# Spectrum Net Designs

Serving you by creating web solutions for over 20 years.

#### April | 2020

Phillipians 4:6-7: Be careful for nothing; but in every thing by prayer and supplication with thanksgiving let your requests be made known unto God. And the peace of God, which passeth all understanding, shall keep your hearts and minds through Christ Jesus



## **Marketing Spotlight: SEO**

Search Engine Optimization (SEO) is the process of optimizing a website so that it ranks higher in search engine results. By tracking keywords and reporting on search trends, we work to increase the visibility and traffic to your website. If you've been wondering how to get your website to show up higher in the search results, SEO is just what you need!

Visit Our Website

# ноw то Boost Your Audience

Through Facebook Live Videos

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### How to Boost Your Audience Through Facebook Live Videos

Facebook Live Videos are a fantastic tool companies should be using to better connect with their audience and build their brand. Live videos allow you to stream a company event, new product launch, or just a day in your office. Live videos are authentic and raw, which helps customers to build their trust in your brand. If you're interested in any of these benefits of live videos (which you should be) continue reading our blog by clicking the button below.

Learn More On Our Blog

#### Just In Case You Missed It!



## How to Build Your Social Media Marketing Strategy

You have social media accounts for your company, but are you using them to the best grow your company? In this blog we dive into the best way for your company to set up a social media marketing plan from start to finish, covering everything from finding your target audience to creating your content.

Read More



#### Email Marketing for Your Business

Email marketing is a great way to keep in touch with current, past and future clients on a regular basis. It might be daunting to come up with new content to consistently send out, but we are here to tell you that it's worth it! Anyone can use email marketing to grow their business and connect with customers.

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