

# What we do for your business

Ignite your brand



# The Capabilities of *your* Fuze Group Digital Marketer/Brand Strategist Webmaster/Graphic Designer:

1. **Client Communication:** Regularly communicate with clients via email, phone, or messaging platforms to understand their needs, provide updates on projects, and address any concerns or questions they may have.
2. **Strategy Development:** Develop and refine digital marketing strategies and brand positioning strategies based on client goals, market trends and analytics using tools like Google or project management platforms. Seek opportunities within your community to build business referrals, partnerships and awareness.
3. **Campaign Management:** Manage digital marketing campaigns across various platforms such as social media (e.g., Facebook, Instagram, LinkedIn), search engines (e.g., Google, Bing), email marketing platforms (e.g., Constant Contact), and websites (e.g., Wix, WordPress, Shopify).
4. **Content Creation:** Create or oversee the creation of content for various digital and print channels, ensuring it aligns with the client's brand voice and messaging. Design tools like Adobe Creative Suite or Canva may be used for graphics.
5. **Analytics and Reporting:** Monitor and analyze the performance of digital marketing campaigns using tools like Google Analytics, social media metric tools, and email marketing analytics platforms. Prepare regular reports for clients with insights and recommendations for improvement.
6. **Website Management:** Your website is the online hub of your business which hosts SEO content that helps your services rank in Google and primes customers to convert. Fuze provides audits that

help maintain title tags, meta descriptions, image alt tags, and much more—to help you reach customers organically *without* paying for ads. Your website also simplifies the process of starting and growing your email list.

7. **Client Meetings and Presentations:** Attend client meetings and calls to discuss strategy, review campaign performance, and present new ideas and recommendations using video conferencing tools like Zoom or Google Meet.
8. **Research and Planning:** Conduct market research and competitor analysis to identify opportunities and inform strategy development. Tools like SEMrush or Ahrefs may be used for SEO and keyword research.
9. **Collaboration with Teams:** Work closely with vendors teams to develop visual assets, campaigns, and messaging that align with the client's brand.
10. **Online Watchdog:** Continually monitor online platforms for negative activity, comments and reviews.
11. **Stay Updated on Industry Trends:** Stay informed about the latest trends and best practices in digital marketing and branding to keep clients ahead of the curve. Utilize professional affiliations, industry newsletters, webinars, conferences and ongoing educational opportunities to keep updated.

***Thank you for the opportunity to assist your business!***

Wendy Barrett  
Founder/Creative Brand Strategist  
The Fuze Group, LLC  
[wbarrett@thefuzegroup.biz](mailto:wbarrett@thefuzegroup.biz)  
[thefuzegroup.com](http://thefuzegroup.com)  
Office (847) 845-9905