



Digital Marketing and Public Relations in Focus

Authentic relationships and earned credibility. These are the cornerstones of Focus Marketing & PR's more than 45-years of combined expertise in media relations, digital marketing, social media, and beyond. Our passion is effective communication, meticulous story-telling and genuine interpersonal marketing and public relations, no matter what the industry.

At Focus Marketing & PR, we understand that your business is unique, and we work to incorporate your core values into all created marketing strategy and content. We take the time to truly understand your business, your industry and the specific challenges you face each day, and translate those into an actionable marketing plan designed to draw your ideal clientele.

Meet Niki

Following a career as a producer and sports reporter for NewsRadio 850KOA in the Denver Metro Area, Focus' Founder and Owner, Niki Lopez found her true passion - marketing - after accepting a position as the marketing director for a small, family-owned contracting company. Niki was hired as a franchise marketing consultant for a large national franchise organization, which led her to discover her true

talent and love for consulting with franchise owners on how to make their local markets work for them.

Niki founded Focus in 2009 after recognizing the need for a boutique online marketing and public relations firm in Denver. Using her extensive media contacts

along with her native-born knowledge of Colorado and the Denver market, Niki built Focus to fit her original vision of helping business owners achieve their dreams and goals through smart and effective marketing and PR strategies.

Niki resides just north of Denver with her husband Cory; their three kids, Brooks, Teddy and Julian; and her golden retrievers, Leo and Violet. In her free-time, she is an avid reader and enjoys yoga, coffee and being a baseball mom.



Meet Cory

Cory Lopez, a native of Gering, Neb., has more than 30-years of experience in broadcasting news and sports.

He currently serves as play-by-play voice of the University of Colorado Women's Basketball Program. Cory joined the Focus Marketing & PR team in 2019 to bring his production and voice talents to the team. In his role, he also serves as an account manager for several of Focus' marketing and public relations clients.

In his personal life, Cory has three kids, aged 12, 10 and 4, and he enjoys golfing, coaching his son's baseball team and playing softball.



Members of the Focus Marketing and PR Team

Focus Marketing & PR's Specialities

Whether you're an internet marketing newbie or deeply rooted in your online presence, Focus is committed to taking your efforts to the next-level through the use of leading digital marketing platforms. Platforms such as Google, Mailchimp and WordPress, have the power to reach and engage B2B and consumer clients, while elevating your brand within the ever-changing marketplace.

At Focus, our digital tactics include:

- Full-Strategic Planning and Consultation
- Message Development
- Material Creation
- Production and Distribution
- Email Marketing
- Campaign and Event Management
- Marketing Technology
- Social Media Execution
- Website Design
- Analytics and Measurement

Digital Era.

Within our post-pandemic world, digital connectivity remains an essential necessity for businesses, far and wide. Traditional work-days are radically altered as both employees and clients adopt hybrid arrangements and split working hours between the office and another remote location. Brands cope with new working conditions with flexibility and creativity, while also considering strategies to meet clients and customers where they are.

And where a large majority of us are these days is the internet. According to a Sept. 2021 report by Pew Research Center, **90% of Americans said the internet was essential or important to them since the Covid-19 pandemic first swept the nation in 2020.** Of those who participated in the survey, 58% said the internet was essential to them for work, education, social connectivity and more; this is up from 53% in April 2020.

Reliance such as this further molds the business world into one that embraces and even depends on digital connectivity. Digital connectivity is how businesses share brand awareness and familiarity, instate value, serve and communicate with customers, and measure success. Creating these opportunities requires companies to place data and technology at the core of their organization.



For small-businesses - 99% of the country's employer firms - digital presence is an absolute must. Email marketing, social media execution, website design and marketing technology are chart-topping elements of a digital presence.

Website Design.

Digital aesthetics, end-user experience and everything in between barriers limitless potential for customer interaction. And you have freedom of choice when it comes to developing a site of your dreams. From templates and graphics, to typography and color schemes, every detail matters. And what it all boils down to is your site's user experience. Is the visitor captivated by the site's usability and visibility, do pages scroll quickly, are hyperlinks functioning as they should, how fresh is content on the site, etc.

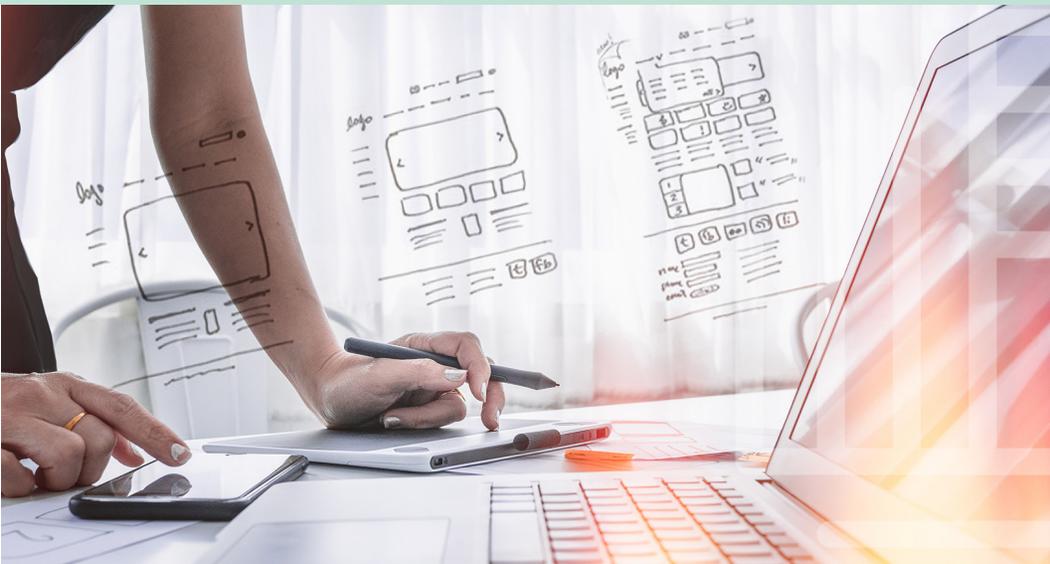
Remember, your website is one of your most valuable pieces of information for your clients! Let us help you make it stand out to your clients and employees.

Email Marketing.

Email Marketing can be intimidating, but it doesn't have to be. Thoughtfully curated email marketing following a consistent rhythm for communication distribution. At Focus, our favorite formula is a promo email followed by a basic newsletter, each month. The promo isn't necessarily a discount or special offer (though it doesn't hurt); you can use it to connect with clients by sharing tips, employee features and more. Newsletters can be an educational medium to share business updates, industry news, and beyond. Email should be orchestrated to include a balance of text and visuals; visuals can be photos, tables or some other artful image. They give life to text and help your audience to zero in on what details matter most.



Email Marketing is a great way to reach your audience and create brand awareness.



And when it comes to **email marketing distribution, not all platforms are created equal.** Some are constantly evolving to keep up with modern demand for superior digital features, functions and appearance; others stay grounded with static offerings. You'll want to consider whether drip campaign functionality is of value, what level of reporting you need, how much storage you need for images and/or if stock photography is available, layout and image placement options, and more. Customer service accessibility and availability is another element to consider when selecting an email marketing platform. Do you prefer real-time interaction for troubleshooting and inquiries, or can you settle with email correspondence?

Email Marketing is a great way to reach your audience and create brand awareness. We love to talk strategy and build effective Email Marketing campaigns, let us help you build your business.



Social Media.

Designated spend for social media is an essential element to conducting profitable business practices. When your brand or business's target market is acutely defined, social media can make all the difference. Chat with us about our social media packages and how we can strategically manage your business's social media.

More on social media.

HootSuite Playbook "Social listening has become an essential way to engage audiences, especially as the world shifted to virtual—half of marketers globally have turned to social listening to understand consumers' changing preferences during the pandemic. 66% say social listening has increased in value for their organization in the last 12 months.



Marketing Technology.

Take advantage of your customers' online presence by meeting them where they already are with Google Ads. The platform is one of the lowest-cost, highest-return forms of marketing a business can employ... and it's a favorite among Focus clients, too. When you deploy Google Ads, you're leveraging a highly efficient conduit by placing advertisements for your business in the search results of websites, mobile apps, and videos. Services are offered under a pay-per-click pricing model. Google powers 90 percent of Internet searches, according to National Public Radio. At Focus, we'll most always recommend Google over competing social media outlets, any day of the week. The deployment of Google AdWords alongside other social media platforms is always a good idea. The Internet giant prefers you're using additional social media outlets anyway – whether it's simply blog posts or digital advertising. The more traffic you're directing to your site from social media outlets, the better your rankings. Moral of the story: Social media and Google play well together.

Digital Marketing and Public Relations

- PR
- Media Training: Confidently Speaking: Focus Marketing + PR Now Offers Media and Speaker Training - Focus Marketing + PR (focusmarketingandpr.com)

Why readers need to know this information

- Increase brand awareness
- Credibility
- More interaction with customers
- Lead generation
- Convenience and ease
- Help achieve goals
- More successful business!

How FMPR can help readers reach their goals

- Analytics & Measurement: <https://focusmarketingandpr.com/understanding-the-ingredients-of-alpha-bet-soup-sem-vs-seo/>
- Boutique, personalized experience: Make Focus Marketing & PR Your Marketing Partner - Focus Marketing + PR (focusmarketingandpr.com)

Focus Marketing & PR Client Line-up

We are always thrilled to share our success stories. Our clients oftentimes present us with unique challenges and we are proud of the marketing and PR strategies that we put in place. This section of our website will provide you with insights into specific strategies we have utilized for actual clients, outline

- Compliance for age-sensitive products
- Boutique beauty salons
- Educational institutions
- Home decor and services
- Professional services
- Non-profits
- Automotive services