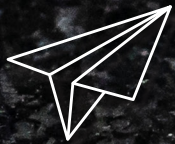


Strategic marketing to match your unique mission.



Fairview Media Group

(215) 538-9000 ■ [www.fairviewmediagroup.net](http://www.fairviewmediagroup.net)



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# Fairview Media Group



Fairview Media Group was created to contribute to the growing success of our neighbors and businesses here in Quakertown and the surrounding Upper Bucks area. We want to be a resource that gives honest, no nonsense information and provides service tailored to a business' specific needs.

We are a marketing brain trust. We know that marketing is one of the biggest challenges that a small to mid-size business faces. Business owners need to concentrate their efforts on running their business and don't have the luxury of researching all of the options available to them or navigate the technical jungle of website development. We are here to help you.

For new businesses, Fairview Media Group will design a program from the ground up to include all of the essentials a business needs to function and succeed in today's digital world. We also welcome established companies that need to revise and refresh their strategy or tackle new opportunities. We pride ourselves on an individualized approach and take the time to ask the right questions and listen to your perspective and needs.

Located next to the Fairview Ave, Quakertown YMCA, our agency is a one-stop-shop for the local business owner. With roots in the community we are skilled at targeting your ideal customer base so that you will benefit from a return on your marketing investment.

Crafting a successful marketing plan is like constructing any new process. You need strong, sturdy building blocks that fit together and support one another. Websites aren't useful without functionality, images are empty without words, and design can fall flat without artistic skill. Plus, these elements need to be developed in conjunction with one another, so they can move cohesively toward your business goals.

Your business website is the key digital cornerstone of your business. It's your brand. Your brand needs to connect with your target audience and provide information on the services they are looking for. Usability and relevance are extremely important now in this crowded digital space. Fairview designs professional websites with the intended customer in mind. Your business website should function as a conversion tool for all of your marketing and advertising efforts. What does website traffic matter if you're not converting?

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Secondly, your website needs to be built and managed to keep up with technical changes from the search engines and WordPress. We make sure your website is up-to-date and make any necessary additions or changes for you on a monthly basis.

Our goal is to offer affordable responsive web development services to help you build your online presence and start converting leads into customers.

## **Digital Marketing Services:**

### **Responsive Web Design / Technical Web Updates**

How does your website appear on a smartphone, iPad or android device? Your visitors care, and Google does too. Since 2019 Google has started to “mark” sites that are not mobile-friendly. Not having a responsive website will hurt your business. Mobile media usage is well over 50%.

### **Website Content Development**

A business website needs to effectively describe your services and inform visitors with everything they need and are searching for. Customizing your website content to your business, your location, and your style improves the user experience. Content is “KING” and developing that content is integral to your website’s success.

### **Content Writing**

We provide copywriting for you. Words that educate, enlighten, and engage your audience. Copywriting that drives traffic, customers, and success. One size does not fit — we work together to create content customized for your business. Our services include articles, blog posts, new web pages and landing pages.

### **Search Engine Optimization**

You’ll hear a lot of different ideas about what good search engine optimization (SEO) entails. The truth is, SEO isn’t one size fits all. There are several important components to SEO. Technical SEO, Content, and Links from authority sites.

### **Technical Web Development & Website Analytics**

We’ll help you figure out what traffic you want and how to get it. Then we’ll help you analyze performance using Google Analytics. Discover who is visiting your website and the content they are looking at. Are visitors clicking on your call to actions?

### **Social Media Integration**

Your site and brand should be integrated with your social networks to make sharing your content and building a following easy for you and your visitors. Sharing your content on the right platforms can accelerate your visibility. Creating ads for rebranding and increasing engagement on your content is an excellent way to develop your target audience.

### **Current Website Rehab**

Sometimes you just need your existing website to perform better particularly when it comes to smartphones. If your site is not loading correctly and quickly on smartphones you are turning off 50% or more of new customers.

# Contact FMG for marketing and promotional services to grow your business.

## PROMOTIONAL SERVICES

- Promotional Modeling Services
- Commercial Photography
- Print Design
- Packaging Design
- Brand Development
- Copywriting
- List Management
- Sales Sheets
- Merchandising Materials

## MARKETING SERVICES

- Website Design
- Blogging and Content Development
- Hosting Support and Setup
- Social Media Integration
- Software and Plugin-Updates
- Website Maintenance
- Custom Programming
- Site Security
- Email Marketing

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