



SOUTHERN CROSS MEDIA



# Southern Cross Media

## » We're passionate about helping you find your creative voice.

Founded in 2016, Southern Cross Media champions unique brands and brings them into the spotlight. We leverage your business' strengths to build strategic road maps and deliver the right customers to you. Our co-founders, Tom Fritchek and Charles Kiester, spent nearly 30 years in the corporate world until one day they realized, "We can do this better!" As small business owners, they found that the quality of customer service from large corporate entities was lacking and wished to create a company that speaks to what businesses want. Southern Cross Media, LLC was born with an eye toward providing excellent value, quality products, reasonable pricing, and, most of all, great customer service that only a small, locally-owned company can provide.

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# Website Design & Development

Southern Cross Media provides fully responsive and engaging websites that are designed to deliver results. Our team of innovators use web design, web development, and SEO services for small businesses looking to make a large impact. We believe in giving small businesses the same digital resources as corporations so that they stand a chance in the competitive online market.

When planning a new website launch, we take the time to understand your business and who your customers are. We ask questions to determine your target audience, your desired website appearance, and how we can transform your vision from concept to reality on desktop and mobile devices.

## » What We Offer

Our developers use WordPress, HTML5, and CSS3 to craft stunning websites, all while implementing SEO-friendly techniques to bolster high conversion rates, search rankings, and customer retention. A responsive, cutting-edge website is the first step toward the promotion of your brand, the attraction of new business clientele, and the attainment of additional leads.

Much of a business' outcome relies on the usability of their website, and an easily accessible and user-friendly design allows for positive results. All websites designed by Southern Cross Media undergo extensive testing across all devices and browsers to ensure usability and accessibility.

Let our team help you build a unique, engaging website that will exemplify your presence and leadership within your industry.



## » Let Southern Cross Media be your creative voice!

Communication is the foundation for the success of your brand. Our team of content writers utilizes market research to provide clear, compelling, and engaging content that speaks to your target audience.

When you launch your digital marketing campaign with Southern Cross Media, we utilize:

- Powerful keywords for your website, blog, videos, and social media platforms that will help to boost search engine rankings for your business.
- Effective link-building techniques to help drive traffic to your site.

Southern Cross Media takes a personalized and modern approach to your business success. Our content objective is to build a successful marketing plan that will broaden your digital presence. One step at a time, we will help you reach your vision and your goals.

*I have been working with Tom and his team on a new website and related social media advancements. They are very professional and easy to work with, and the finished products are exceptional!*

- Carla Pepperman

## » Social Media

Social media marketing is an invaluable tool to boost your visibility and build trust in the online world and local community. It provides a forum for ongoing interaction with your audience, helping you to create strong relationships with your current and potential customers. From a business perspective, consumers have increasingly utilized social media as a valuable search engine. Powerful social media presence is a factor in search engine rankings by directing traffic to your website.

At Southern Cross Media, we increase recognition of your brand with the use of engaging photos, videos, and content on social media. Our team can help you to track customers' comments and questions, letting them know that they are heard. We know the importance of using distinctive images, striking colors, and captivating text to attract viewers. With social media marketing, we can help your business show off its social side and connect with your audience on a whole new level.

*Charlie was great to work with in making our vision a reality! Thank you, Southern Cross Media, for the insight and the follow-through. Refreshing to have a marketing firm expeditiously deliver exactly what we were looking for.*

- Morgan Trial Law



# Search Engine Optimization

Search Engine Optimization is the integration of various strategies to improve website ranking, which in turn increases traffic to your site and profitability for your business. At Southern Cross Media, our goal is to optimize your search engine ranking through a variety of industry-proven techniques. We utilize website architectural analysis with result-driven keywords that are relevant to your product or service and an effective content strategy. During our site building process, our content writers craft meta descriptions with keywords that positively impact search engine rankings. Additionally, we utilize social marketing as a tool to complement your SEO services.

Our Digital Marketing Team tracks SEO Progress through:

- Keyword ranking reports
- Content analysis reports
- Website traffic reports

In building your brand awareness, Southern Cross Media is here to listen and respond to your challenges and assist in reaching your goals. Our SEO tools and committed associates will give you the roadmap you need to achieve business success!

*Do you want results? SCM does not work with anything other than telling you what they can do and then doing it. They know their business and your business will see the benefit of what they do. Mine did. They exceeded my already unreasonable expectations. If you want business from the web, hire them. They do what they say they will do!*

- Jeffrey Badgley

## » Videography

Videography is a powerful promotional tool, and by using relevant keywords in the narrative, it can impact your search engine rankings. The use of an engaging video helps you connect with your target audience, and this converts to sales. Those that find your videos interesting and informative will share them on social media, which, in turn, increases your company's exposure.

Not comfortable in front of the camera? No problem. Southern Cross Media can captivate your audience with spectacular motion graphic videos. Motion graphics can boost your marketing campaigns, with text as the key component. It combines informational content with colorful graphics that are unique and fun!

*I had a great experience with this company. The staff was very creative in helping me film videos for my business. Tom, the owner, is very personable and easy to work with. I highly recommend their services.*

- Law office of Denaro J. Allen

Fresh content is a major factor in Google's search engine results placement (SERP) algorithm. A business blog is the best on-site strategy to post consistently fresh content to an otherwise static website.

Writing new blog articles each month offers Google and other search engines fresh, relevant content to scan when they crawl your site. A diverse range of topics also expands your reach in user searches.

## » **Bloggging is more important than ever before.**

Bloggging, which first started to take off in the latter half of the 1990s was initially used to provide a unique way for people to share their thoughts, feelings, experiences, and opinions. Today, however, everyone from Fortune 500 companies to mom and pop shops is bloggging (in addition to other digital reach methods) to increase their digital presence and inevitably increase their bottom line.

In fact, if your business' website does not have a blog (or "Learning Center") that is actively updated on a regular basis, then you are missing a huge opportunity to increase your company's visibility and therefore increase your digital reach, your potential client base, and your bottom line.

## » **Bloggging Matters - Just ask Google.**

In today's digital-driven society, your business requires a powerful online presence in order to stand out among your competitors. When someone searches on Google for a professional or business in your industry, how can you ensure your business name shows up at the top of the list? One strategy is through effective search engine optimization, or SEO.

In the past, companies like Google put an emphasis on the use of keywords (words used on the internet to market products and services) and how often those words appeared on your website.

As technology has evolved, Google and many other search engines are advancing their formulas to determine how frequently websites should be updated in addition to the originality and quality of their content.

What does this have to do with bloggging? Much more than you would imagine!

Blogs help to add relevant content to your website on a regular basis, and search engines are always hungry for new content. Some businesses put a spin on the use of blogs, choosing instead to brand them as news articles, recipes, or announcements. At the end of the day, they still function as blogs, and blogs are powerful!

Southern Cross Media can help build you a fresh new website with an engaging blog, or revamp your current blog on your existing website. Our writers produce industry-relevant content to help captivate your audience.



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# Reviews & Reputation Management

Building a positive brand image in digital marketing is essential to gaining the trust and loyalty of your clients. Customers are the voice of your business, and their feedback can be a useful means of elevating your online presence. User-generated content, like customer feedback and reviews, has been shown to have a significant impact on a business' online reputation.

Southern Cross Media believes in a personalized approach to eliciting feedback from clients. Positive reviews should be celebrated and promoted, while negative reviews should be explored and resolved in a caring and professional manner.

We can safeguard your brand by monitoring customer feedback with online reputation management, which in many cases includes the ability to remove negative reviews. We know that your online digital reputation is essential to your business growth. Let us be the solution for your success!

## » Recent Reviews for Southern Cross Media:

*These guys are super flexible, knowledgeable with preparing our digital efforts. Very responsive to any issue that has arisen and quickly resolves all of our questions and directives. They did a great job with our website.*

- Jacob Speicher

*Their staff is very willing and capable of helping you with any questions or assistance that you need. They deserve 6 stars! Law Offices of John L. DiMasi.*

- Jodi Zgura

*Great marketing firm. Helped us set up our website and maximize traffic. Has increased the number of clients who found us via internet.*

- Sherri Akin



## » We have marketed ads for our own use, as well as ads for our clients.

Pay-Per-Click advertising is much more involved than simply having your business appear on the first page of search engine results. While PPC campaigns seem simple, there is an incredible amount of strategy involved. Our experienced copywriters strategically plan each ad and test them with their intended target audience. We work directly with Google and place ads in the Search Network and Display Network within Google AdWords.

Our goal is to identify a positive result in traffic, engagement, or conversion. Before we even create an ad, we will discuss and agree on a call-to-action and design a click path to convert digital traffic. We measure the success of a paid search campaign on how well the ads drive the desired action.

If you are ready to boost sales, generate leads, and drive traffic to your business' website, then a PPC campaign is a great tool for you! Look no further than the digital marketing team at Southern Cross Media.

### » PPC Fast Facts:

- Pay-Per-Click campaigns for your business should remain consistent with your brand narrative and speak directly to your customers
- PPC ads are often brief and engaging and may rely either on relevant imagery or text to convey a message
- Integrating relevant ad campaigns across the net can positively affect traffic and engagement for your website

At Southern Cross Media, we are familiar with both sides of Pay-Per-Click campaigns, utilizing them for our own company as well as for our clients. We can help you boost your business with an effective, strategy-driven PPC campaign.