



Digital Communications,  
Web/App Development,  
and IT Staffing &  
Recruiting Services

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WEB/APP DEVELOPMENT • SEO • SOCIAL MEDIA • EMAIL & SMS MARKETING • ADVERTISING •  
ANALYTICS • DEVOPS • DIGITAL TRANSFORMATION • QUALITY & TEST AUTOMATION • SITE  
RELIABILITY ENGINEERING • AGILE • CLOUD ENGINEERING • DATA MANAGEMENT • ARTIFICIAL  
INTELLIGENCE • MACHINE LEARNING SOLUTIONS

# Digital marketing methodology

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# Website and app development

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THE FOUNDATION OF YOUR DIGITAL MARKETING STRATEGY

## Website and app development

If you need a brand-new app or website, or if your existing app or website needs some work, MyMobileLyfe can help!

Our apps and websites are sleek, secure, fast-loading, and optimized for any screen size.

We will continue to help you maintain your new app or website after the launch date.

# Website basics

Domain name

Hosting service

Content management system

Custom web development

Integration with third-party applications

The screenshot shows the WordPress dashboard for the site 'MyMobileLyfe'. The top navigation bar includes the WordPress logo, the site name 'MyMobileLyfe | Programmatic Advertising...', and several utility icons: a refresh button with '1', a comment icon with '0', a '+ New' button, a 'Security' icon, and a 'Performance' icon. The left sidebar menu is dark and contains the following items: 'Dashboard' (highlighted), 'Home', 'Updates' (with a red notification badge '1'), 'Posts', 'Media', 'Pages', 'Comments', 'Our-works', 'Flamingo', 'Contact', 'Appearance', 'Plugins' (with a red notification badge '1'), 'Users', 'Tools', 'Visual Composer', and 'Settings'. The main content area is titled 'Dashboard' and features several widgets. The 'At a Glance' widget shows: 267 Posts, 48 Pages, 4 Comments, and 151 Sent Emails. Below this, it states 'WordPress 4.9.4 running Setsen Child theme.' and a security alert: 'WP-SpamShield has blocked 18,862 spam. Average spam blocked daily: 34'. The 'Activity' widget is titled 'Publishing Soon' and lists a post scheduled for 'Tomorrow, 6:05 am' with the title 'Understanding Facebook's Algorithm Changes and How They Affect the Reach of Your Content'. Below that, the 'Recently Published' section lists three posts: 'Understanding Mobile's Role in Shopping' (Jan 26th, 11:21 am), 'Build Better Customer Relationships with a Company Blog' (Aug 22nd 2017, 7:18 pm), and 'How to Build Your Brand Newsroom' (Aug 18th 2017, 7:12 pm). The right sidebar contains a 'Quick Draft' section with a 'Title' input field and a 'Save Draft' button. Below that is a 'Your Recent' section showing a list of recent posts, including one with '(no title) May newsletters'. At the bottom of the right sidebar, there is a 'WordPress E' section with a link to 'Attend an up'.

# 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

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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

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BUILDING YOUR BRAND'S REACH



# SEO considerations

Links from external websites

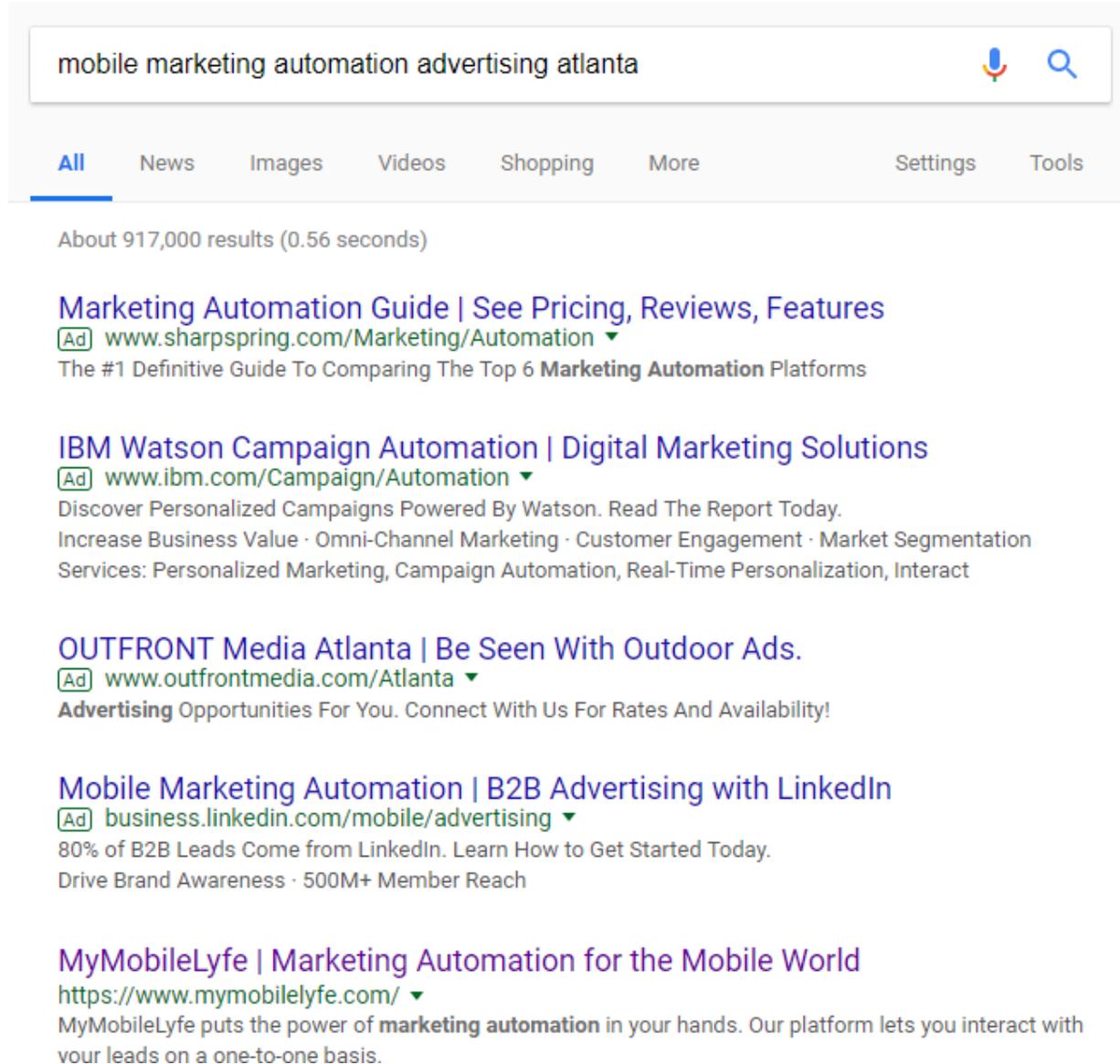
Mobile-friendly

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 text "mobile marketing automation advertising atlanta" and has a microphone icon and a search icon to its right. Below the search bar, there are navigation tabs for "All", "News", "Images", "Videos", "Shopping", "More", "Settings", and "Tools". The "All" tab is selected and underlined. 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 "Marketing Automation Guide | See Pricing, Reviews, Features" from www.sharpspring.com. The second is "IBM Watson Campaign Automation | Digital Marketing Solutions" from www.ibm.com. The third is "OUTFRONT Media Atlanta | Be Seen With Outdoor Ads." from www.outfrontmedia.com. The fourth is "Mobile Marketing Automation | B2B Advertising with LinkedIn" from business.linkedin.com. The fifth is "MyMobileLyfe | Marketing Automation for the Mobile World" from https://www.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](http://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](http://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](http://www.outfrontmedia.com/Atlanta) ▼  
**Advertising** Opportunities For You. Connect With Us For Rates And Availability!

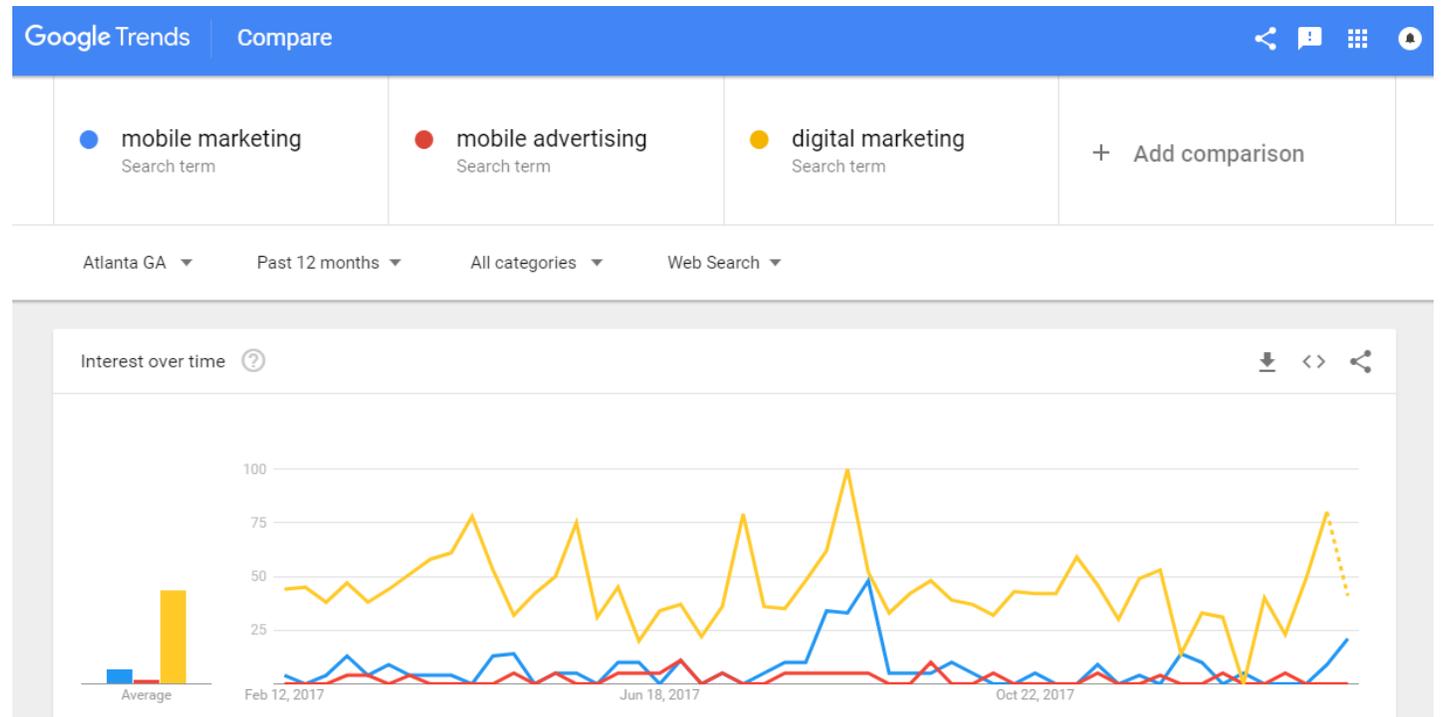
**Mobile Marketing Automation | B2B Advertising with LinkedIn**  
[Ad business.linkedin.com/mobile/advertising](https://business.linkedin.com/mobile/advertising) ▼  
80% of B2B Leads Come from LinkedIn. Learn How to Get Started Today.  
Drive Brand Awareness · 500M+ Member Reach

**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

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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 shows the profile picture, name 'MyMobileLyfe', and handle '@mymobilelyfe'. A menu on the left lists options: Home, About, Photos, Mobile Whitepaper Signup, Videos, Posts, Events, and Services. The main content area features 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 activity, including a 100% response rate and a post by Jim V.

# Email and mobile marketing

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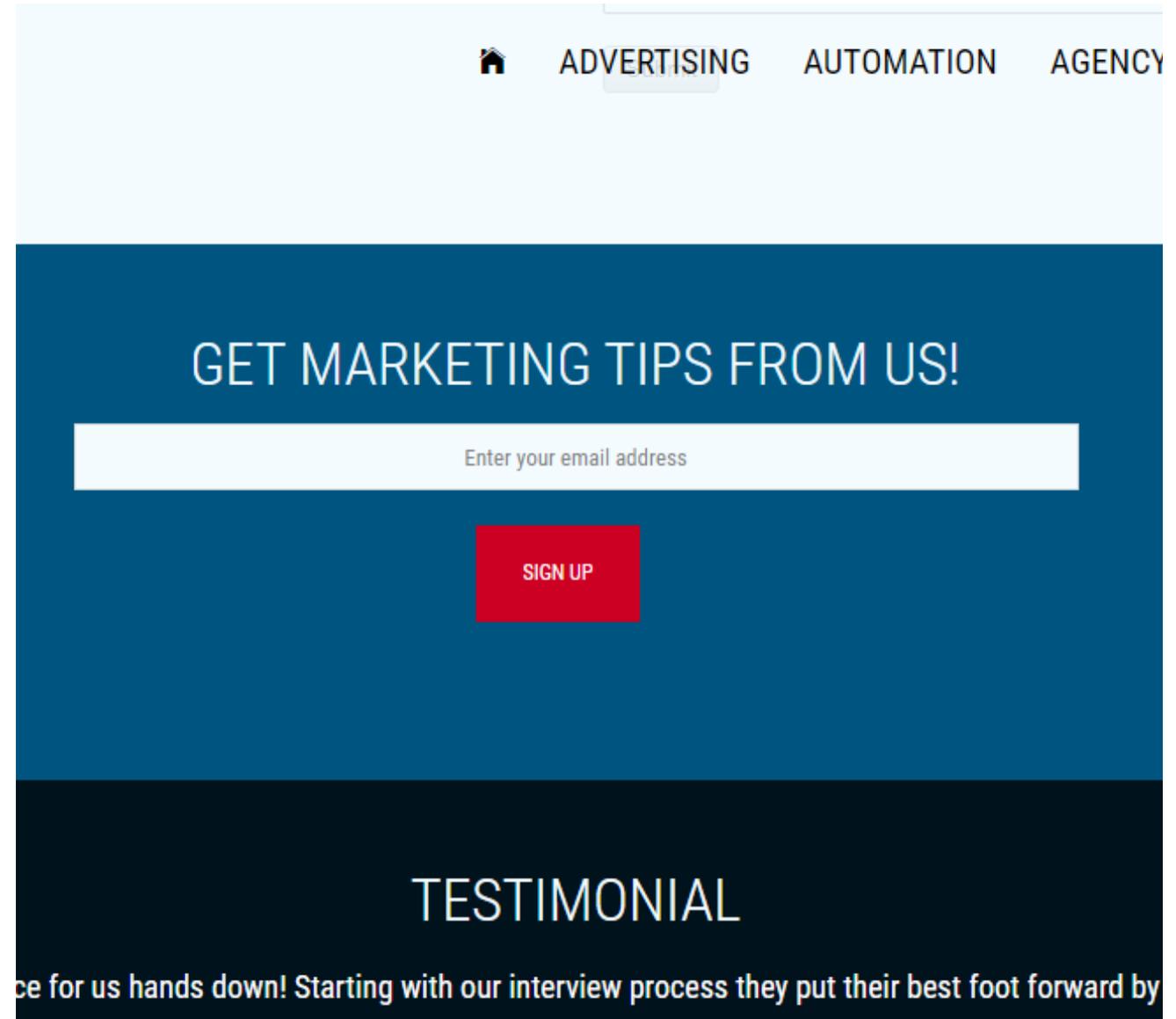
TRADITIONAL MESSAGING AND MARKETING AUTOMATION

# List building

Type of alerts

Frequency of alerts

Offers, exclusive content



The screenshot shows a website's navigation bar with a home icon and links for ADVERTISING, AUTOMATION, and AGENCY. Below the navigation is a dark blue banner with the text "GET MARKETING TIPS FROM US!". Underneath the banner is a white input field with the placeholder text "Enter your email address". Below the input field is a red button with the text "SIGN UP". At the bottom of the screenshot is a dark grey section with the text "TESTIMONIAL" and a partially visible testimonial sentence: "ce for us hands down! Starting with our interview process they put their best foot forward by".

Home ADVERTISING AUTOMATION AGENCY

GET MARKETING TIPS FROM US!

Enter your email address

SIGN UP

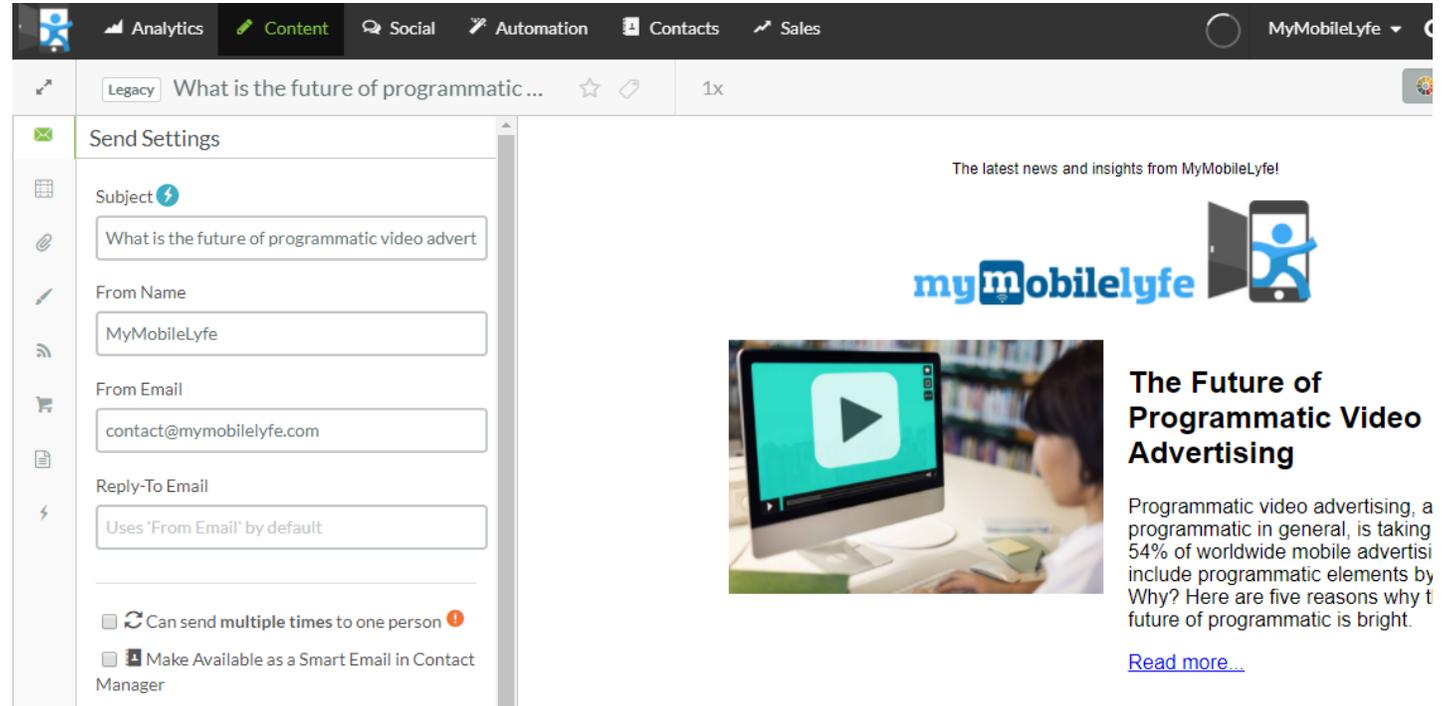
TESTIMONIAL

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 shows a dashboard with a top navigation bar containing 'Analytics', 'Content', 'Social', 'Automation', 'Contacts', and 'Sales'. The 'Content' tab is active. Below the navigation bar is a browser address bar showing 'Legacy What is the future of programmatic ...' and '1x' zoom. On the left, a 'Send Settings' sidebar is open, displaying the following fields:

- Subject: What is the future of programmatic video advert
- From Name: MyMobileLyfe
- From Email: contact@mymobilelyfe.com
- Reply-To Email: Uses 'From Email' by default

At the bottom of the sidebar are two checkboxes:

- Can send multiple times to one person
- Make Available as a Smart Email in Contact Manager

The main content area shows a preview of an email. At the top, it says 'The latest news and insights from MyMobileLyfe!'. Below this is the 'mymobilelyfe' logo and a smartphone icon. The main image in the preview shows a person looking at a computer monitor displaying a video player with a play button. To the right of the image 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 advertisi include programmatic elements by Why? Here are five reasons why t future of programmatic is bright.' Below the paragraph is a blue link that says 'Read more...'.

# 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

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SEARCH, SOCIAL, DISPLAY, AND MORE.

# Advertising basics

Audience

Creatives

Call-to-action

Landing page

Tracking & metrics

MORE LEADS.  
MORE BUSINESS.  
MYMOBILELYFE.

GET STARTED!

A man in a blue jacket is looking at his smartphone. The background is a blurred outdoor setting.

GET A FREE  
WEBSITE  
EVALUATION

CLICK HERE

A collection of various smartphones and tablets displaying different apps and content, arranged in a cluster.

**SMART, CUSTOMIZED  
DIGITAL ADVERTISING  
SOLUTIONS**

GET MORE LEADS FOR YOUR BUSINESS

# Search engine advertising

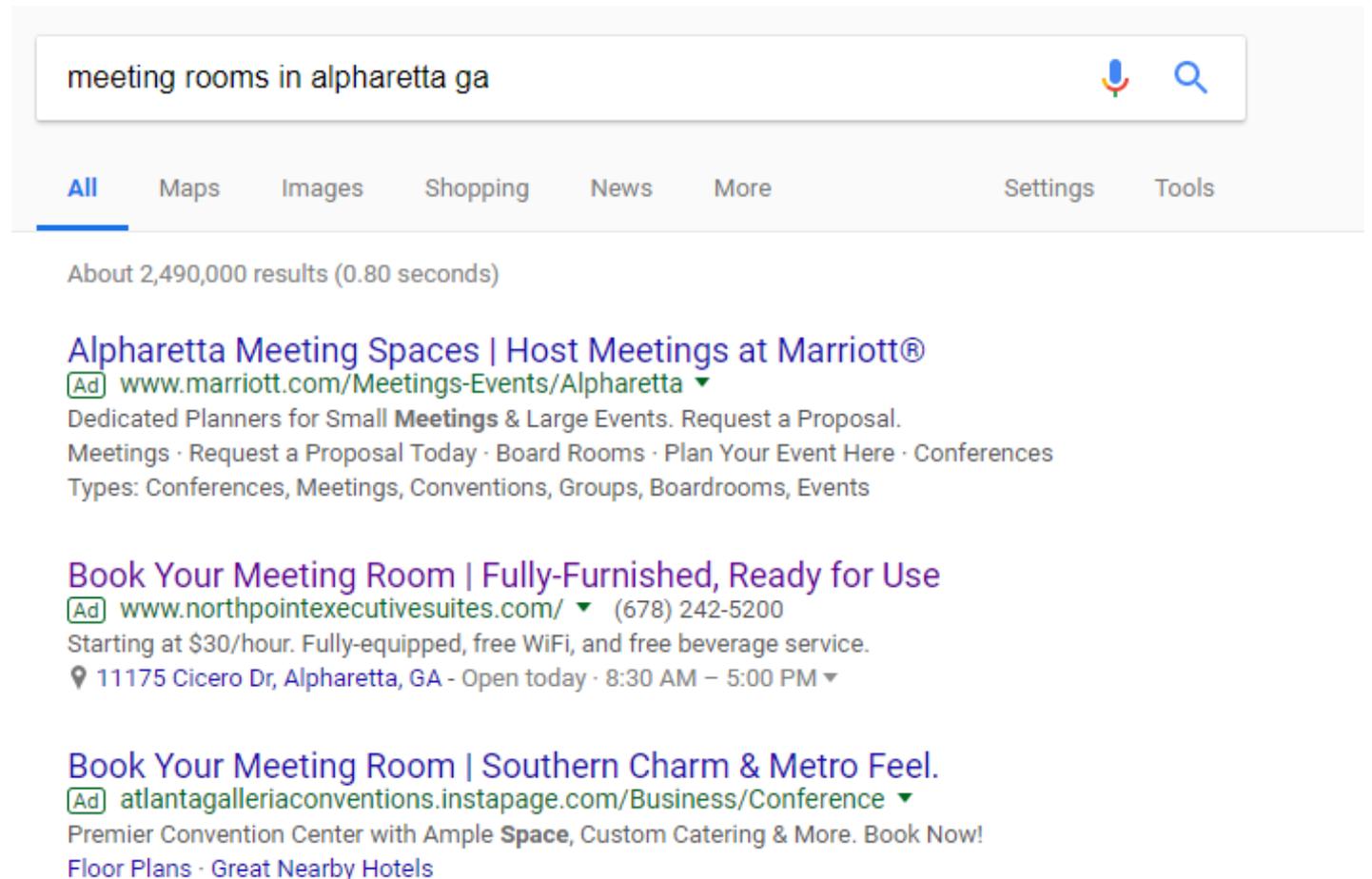
Google, Bing/Yahoo, etc.

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** [www.marriott.com/Meetings-Events/Alpharetta](http://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** [www.northpointexecutivesuites.com/](http://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** [atlantagalleriaconventions.instapage.com/Business/Conference](http://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

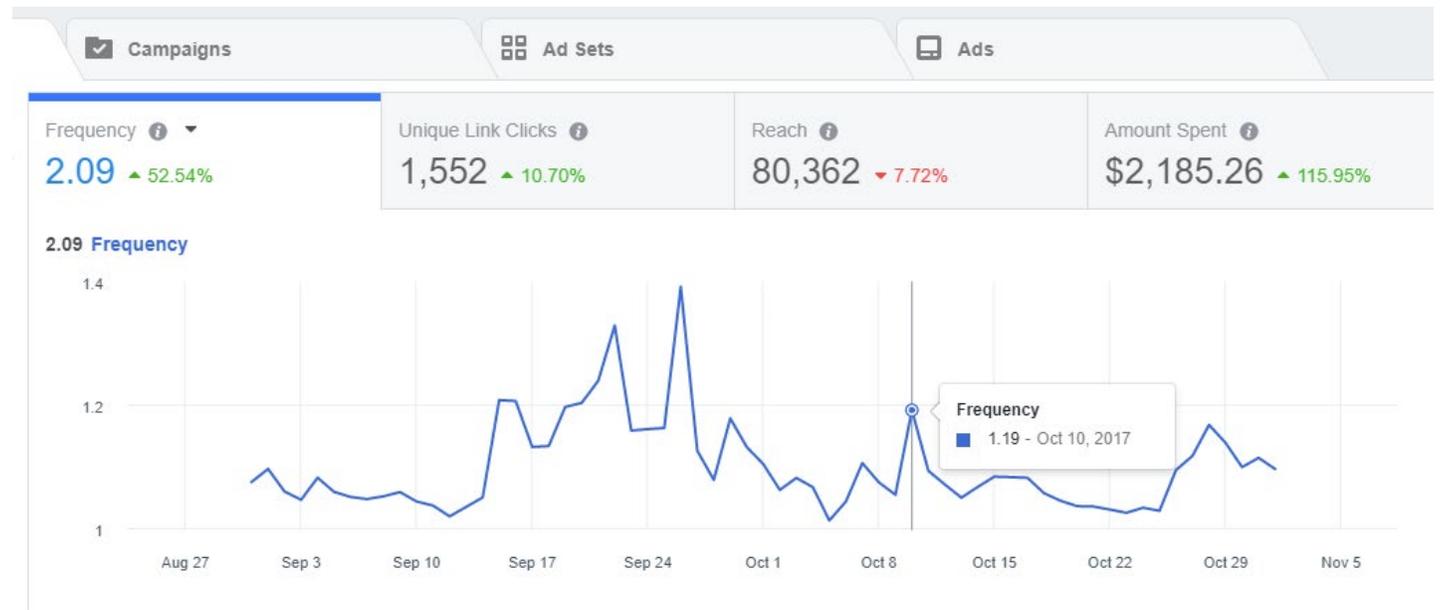


# Social media advertising

Differences between networks

Ad positions

Metrics



# More advertising methods

Retargeting

Geo-targeting



# Analytics

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TRACKING YOUR SUCCESS

# Analytics

Determine goals & KPI

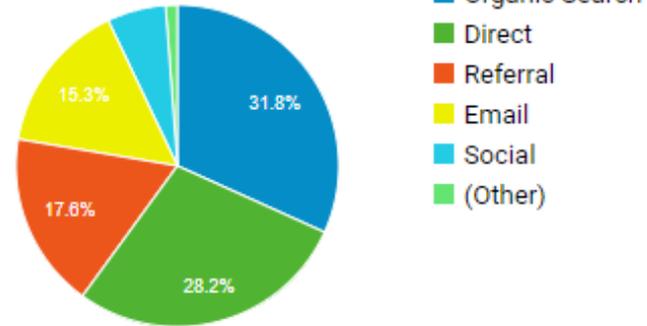
Tracking framework

Analytics platforms

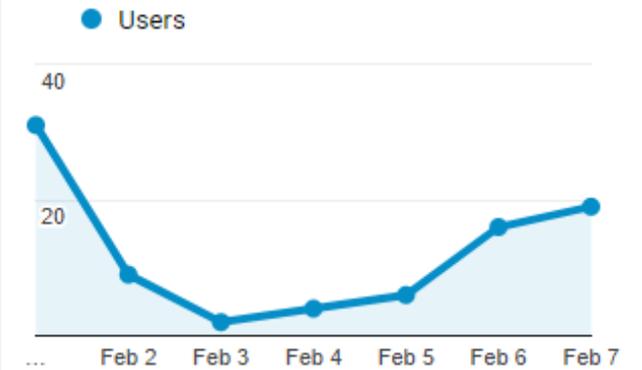
Reporting frequency

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 <span style="color: blue;">■</span> Organic Search	27	<div style="width: 33%;"><div style="width: 33%;"></div></div>		60.71%	<div style="width: 60.71%;"><div style="width: 60.71%;"></div></div>	
2 <span style="color: green;">■</span> Direct	24	<div style="width: 30%;"><div style="width: 30%;"></div></div>		56.00%	<div style="width: 56%;"><div style="width: 56%;"></div></div>	

# Recruitment Marketing and IT Staffing

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CONNECTING GREAT COMPANIES WITH GREAT TALENT

A solid blue horizontal bar at the bottom of the page.

Build your  
workforce in a  
new, better, and  
faster way.

Getting in front of today's on-the-go job seeker is tough, but MyMobileLyfe's digital recruitment marketing and IT staffing solutions make the search for your next great hire much easier.

We handle every aspect of recruitment.

Refining job descriptions

Pre-screening/interviews

Salary negotiation

Background screening

Onboarding

Other HR services



## What is Recruitment Marketing?

It is the most effective way to find, attract, engage, and nurture talent before they ever apply for a position with your company or even before you would have a need for their services.

# Our Expertise

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EXCEPTIONAL TALENT FOR A WIDE RANGE OF SOLUTIONS

# DevOps

Understanding of users' requirements by team of experienced people in specific software development and operations.

Synchronous approach involving planning, coding, developing, testing, launching, monitoring operations with interactive review and close to real time correction methodology.

Reduced development times, costs and reliable operations of clients' needs with full life cycle support.



# Digital Transformation

We focus on guiding clients in developing digital transformation strategies across all verticals using inhouse resources with varied expertise accredited through performance from diverse locations.



# Quality & Test Automation

Consistency

Reusability

Faster Feedback

Regression Testing

Parallel Testing

Cost Savings

Scalability

Continuous Integration/Continuous Delivery (CI/CD)

Traceability



# Site Reliability Engineering

Create highly reliable and scalable software systems and services.

Service Level Objectives (SLOs)

Error Budgets

Automation

Monitoring and Alerting

Capacity Planning

Security

Change Management



# Agile

Maximizing customer satisfaction by delivering software that provides the most business value.

Iterative

Customer-centric

Collaborative

Adaptable



# Cloud Engineering

We help companies harness the benefits of cloud computing for innovation, scalability, and cost-efficiency.

Scalability

Resource Provisioning

Security

Cost Management

High Availability

Compliance

Automation



# Data Management

Collection and storage

Quality and accuracy

Security

Integration

Backup and recovery

Governance

Privacy

Maintenance



# Artificial Intelligence

Automation

Robotics

Natural Language Processing (NLP)

Data privacy

Responsible development and deployment



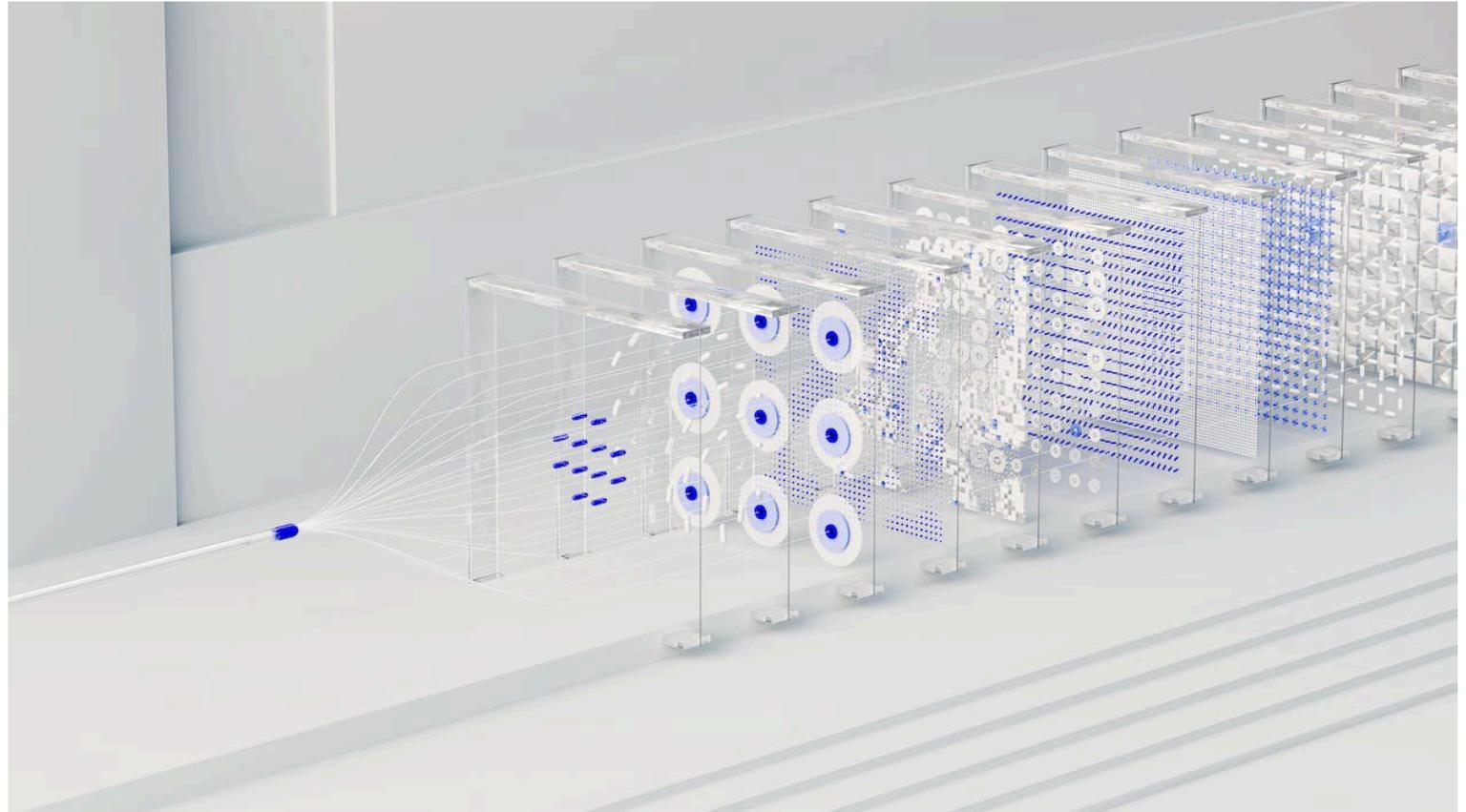
# Machine Learning Solutions

Neural networks

Deep learning

Image and speech recognition

Predictive modeling



# More Services

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ADDITIONAL OFFERINGS FROM MYMOBILELYFE

# More services

Virtual events

Virtual assistant

Graphic design

Video production



# About MyMobileLyfe

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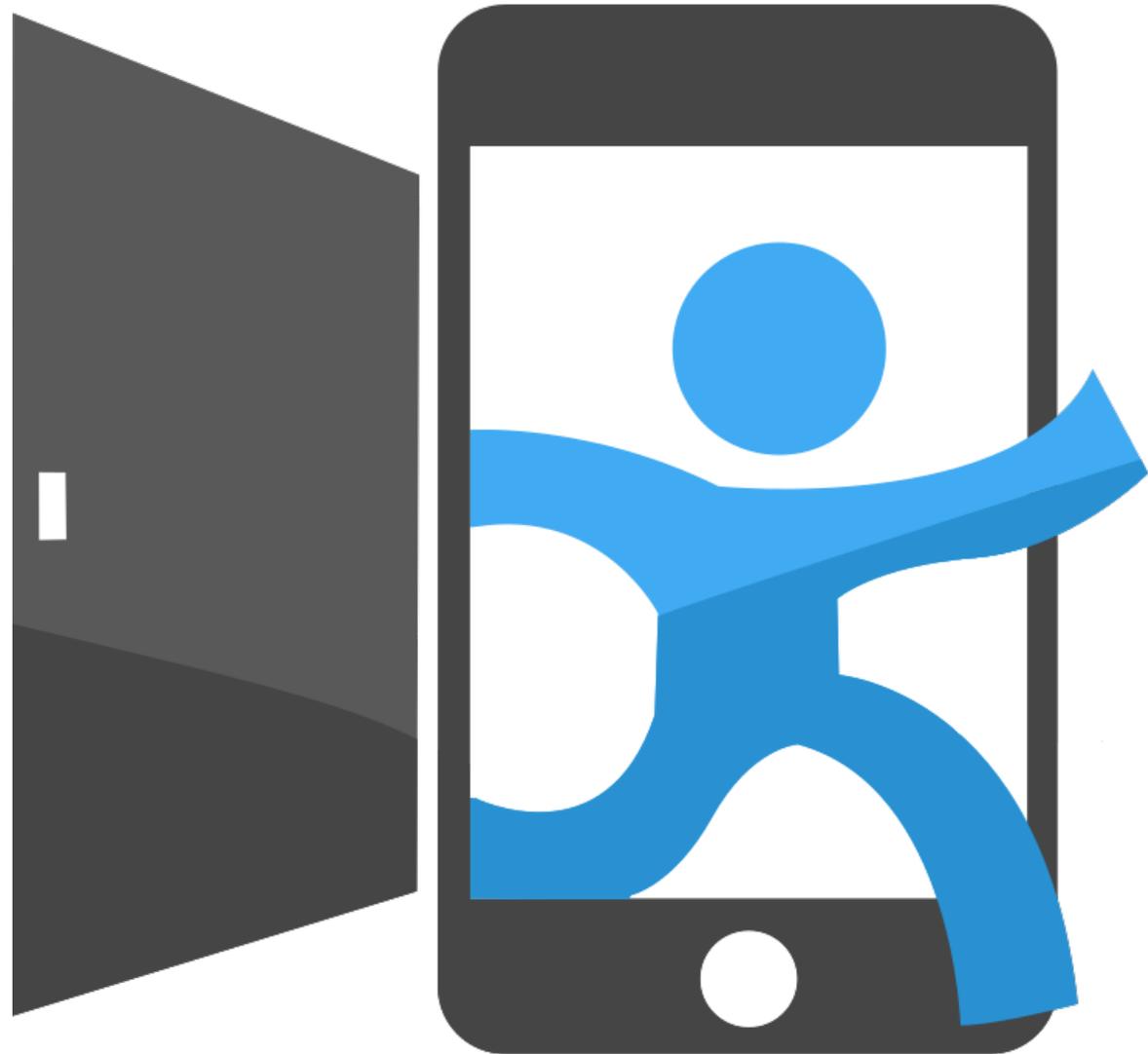
WHO WE ARE, WHO WE SERVE

# 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](http://WWW.MYMOBILELYFE.COM)