



How 'ad hoc' marketing services can make you miss your mark.

**What are "Ad hoc" Marketing Services?**

Serial providers that have knowledge about one field, but lack expertise in other areas to be effective and efficient marketers. For example...



SEO focuses on optimizing websites for the best search results for your target keywords. But a long history of "cheat" tactics makes it hard to sort out the good providers from the bad ones.



SEM (search engine marketing) focuses on increasing website visibility through search engine results pages (SERPs). Practitioners often rely on paid advertising on search engines and social media.



SMM (social media marketing) focuses on social media activity. Although a bit more holistic than SEO and SEM, SMM still has a narrow view of digital marketing, mainly through social media platforms.

**To be a more effective and efficient marketer...**

You need the perspective of a comprehensive digital marketing communications plan that includes:

Public Relations and Promotions

Digital Marketing Communications

Branding, Corp ID, and Messaging

Content Creation and Marketing

SEO, SEM, SMM, CRM, CMS...

And stuff you haven't thought of - yet.



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