

WSI Digital System Map

The Digital Landscape Might be a
Little More Complex Than You Think





AdaptiveSEO



SEO is alive and well, ya'll! More importantly, it's on the rise!

54% of marketers surveyed believe there will be increased adoption and usage of SEO in 2015.

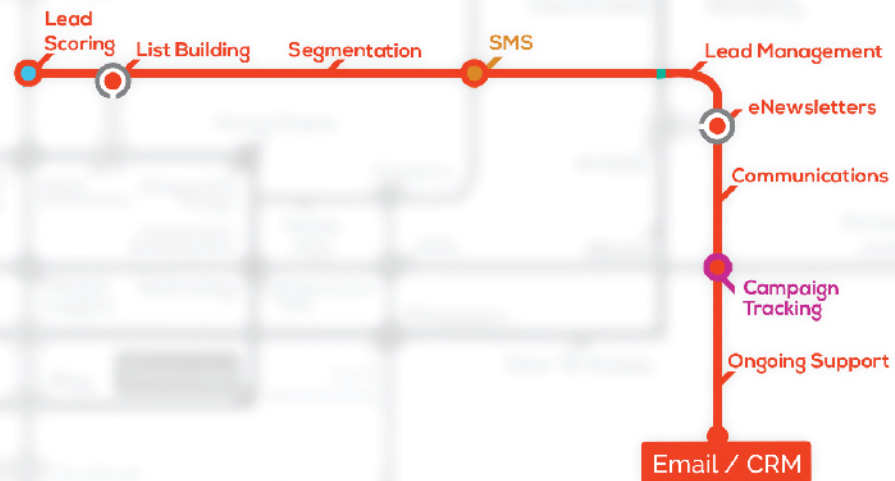
Analytics



The most competitive brands out there are the ones who track, measure and adapt!

75% of the internet retailing top 500 use an A/B testing platform.

Email / CRM



Email marketers, listen up: the early bird get the worm...and the click-throughs!

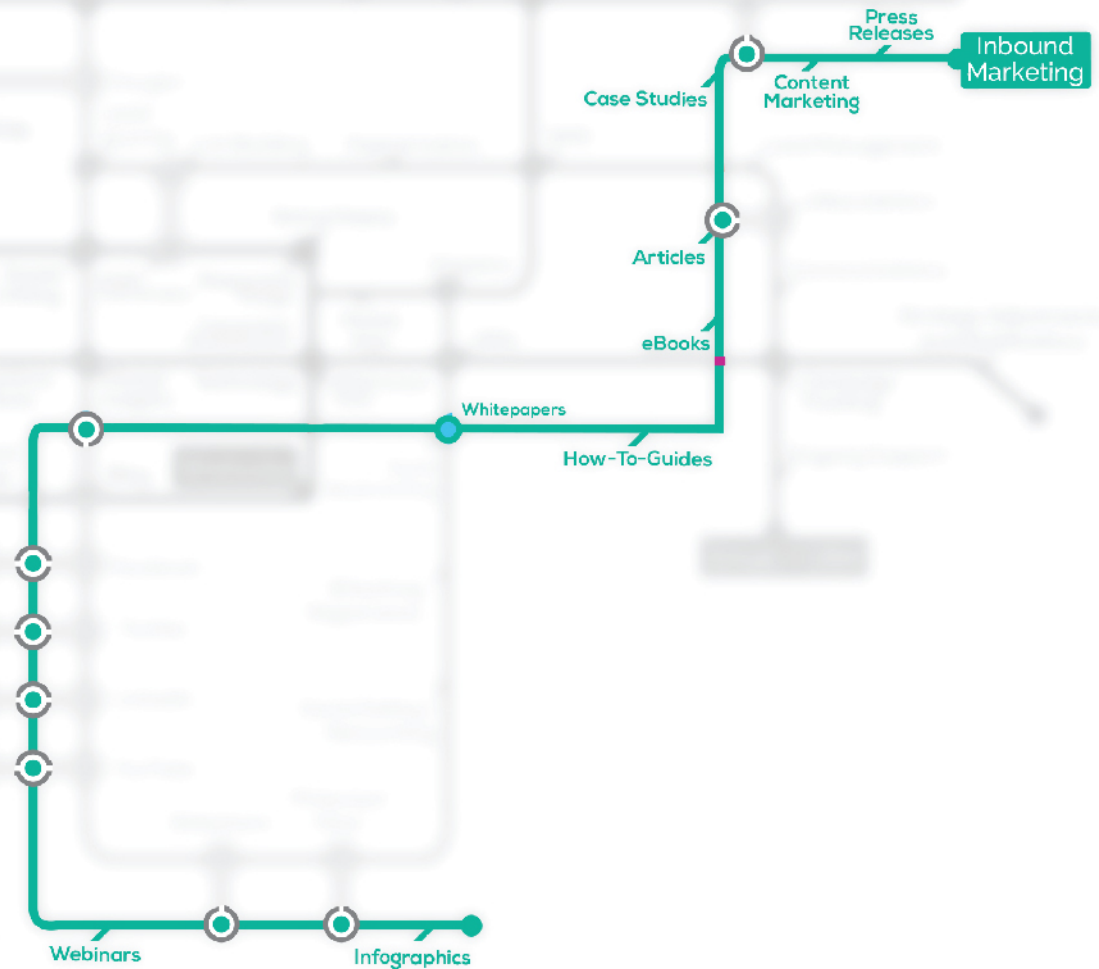
6 AM has the highest CTR of any hour.

Inbound Marketing



We're all for throwing tradition out the window when it comes to marketing.

B2B Companies that blog only 1-2 times per month generate up to 70% more leads than those that don't.



Mobile



Consumers are smitten with their smartphones, so it's time that brands followed suit!

Mobile commerce will account for 24.4% of overall ecommerce revenues by the end of 2017.

Paid Search



A key factor in attracting leads is getting yourself noticed.

Online marketing, including PPC ads, is 54% successful at generating leads.

Social



Channel your inner social butterfly, because there's a plethora of engaged consumers you could be reaching!

There are over 2.2 Billion active social media users, a global penetration of 30%.



Website



When it comes to your brand's digital marketing efforts, first impressions are everything!

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ABOUT WSI & Mikesell Digital Consulting

WSI is the world leader in digital marketing and we're equipped to implement a full suite of Internet solutions. But, of course, we'll work with you to determine which tactics are best-suited to accomplish your business goals. Mikesell Digital Consulting is a Chicago-based WSI agency. For more information on the WSI team, check out **www.mikeselldigital.com**.

