ACADIA MARKETING · SERVICES OVERVIEW

Full-funnel growth systems

We don't offer disconnected services. We build integrated marketing systems where every component reinforces the others, driving predictable, scalable growth.

WEBSITE DESIGN · OVERVIEW

Website Design

Custom, conversion-focused websites that captivate visitors and turn them into customers. Fast, responsive, and built for results.

- **Custom Design.** A custom-designed site is built around your business, your customers, and your goals — not squeezed into a template someone else already used a thousand times.
- **User Experience (UX).** UX is everything a visitor feels but never notices — the invisible path from "just landed" to "just called." When it's right, they don't think; they just act.
- **Responsive Design.** Responsive design means your site reshapes itself to fit any screen — so the majority of your visitors, who are on phones, get a first-class experience instead of a pinch-and-zoom mess.
- **Performance Optimization.** Every second your site takes to load costs you customers. Performance optimization is the engineering that makes pages feel instant — and keeps visitors from leaving before they arrive.
- **SEO-Ready Architecture.** SEO-ready architecture is the structural work that lets search engines read, understand, and rank your site. It's the plumbing behind the walls — invisible, but everything depends on it.
- **Content Management.** A content management system lets you update your own website — change text, swap photos, publish a post — without writing code or waiting on a developer.
- **Conversion Optimization.** Conversion optimization is the art and science of turning more of the visitors you already have into customers — squeezing more results from the same traffic.
- **Security & Maintenance.** A website is software, and software needs upkeep. Security and maintenance keep your site fast, safe, and online — quietly preventing the disasters you never hear about.
- **Analytics Integration.** Analytics turns your website from a black box into a dashboard — showing who visits, what they do, and where they leave, so decisions are based on evidence instead of hunches.

SEARCH ENGINE OPTIMIZATION · OVERVIEW

Search Engine Optimization

Dominate local and organic search results for keywords that drive revenue. Get found by customers who are ready to buy.

- **Keyword Research & Strategy.** Keyword research is the work of discovering the exact words your customers use when they need what you sell — then building your site to be there when they search.
- **On-Page Optimization.** On-page optimization is the work you do on each page itself — the titles, headings, and content — to make crystal clear to both Google and your visitor exactly what the page is about.
- **Local SEO.** Local SEO is the work that gets your business shown to people searching in your area right now — the map pack, the "near me" results, the searches that end in a phone call.
- **Google Business Profile.** Your Google Business Profile is the free listing that decides how your business looks in Google Search and Maps — often the very first impression a customer ever gets of you.
- **Technical SEO.** Technical SEO is the behind-the-scenes work that lets search engines actually reach, read, and trust your site — the plumbing that everything else in SEO depends on.
- **Link Building.** Link building is the work of earning links from other websites to yours — the votes of confidence that tell Google your site is trusted, credible, and worth ranking.
- **Content Strategy.** Content strategy is the plan behind what you publish — deciding which topics to cover, for whom, and why, so your site earns search traffic instead of just existing.
- **Monthly Reporting.** Monthly reporting is how you actually know whether your SEO is working — turning rankings, traffic, and leads into a clear picture of progress instead of a leap of faith.
- **Competitor Analysis.** Competitor analysis studies the businesses already ranking above you to reveal exactly why they win — and hands you the blueprint for overtaking them.

CONTENT MARKETING · OVERVIEW

Content Marketing

Engaging blog posts, articles, and SEO content that connects your brand story with your audience and drives organic traffic.

- **Blog Content Creation.** A good blog post answers a real question your customer is already typing into Google — and quietly earns their trust before you ever speak to them.
- **SEO Content Strategy.** SEO content strategy is the map that decides what to write, in what order, and why — so your content targets the searches that actually bring in customers.
- **Brand Storytelling.** Brand storytelling is how you become the business people remember and root for — because facts inform, but stories are what people actually repeat and trust.
- **Social Media Content.** Social media content isn't about going viral — it's about consistently showing the real, trustworthy business behind the logo to the people most likely to hire you.
- **Email Marketing Content.** Email is the one marketing channel you actually own — a direct line to people who already trust you, and the cheapest way to turn one-time customers into repeat ones.
- **Website Copywriting.** Website copywriting is the words that do the selling — the difference between a visitor who reads, nods, and calls, and one who shrugs and leaves.
- **Content Calendar Management.** A content calendar is what turns "we should really post more" into content that actually ships — the plan that makes consistency possible instead of a constant scramble.
- **Performance Analytics.** Performance analytics is how you find out which content is actually working — so you can do more of what earns customers and stop pouring effort into what doesn't.

SOCIAL MEDIA MANAGEMENT · OVERVIEW

Social Media Management

Strategic content and community management that builds brand awareness, engages your audience, and keeps you top of mind.

- **Content Creation.** Content creation is the steady stream of posts, photos, and videos that keeps your business visible — the difference between a feed that grows an audience and one that gathers dust.
- **Community Management.** Community management is the conversation half of social media — the replies, comments, and messages that turn a passive audience into people who know, trust, and recommend you.
- **Platform Strategy.** Platform strategy is the decision of where to show up — because spreading yourself thin across every network loses to a focused presence where your customers actually spend their time.
- **Content Calendar.** A content calendar is the plan that turns social media from a last-minute scramble into a steady, strategic rhythm — so you never stare at a blank screen wondering what to post.
- **Brand Voice Development.** Brand voice is how your business sounds — the personality behind every caption and reply that makes you recognizable, relatable, and unmistakably you across every post.
- **Analytics & Reporting.** Analytics and reporting cut through the vanity of follower counts to show what your social media actually does for the business — so every post gets smarter than the last.
- **Paid Social Campaigns.** Paid social campaigns put your message in front of exactly the people you choose — turning social platforms' powerful targeting into a fast, controllable way to reach new customers.
- **Trend Monitoring.** Trend monitoring is staying tuned to what's catching fire on social media — so you can ride the moments that fit your brand and reach far more people than usual.

DIGITAL ADVERTISING · OVERVIEW

Digital Advertising

Targeted Google Ads and social media campaigns with data-driven optimization. Every dollar tracked, every lead measured.

- **Google Ads Management.** Google Ads puts you in front of people actively searching for what you sell — but the auction, the Quality Score, and the endless tuning are why management matters more than the ads themselves.
- **Meta Advertising.** Facebook and Instagram ads reach people before they know they're looking — using interests, behavior, and the pixel to put your offer in front of the right audience while they scroll.
- **Custom Campaign Development.** A custom campaign is built backward from your actual goal — the customer, the offer, the math — instead of forward from a generic template that fits no one in particular.
- **Landing Page Optimization.** The best ad in the world dies on a bad landing page. Landing page optimization is where paid clicks either become customers or quietly bounce — and where much of your ad budget is won or lost.
- **Retargeting Campaigns.** Most people who visit your site leave without acting. Retargeting is how you follow up — showing ads to people who already know you, which is why it's some of the most efficient spending in advertising.
- **A/B Testing.** A/B testing settles marketing arguments the only honest way — by showing two versions to real people and letting their behavior, not anyone's opinion, pick the winner.
- **Budget Optimization.** Budget optimization is the ongoing work of steering money toward what's working and away from what isn't — measured not by how much you spend, but by what each dollar brings back.
- **Performance Reporting.** Performance reporting is where advertising stops being a mystery — connecting the money you spend to the customers you got, so you know exactly what's working and what's just busy.

BRANDING · OVERVIEW

Branding

Professional brand identity that builds trust, tells your story, and differentiates you from competitors.

- **Brand Strategy.** Brand strategy is the thinking that comes before any design — deciding who you're for, what you stand for, and why anyone should choose you over the option next door.
- **Logo Design.** A logo isn't your brand — it's the signature on it. Its job is to be recognized instantly and to work everywhere, from a business card to a truck door.
- **Visual Identity System.** A visual identity system is the full toolkit — colors, typography, imagery, and layout — that makes everything from your website to your invoice look unmistakably like you.
- **Brand Voice & Messaging.** Brand voice is how your business sounds in words, and messaging is what it actually says — together they make a stranger feel like they already know and trust you.
- **Brand Guidelines.** Brand guidelines are the rulebook that keeps your brand consistent — the single reference that makes sure everyone, everywhere, uses your logo, colors, and voice the same way.
- **Collateral Design.** Collateral design is your brand applied to the real-world materials customers actually hold — cards, brochures, signs, invoices — where consistency quietly builds or breaks trust.
- **Digital Brand Assets.** Digital brand assets are your brand adapted for screens — social profiles, email signatures, favicons, and templates that keep you recognizable across every digital touchpoint.
- **Brand Audit.** A brand audit is an honest, outside look at how your business actually shows up everywhere — surfacing the inconsistencies and gaps you've stopped being able to see.

SALES FUNNEL DEVELOPMENT · OVERVIEW

Sales Funnel Development

Complete funnels from first click to closed deal. Landing pages, automation, and nurture sequences that convert.

- **Funnel Strategy & Design.** A sales funnel is the deliberate path you build from a stranger's first click to a paying customer — so nobody who is interested falls through the cracks along the way.
- **Landing Page Development.** A landing page has exactly one job: convert the specific visitor who just arrived. No menu of distractions, no wandering — just the offer, the proof, and the one action you want them to take.
- **Lead Capture Systems.** Most people who visit your site aren't ready to buy today — and without a way to capture them, they vanish forever. A lead capture system turns anonymous visitors into contacts you can follow up with.
- **Email Automation.** Email automation is a tireless follow-up system: the moment someone becomes a lead, a thoughtful sequence of emails goes out on its own — nurturing them toward a sale while you sleep.
- **CRM Integration.** A CRM is the single organized home for every lead and customer you have — and integrating it into your funnel means no contact, conversation, or follow-up ever falls through the cracks.
- **A/B Testing & Optimization.** A/B testing is how you find out what actually works instead of arguing about it — showing two versions to real visitors and letting their behavior, not opinions, pick the winner.
- **Lead Scoring.** Lead scoring ranks your leads by how likely they are to buy — so your time and attention go to the people who are actually ready, instead of being spread thin across everyone.
- **Analytics & Attribution.** Analytics shows you where your funnel leaks, and attribution shows you which marketing actually earned each customer — together they replace "I think it's working" with "here's exactly what works."

REPUTATION MANAGEMENT · OVERVIEW

Reputation Management

Monitor, manage, and enhance your online reputation. Turn happy customers into your most powerful marketing tool.

- **Review Monitoring.** Review monitoring is the early-warning system for your reputation — it watches every place customers can rate you, so you hear about a problem in hours instead of finding out months later.
- **Review Response Management.** Your reply to a review isn't really for the person who wrote it — it's for the hundreds of future customers reading over their shoulder, judging how you handle people when it counts.
- **Review Generation.** Your happiest customers are usually your quietest — they leave satisfied and say nothing. Review generation is the honest system that simply asks them, at the right moment, to share what they already feel.
- **Negative Review Mitigation.** You cannot simply erase a real negative review — but you can shrink its impact to almost nothing. Mitigation is the honest craft of responding, resolving, and out-weighing the bad with the good.
- **Online Presence Monitoring.** Your reputation isn't only on review sites — it's scattered across mentions, listings, forums, and social feeds. Presence monitoring watches the whole conversation, not just the parts you already know about.
- **Google Business Profile Management.** For most local businesses, your Google Business Profile is the real homepage — the panel customers judge, tap, and call from before they ever visit your site. Managing it well is non-negotiable.
- **Reputation Reporting.** Reputation reporting turns scattered stars, mentions, and comments into a single clear picture — showing not just your current rating, but the direction it's heading and why.
- **Crisis Management.** A reputation crisis is a fire that spreads by the hour — and the first response often matters more than the original incident. Crisis management is knowing what to do before the smoke ever appears.
