storytelling

Visuals

Intent



BASIC STEPS TO PROTECT AGAINST COMMON CMS VULNERABILITIES

📄 Security ⌚ 3 Apr 🗨️ No Comment

"With great power comes responsibility" – With free content management systems, you can control and maintain your own website. However, you are also responsible for keeping it safe.

Free open CMS platforms like WordPress, Joomla, and Drupal give businesses freedom and flexibility to cultivate and update their own websites for free, but the doors are also open to hacking and malware. In a single year, over 170,000 WordPress sites were hacked. A recent study carried out by WordPress showed that free software could detect vulnerabilities in 73 percent of its downloads.

Here are some ways to protect your websites on these platforms safe:

Search engine optimization

BUILDING YOUR BRAND'S REACH



SEO considerations

Links from external websites

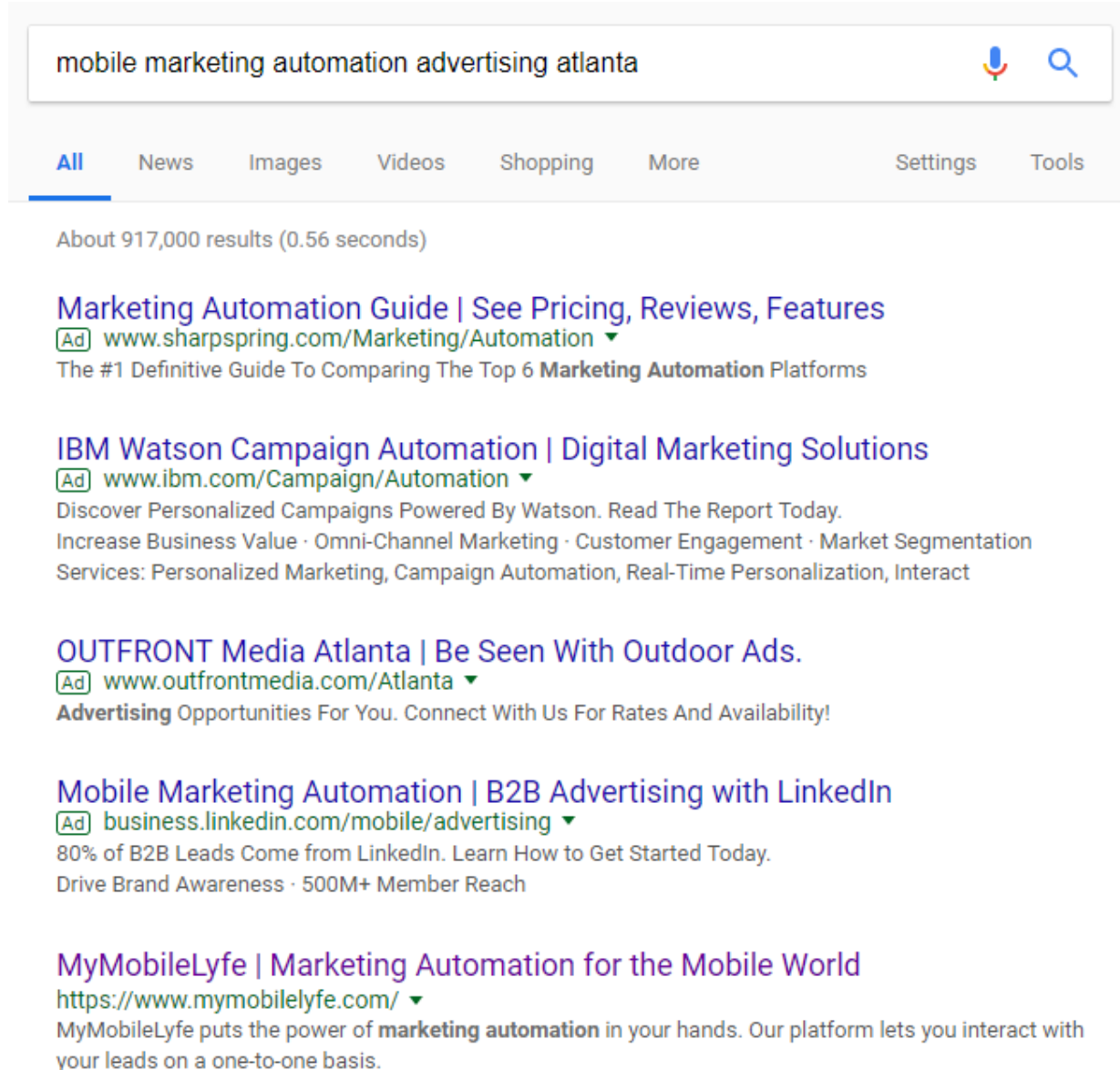
Mobile-friendly

Page speed

SSL encryption

URLs, titles, descriptions, headers, etc.

Content quality and length



The image shows a Google search results page for the query "mobile marketing automation advertising atlanta". The search bar at the top contains the query and has a microphone icon and a search icon. Below the search bar are navigation tabs for "All", "News", "Images", "Videos", "Shopping", "More", "Settings", and "Tools". The "All" tab is selected. Below the tabs, it says "About 917,000 results (0.56 seconds)". There are five search results listed, each with a title, a URL, and a brief description. The first result is an advertisement from sharpspring.com. The second is an advertisement from ibm.com. The third is an advertisement from outfieldmedia.com. The fourth is an advertisement from business.linkedin.com. The fifth is a result from mymobilelyfe.com.

mobile marketing automation advertising atlanta

All News Images Videos Shopping More Settings Tools

About 917,000 results (0.56 seconds)

Marketing Automation Guide | See Pricing, Reviews, Features
[\(Ad\) www.sharpspring.com/Marketing/Automation](#) ▼
The #1 Definitive Guide To Comparing The Top 6 **Marketing Automation** Platforms

IBM Watson Campaign Automation | Digital Marketing Solutions
[\(Ad\) www.ibm.com/Campaign/Automation](#) ▼
Discover Personalized Campaigns Powered By Watson. Read The Report Today.
Increase Business Value · Omni-Channel Marketing · Customer Engagement · Market Segmentation
Services: Personalized Marketing, Campaign Automation, Real-Time Personalization, Interact

OUTFRONT Media Atlanta | Be Seen With Outdoor Ads.
[\(Ad\) www.outfrontmedia.com/Atlanta](#) ▼
Advertising Opportunities For You. Connect With Us For Rates And Availability!

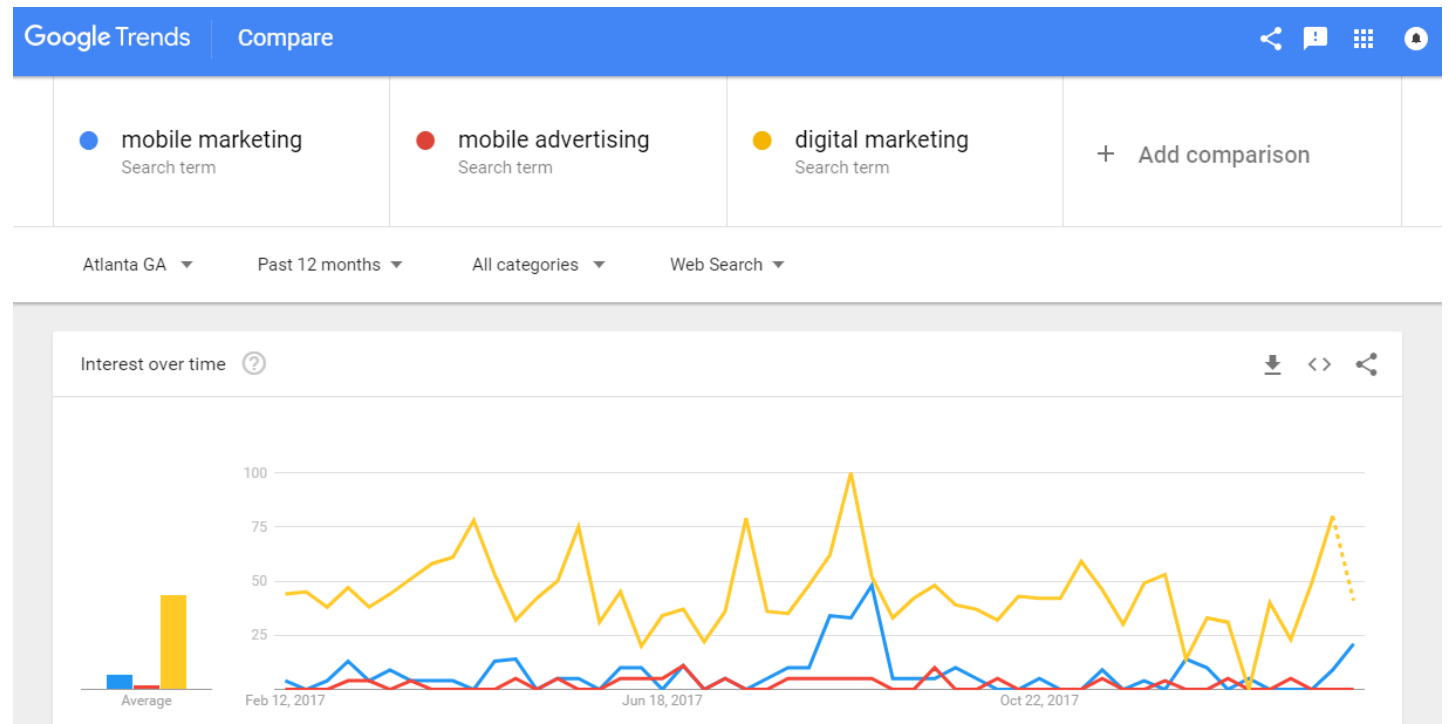
Mobile Marketing Automation | B2B Advertising with LinkedIn
[\(Ad\) business.linkedin.com/mobile/advertising](#) ▼
80% of B2B Leads Come from LinkedIn. Learn How to Get Started Today.
Drive Brand Awareness · 500M+ Member Reach

MyMobileLyfe | Marketing Automation for the Mobile World
<https://www.mymobilelyfe.com/> ▼
MyMobileLyfe puts the power of **marketing automation** in your hands. Our platform lets you interact with your leads on a one-to-one basis.

Keyword analysis

Broad vs. narrow

Research tools



Social media

BUILDING RELATIONSHIPS AND AMPLIFYING YOUR MESSAGE

Social media strategy

Purpose of messaging

Audience

Influencers

Hashtags

Network features

Reviews

The screenshot displays the Facebook interface for the page 'MyMobileLyfe'. At the top, navigation tabs include 'Page', 'Inbox', 'Notifications' (with a red badge showing '10'), 'Insights', and 'Publishing Tools'. The page header features the profile picture (a blue stick figure on a smartphone) and the name 'MyMobileLyfe' with the handle '@mymobilelyfe'. A menu on the left lists options: Home, About, Photos, Mobile Whitepaper Signup, Videos, Posts, Events, and Services. The main content area shows a post from 'MyMobileLyfe' published by Hootsuite on January 29 at 11:18am. The post text reads: 'Here are some of the ways mobile marketing can increase your sales.' Below the text is a photograph of a person's hands holding a white smartphone and a credit card. The post title is 'Understanding Mobile's Role in Shopping | Shopping | MyMobileLyfe | Programmatic Advertising & Marketing Automation Tools', and the URL 'MYMOBILELYFE.COM' is visible at the bottom of the post. On the right side, there is a 'Our Story' section and a list of recent posts with engagement metrics.

Email and mobile marketing

TRADITIONAL MESSAGING AND MARKETING AUTOMATION

List building

Type of alerts

Frequency of alerts

Offers, exclusive content



ADVERTISING

AUTOMATION

AGENCY

GET MARKETING TIPS FROM US!

Enter your email address

SIGN UP

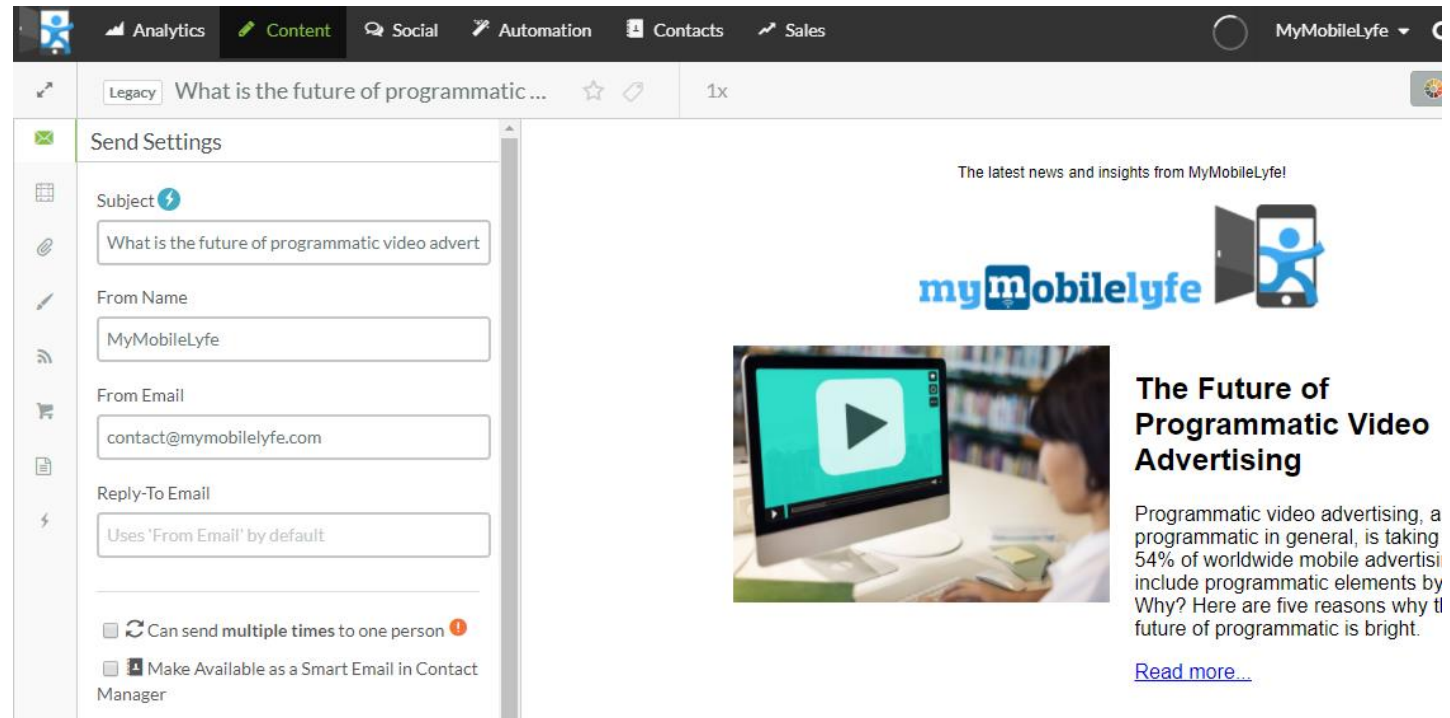
TESTIMONIAL

ce for us hands down! Starting with our interview process they put their best foot forward by

Email marketing

Traditional newsletters

Email automation



The screenshot displays a software interface for email marketing. At the top, a navigation bar includes 'Analytics', 'Content', 'Social', 'Automation', 'Contacts', and 'Sales'. The main area is titled 'Legacy' and shows the subject line 'What is the future of programmatic...'. On the left, a 'Send Settings' sidebar contains fields for 'Subject' (What is the future of programmatic video advert), 'From Name' (MyMobileLyfe), 'From Email' (contact@mymobilelyfe.com), and 'Reply-To Email' (Uses 'From Email' by default). Below these are two checkboxes: 'Can send multiple times to one person' and 'Make Available as a Smart Email in Contact Manager'. The main preview area shows the email content, starting with 'The latest news and insights from MyMobileLyfe!' and the 'mymobilelyfe' logo. Below the logo is a video player with a play button, and a person is seen interacting with the computer. To the right of the video player is the article title 'The Future of Programmatic Video Advertising' and a short paragraph: 'Programmatic video advertising, a programmatic in general, is taking 54% of worldwide mobile advertising...'. A 'Read more...' link is provided at the bottom.

Mobile marketing

SMS alerts

Mobile coupons

Drip campaigns

Birthday deals

Textwords Contacts Sent Campaigns Marketing Tools

Send a message

Campaign Name (customers will not see)

Mobile Marketing Consultation

Which textword list?

select a textword

Text Message Characters left: 33

MyMobileLyfe can help your business connect with customers on the go!
Call us now for a FREE consultation and digital analysis.

f Insert...

Send this message...

Now **Later** Regularly

Advertising

SEARCH, SOCIAL, DISPLAY, AND MORE.

Advertising basics

Audience

Creatives

Call-to-action

Landing page

Tracking & metrics



MORE LEADS.
MORE BUSINESS.
MYMOBILELYFE.



GET STARTED!



GET A FREE
WEBSITE
EVALUATION

CLICK HERE

**SMART, CUSTOMIZED
DIGITAL ADVERTISING
SOLUTIONS**

GET MORE LEADS FOR YOUR BUSINESS

Search engine advertising

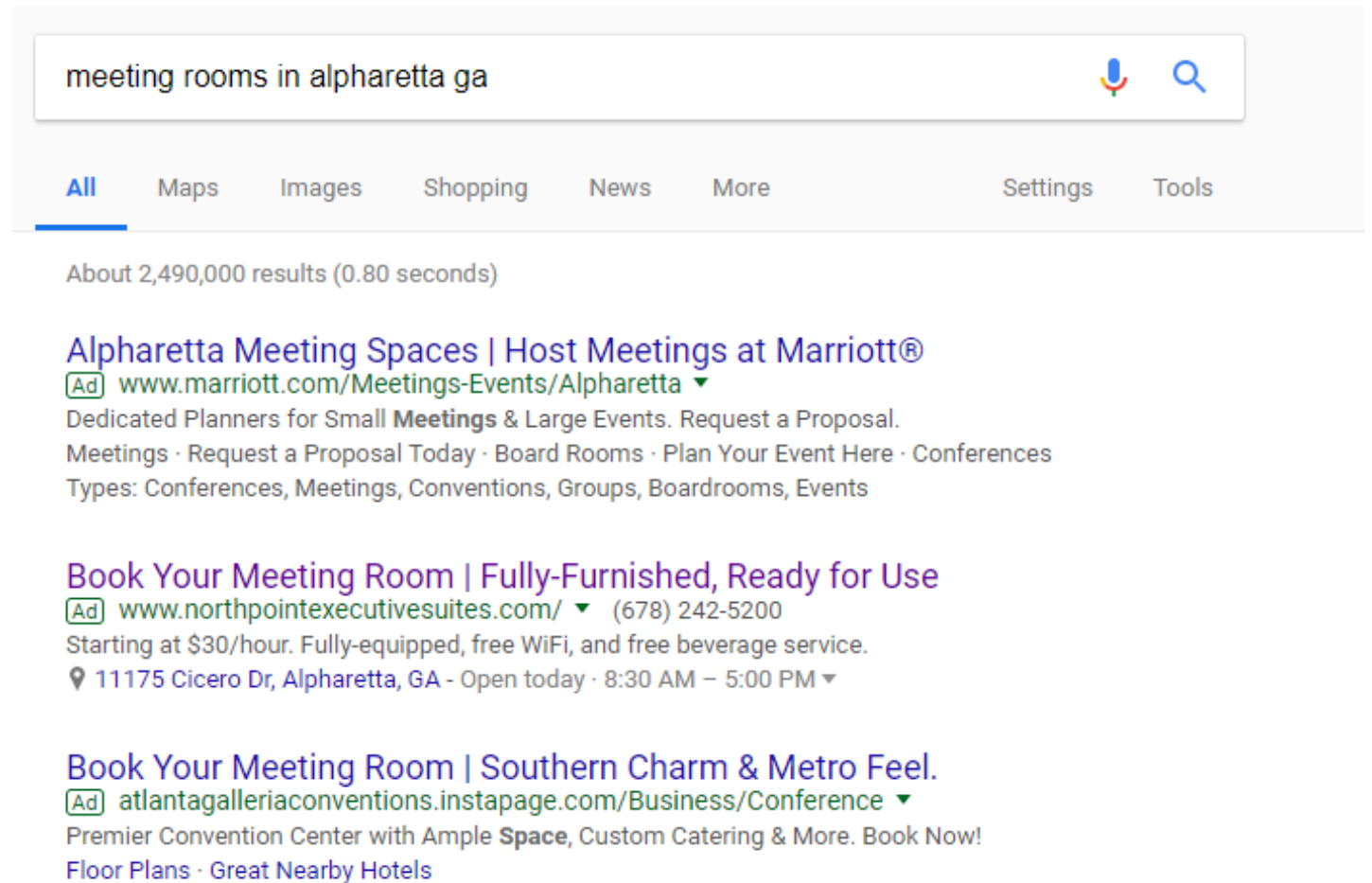
Google, Bing/Yahoo, etc.

Organize your campaign

Keyword research

Bidding strategies

Rules



meeting rooms in alpharetta ga

All Maps Images Shopping News More Settings Tools

About 2,490,000 results (0.80 seconds)

Alpharetta Meeting Spaces | Host Meetings at Marriott®
[Ad](http://www.marriott.com/Meetings-Events/Alpharetta) www.marriott.com/Meetings-Events/Alpharetta ▼
Dedicated Planners for Small **Meetings** & Large Events. Request a Proposal.
Meetings · Request a Proposal Today · Board Rooms · Plan Your Event Here · Conferences
Types: Conferences, Meetings, Conventions, Groups, Boardrooms, Events

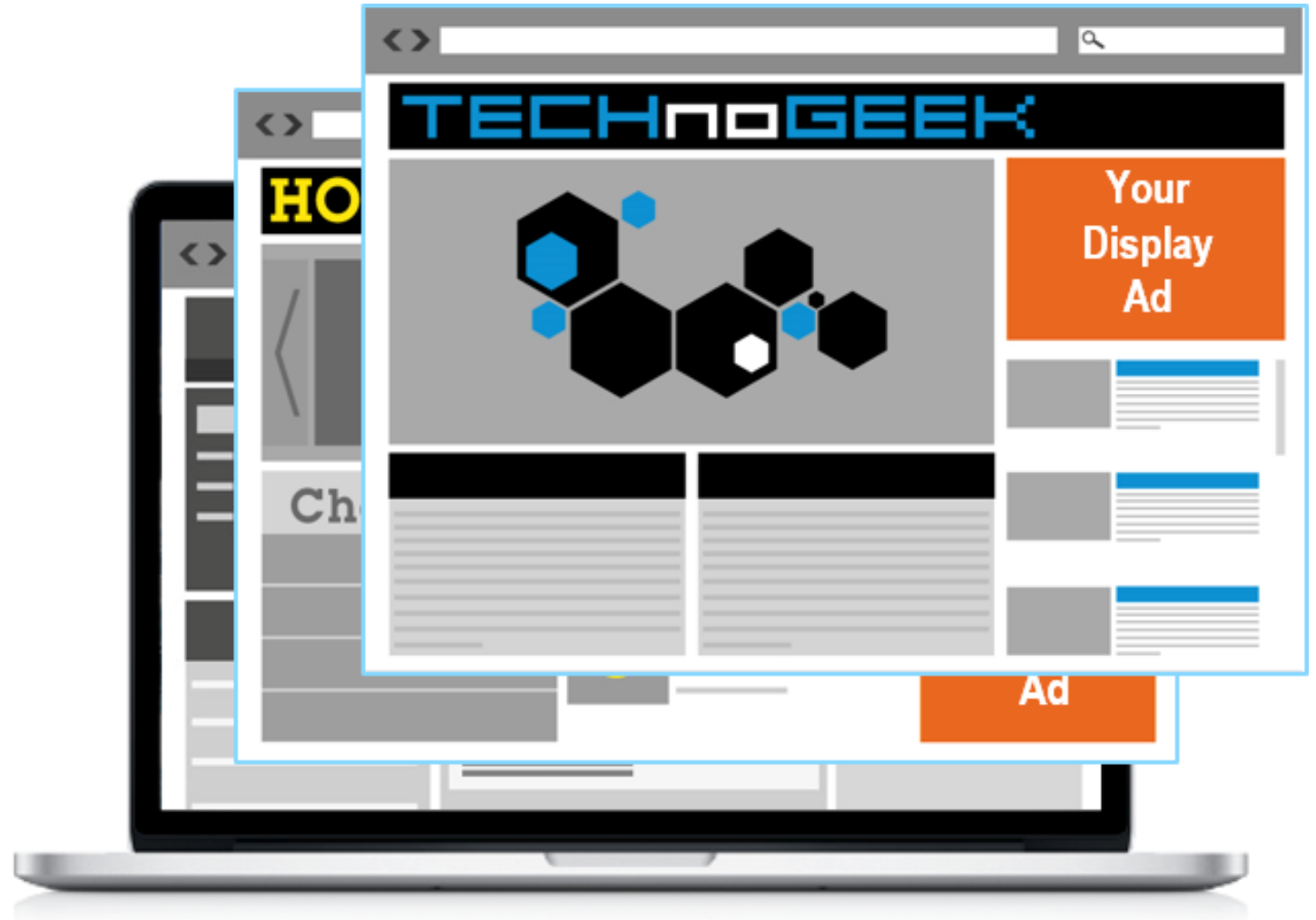
Book Your Meeting Room | Fully-Furnished, Ready for Use
[Ad](http://www.northpointexecutivesuites.com/) www.northpointexecutivesuites.com/ ▼ (678) 242-5200
Starting at \$30/hour. Fully-equipped, free WiFi, and free beverage service.
📍 11175 Cicero Dr, Alpharetta, GA - Open today · 8:30 AM – 5:00 PM ▼

Book Your Meeting Room | Southern Charm & Metro Feel.
[Ad](http://atlantagalleriaconventions.instapage.com/Business/Conference) atlantagalleriaconventions.instapage.com/Business/Conference ▼
Premier Convention Center with Ample **Space**, Custom Catering & More. Book Now!
Floor Plans · Great Nearby Hotels

Display advertising

Ad networks

Ad creatives and positions

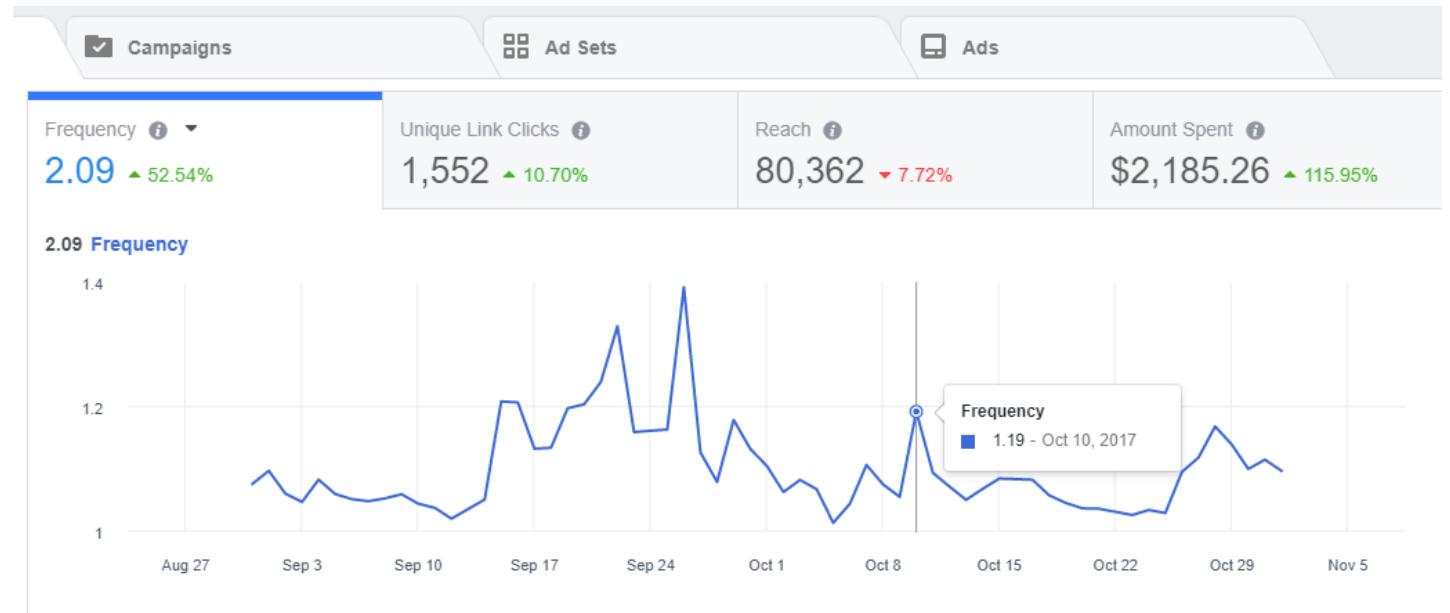


Social media advertising

Differences between networks

Ad positions

Metrics



More advertising methods

Retargeting

Geo-targeting



Analytics

TRACKING YOUR SUCCESS

Analytics

Determine goals & KPI

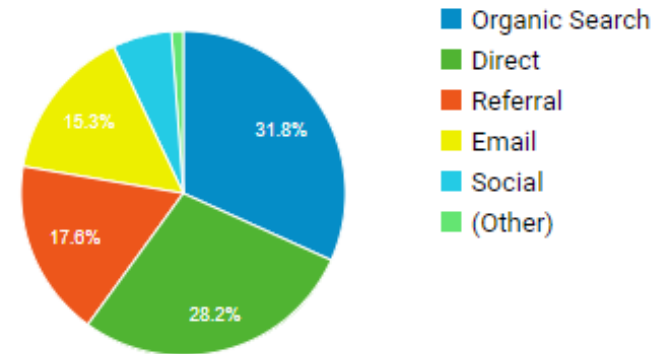
Tracking framework

Analytics platforms

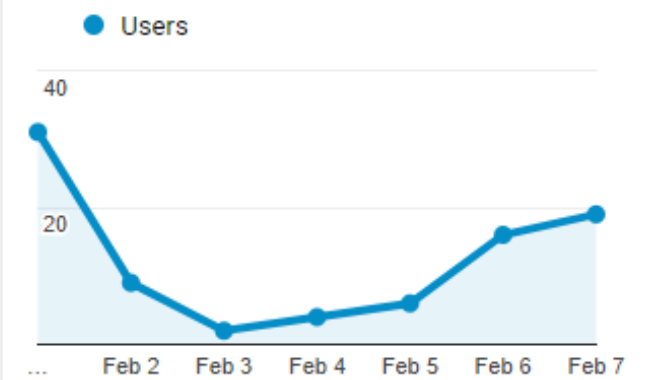
Reporting frequency

Actionable information

Top Channels



Users



	Acquisition			Behavior		
	Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration
	83	79	94	69.15%	1.59	00:00
1 ■ Organic Search	27	<div style="width: 33%;"><div style="background-color: blue; height: 10px;"></div></div>		60.71%	<div style="width: 60.71%;"><div style="background-color: blue; height: 10px;"></div></div>	
2 ■ Direct	24	<div style="width: 28%;"><div style="background-color: blue; height: 10px;"></div></div>		56.00%	<div style="width: 56%;"><div style="background-color: blue; height: 10px;"></div></div>	

More Services

ADDITIONAL OFFERINGS FROM MYMOBILELYFE

More services

Virtual events

Recruitment marketing

Virtual assistant

Graphic design

Video production



About MyMobileLyfe

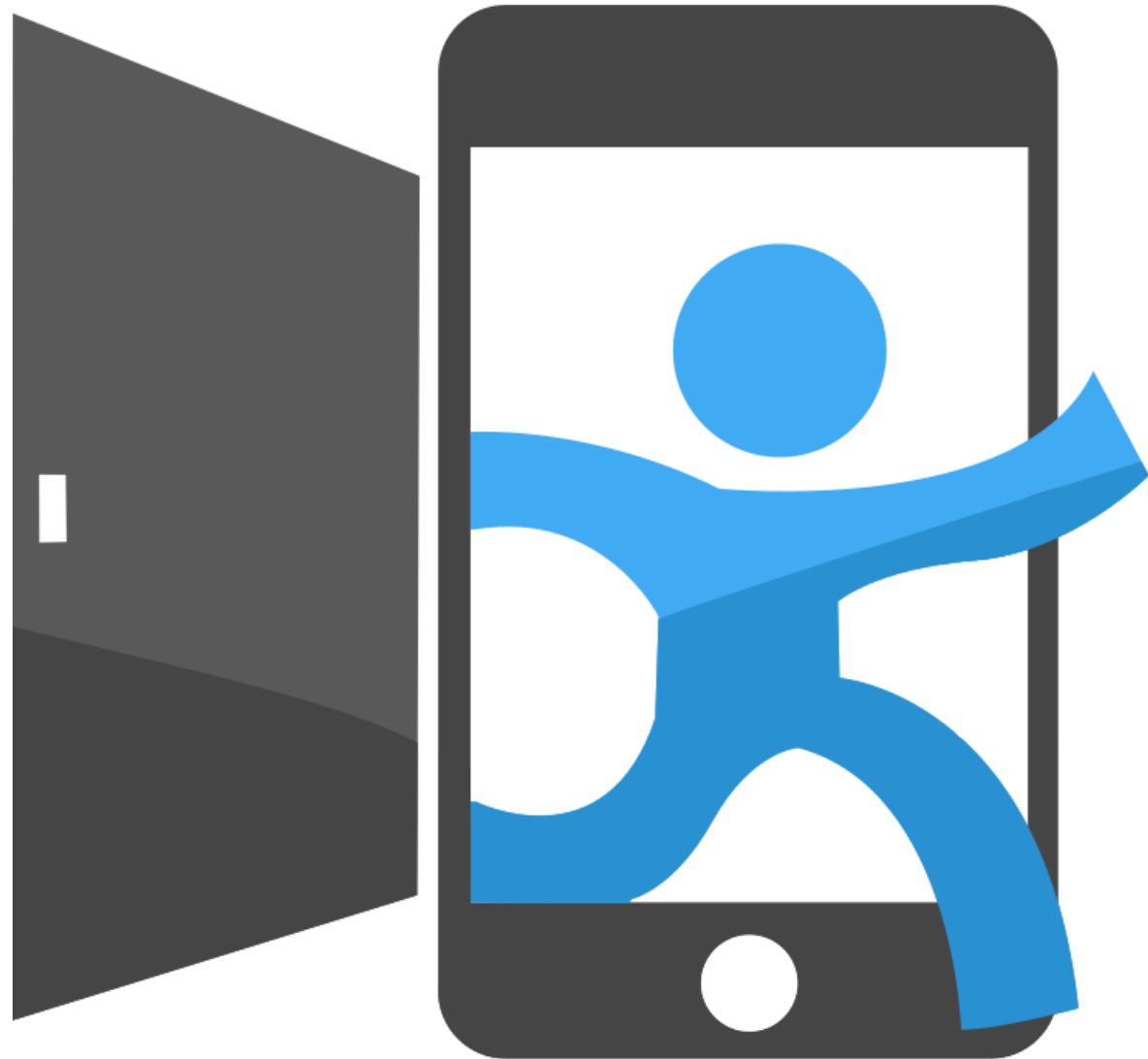
WHO WE ARE, WHO WE SERVE

MyMobileLyfe

Started in 2012

Journalism and digital background

Technology-driven



Our clients

Technology

Retail

eCommerce

Finance

Media

Nonprofit

Politics

And more...





Questions?

WWW.MYMOBILELYFE.COM