===
Guts & Digital "Our Services" copy
===

Insights, Planning and Design

We start by developing a deep understanding of your business from the top down, focusing on what your customer wants, and what inspires them to buy from you the first time - and coming back for more.

Our unwavering focus on how your customer engages, and then buys from you is the basis of everything we create, finding innovative ways for you to communicate and connect with your customer.

We don't believe in a "one size fits all" approach to design. Will they find you on your website using their PC or mobile device, a mobile or tablet app, branded content campaigns, viral marketing, or possibly your customer management tools? That's what we aim to find out through:

Consumer Research
Opportunity Assessment
Measurement & Analytics
Competitive Analysis
Campaign Planning
Customer Lifecycle
User interface design & testing

Technology Services

Our technology team is focused on delivering scalable, elegant solutions that push the very edge of possibility. We focus as much on the experience (for you and your customer) and interactive design as we do on the technology behind it.

Market/Industry/Environment Assessment
Platform Selection (Information Architecture)
Architecture Strategy (needs to scalable as your grow)
On-site Training Seminars
Web Front/Back End Development
Mobile/Tablet App Development
Shopping Cart & Payment Processor Integration
CRM & Database Integration

Digital Marketing

We work with you to ensure your brand and relevance is delivering the right product, service or message, at the right time, to the right audience.

Branding & Brand Consulting
Corporate Image Design
Photography
Content Assessment, Strategy, Creation
Website Design/Site Review
Social Media Marketing Recommendation & Campaigns
Social Media Community Management
Banners and ads
Search Engine Optimization & Marketing (SEO & SEM)
Keyword Research & SEO Planning/Strategy
Google Places, Local SEO, and National SEO

CRM (Customer Relationship Management)

We'll help you close more deals from more places, and connect you to your team, and your data. Anywhere. Anytime.

Imagine a lead management system that automates lead-generation, and lead-tracking follow-up that lets you manage every aspect of your customer relationships from one smart, central location. Create more leads, integrate you account and contact management, simplify your scheduling, optimize your workflow, create, execute and manage marketing campaigns, improve your customer service, and increase your customer loyalty. Sell more stuff!

Email Integration
Daily Schedule-To-Do
Contact/Account Notes
Mobile Access
Calendar Integration
Remote Synchronization
Hosted Onsite or in the Cloud
On-Site Training Seminars