

Swatch Digital

MARKETING CONSULTANCY

CAPABILITIES STATEMENT

Swatch Digital is a marketing agency that leverages proprietary market research to provide customer intelligence data and targeted digital marketing solutions.

Our small, minority woman-owned firm has expertise in persona research, digital marketing, email communications, B2B/B2C blogging, website copy and conversion, marketing strategy and funnels, lead acquisition, branding, and campaign planning / management.

We operate under the premise that every business problem is unique and requires a subjective approach. As markets become increasingly competitive and more companies are vying for the attention of prospects, we help organizations stand out through innovative strategies.

Market Research

- Opinion surveys and polling
- Target audience and purchase drivers identification
- Key message development
- Advocacy measurement
- Competitor research
- Content positioning
- Buyer's journey mapping

Marketing

- Marketing funnel planning and development
- Lead and customer acquisition strategy
- Brand positioning
- Campaign planning and management
- Social media strategy

Communications

- Email marketing
- Messaging
- Copywriting

Website Optimization

- Search engine optimization (SEO)
- B2B/B2C blogging + content
- Conversion optimization
- Website planning and strategy

COMPANY INFORMATION

EIN 85-4150343
DUNS 128157297
CAGE 91BJ7

541613 Marketing Consulting Services
541611 Business Mgmt Consulting
541910 Market Research Services
Opinion Research Services
541430 Graphic Design Services

CERTIFICATIONS

SBA Certified HubZone Firm
State of Georgia DBE/SBE

CONTACT

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REFERENCES

EL Key Law Group
HerPoppy Inc.
Her's by Chantell
MindTrust Labs
PLAYDAY

