

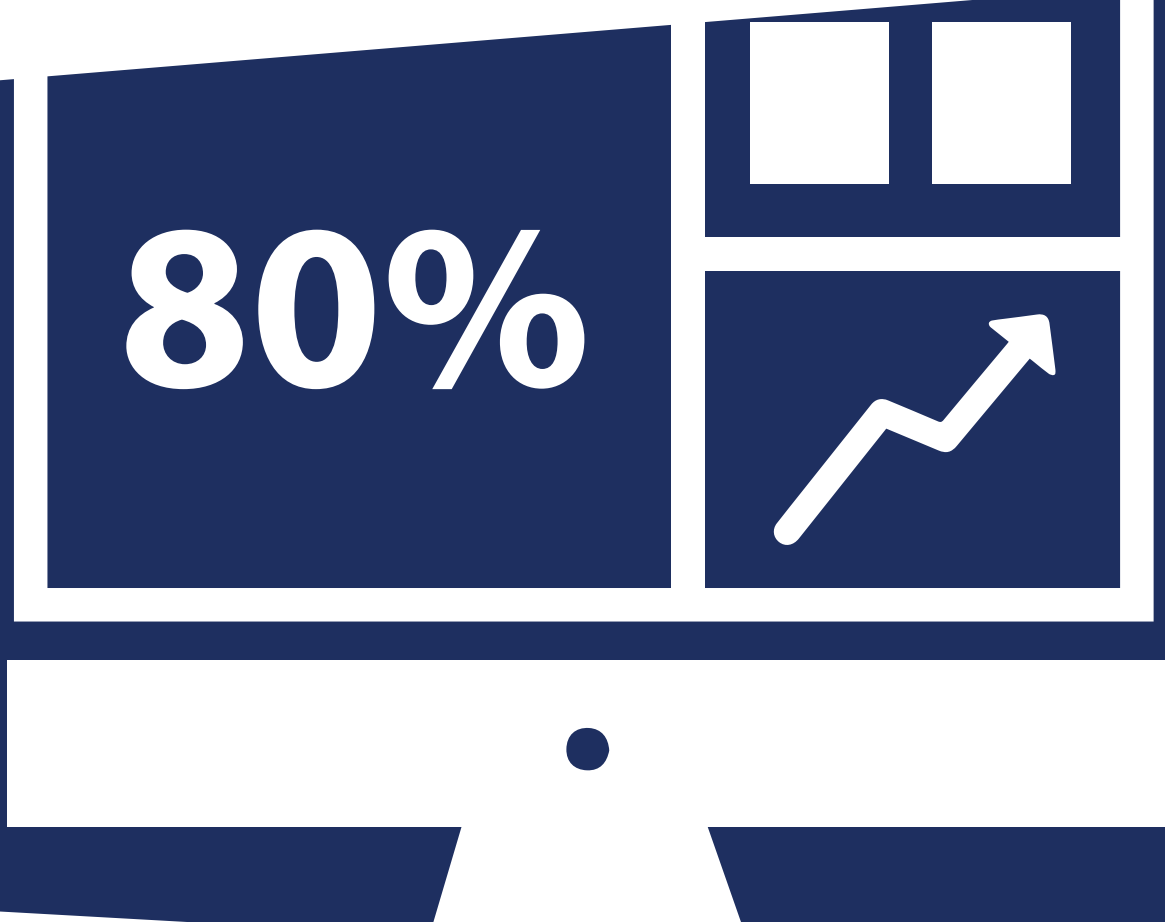


why **digital** matters.

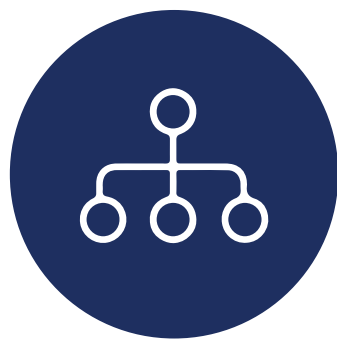
ROI on websites that are redesigned to enhance usability averages **more than 80 percent**.

### what sets TAG **digital** apart

We build inbound marketing sales engines. The best results come when you integrate elements of website, email, mobile, and social media marketing into one unified digital marketing strategy to grow audience, share content, convert more prospects into customers, and boost your campaign ROI.



### the TAG approach to **web design**



Architecture Design & SEO



Research & Copywriting



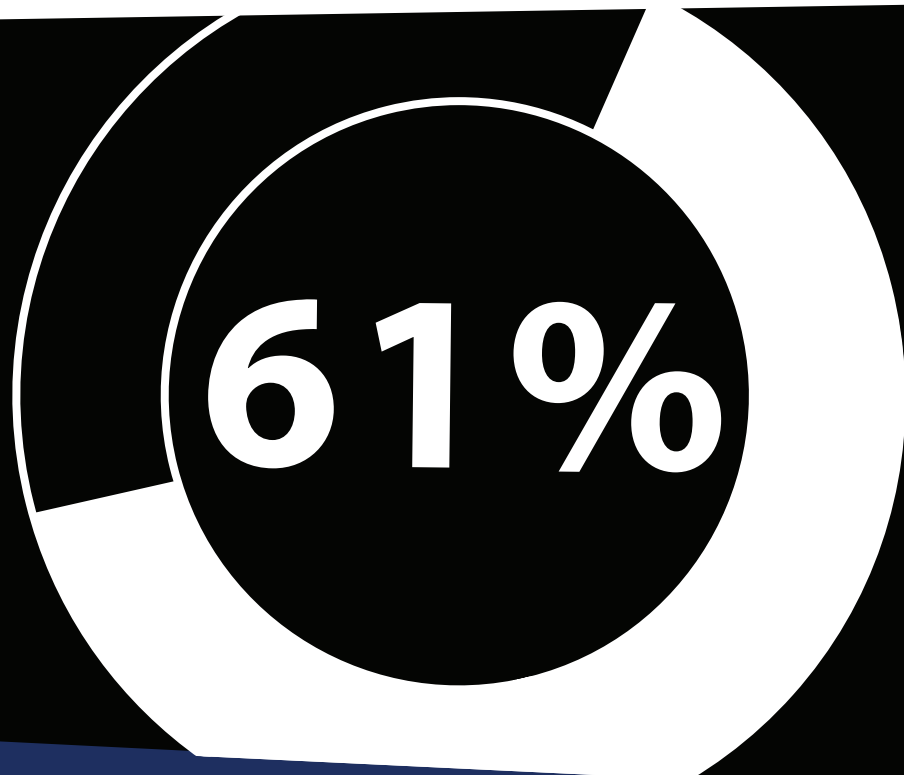
Programming



Testing & Deployment



Analysis & Service



**61%** of your audience leaves if your website is hard to read on mobile. TAG develops all websites to be responsive.



Every 60 seconds your potential clients and competitors make...

694,445 search queries

70+ domain registrations

98,000+ tweets



695,000 facebook status updates

Post

1500 blog posts

Users share **2.5** billion pieces of content each day; content that could be marketing **YOUR brand**.

Social media has a

**100%**

higher lead-to-close rate than outbound marketing

when you spend

\$ 1<sup>00</sup>



\$ 44<sup>25</sup>

is the average return on email marketing investment.

**digital** matters here.

Sources:  
<http://www.americanexpress.com/us/small-business/openforum/articles/3-reasons-effective-design-plays-a-role-in-your-success/>  
<http://www.experian.com/>  
<http://www.leveragenewagemedia.com>  
<http://www.google.com/>  
<http://www.go-globe.com>  
<http://www.slideshare.net/HubSpot/the-2012-state-of-inbound-marketing-webinar>