



# DIGITAL MARKETING

*The Secret Ingredient to a  
successful online presence.*

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[usalinksystem.com](http://usalinksystem.com)



# DIGITAL MARKETING

## *Did you know?*

- 22% of smartphone usage is for entertainment
- Investment in mobile advertising is expected to increase between 2015 and 2020
- 65% of smartphone usage is for daily communication
- Digital advertising revenue grew by 19% in 2016
- US advertisers spent \$17.6B in digital advertising during the third quarter of 2016
- Marketing spending on mobile devices will grow up to 160% in the next 3 years
- Average consumer spends 5 hours a day on their mobile devices
- Online video is one of the fastest growing digital spending in the nation
- Millennials pay attention to video ads more than other ads they see online
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# IT'S TIME TO SPICE UP YOUR BRAND

Tapping into exciting details in regard to digital marketing, USA Link System uses facts and trends to help find the right ingredient for your success. Our unique approach to creating solutions offers businesses opportunities to stay competitive in their market.

As your one-stop shop digital marketing agency located in Glendale, California, our in-house copywriters, designers, developers, and social media specialists who are always ready to create mouthwatering marketing campaigns that make your clients want to work with you

*For more relevant, engaging campaigns, we provide these essential services:*

- App Development
- Project Management
- Consulting
- Development
- Optimization
- Integration
- Branding
- Design
- Social
- Content
- Campaigns
- Cross Media

# WELCOME NOTE FROM TEAM ULS



*“The heart and soul of the company is creativity and innovation.”* - Bob Iger

Our awesome CEO Ally Spinu once told us that the hiring process for ULS is like making the perfect soup. “You need fresh ingredients and flavors that complement each other,” Ally says.

And Voila!!! Team ULS now provides all the essential nutrition and flavor your brand needs.

USA Link System is your one-stop shop digital marketing agency where art and tech unite to create effective marketing strategies that improve your sales and leads. ULS offers web and mobile app design and development, integration, social media, launch and maintain campaigns, and customer support.

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We invest our time and energy to help boost our clients’ businesses by adding spice-full of flavors to their social media profiles and websites. With our recent achievements and awards, we are more empowered to cook up digital marketing strategies and campaigns that produce higher sales, more leads, and increased social media or website followers.

Ally built her team of developers, designers, writers, and project managers so she can assist brands with their SEO, social media strategy, email marketing, and so much more.

Our team believes that digital marketing is the secret ingredient to your increased online presence. Our experienced team of experts is always pleased to cook the perfect strategy for you.



# IMPROVE SALES

## *Juicy Secret Ingredients to Improve Sales*

Are you selling amazing products or providing top-quality services but not gaining the online or storefront traffic you deserve? Improving your brand identity is the right solution. Brand identity represents your business, so it should resonate your values, products, and personality.

It takes more than salt and pepper to make a pot of tasty soup. Your timing must also be perfect. This means you need to have more than an eye-catching logo or website. You need an array of flavorful ingredients like timely advertising campaign and strategies paired with taglines, style, and tone.

At ULS, our philosophy of interconnectedness ensures that your logo, website, content, and marketing strategies are in synch and complement each other. Our team works on engaging content and marketing campaigns that spice up your online visibility and boosts your sales.

## *Digital Dreams of Success Come to Life*

Did you know that 80% of consumers love ads that resonate their needs?

Living in a time where consumers go online to shop for the latest shoes, to find the perfect restaurant, and to network with old friends, this is a great time to invest money on digital advertising. Juice up your online presence by focusing on your targeted consumers' pressing needs. Banner ads, video ads to name a few captured consumers' attention at the right moment and time.

## *Go Mobile and Grow Your Online Visibility*

68% is the growth between 2015 and 2017 of smartphone visits to big websites.

Consumers are on-the-go! They use their mobile devices to network with friends, stream music, or watch movies. This allows you a golden opportunity to advertise your products or services in real time.



# TASTY STRATEGIES TO BOOST YOUR BRAND

*There are 61% of surveyed consumers who say that brands advertise too frequently.*

You need as much consumer engagement as much as possible. Knowing the right amount of sharing timely information is key for brands when it comes to engaging with their followers. Tasty digital strategies create timely ads that improve online visibility and create consumer trust.

## *How Staying Social Improves Your Brand*

88% of 18-29 year-olds use social media. Percentage decreases as age demographic increases.

Social media sites are great ways of engaging new and old consumers. Sharing photos, events, or other information important to you with your followers exposes your brand to a wider audience. Depending on your needs, social media can be free, cheap, or expensive.

## *Eye Grabbing Videos Generate Revenue*

Great news if you're targeting a younger audience! 40% of millennials pay more attention to video ads.

Interactive and entertaining video ads are likely to be watched and shared by young people on multiple devices. Engaged millennials mean more opportunities of improved online presence and increased profits.

## *How to Stand Out in Search Engine Results*

Between December 2016 and October 2017, Google desktop internet consumers grew from 232M to 247M.

Businesses use Google to advertise because consumers use the search engine platform to conduct their online search. Consumers use keywords and Google matches those keywords with your chosen keywords. Your paid ad appears above the organic search results.





## *Personalized Ads Generate Sales*

87% of adults aged 25-34 owning a smartphone spend 3 hours per day on their devices.

If you're targeting a specific audience consider smartphone users. Create personalized ads based on their needs and shopping habits. This way your business and products or services are at the forefront of search results.

## *Your Path to Becoming an Industry Influencer*

Did you know advertisers will be spending \$83B on digital ads over the next year?

Spend your money wisely when thinking of digital ads. It helps strengthen and solidify your online presence when you optimize your website by using relevant hashtags, well-researched keywords, metatags, and organic & pay-per-click content.

## *The Perfect Place to Sell Your Products*

82% of adults aged 30-49 use smartphones to entertain themselves.

Mobile users subscribe to or download music & other streaming apps to destress and unwind after a long day at work. You gain insights on their interests and give ideas on how you can tailor your content to attract customers.

## *Mobile App is the Way to go*

Catch your consumers' attention in real time with a useful mobile app. It can be a fun, entertaining app that provides information or amazing deals that make your customers' lives simpler and easier. Catch your consumers' attention in real time with a useful mobile app. It can be a fun, entertaining app that provides information or amazing deals that make