How to create online success

SALTECH SYSTEMS
Simplifying Technology™

We're technology experts and we want to help you reach your business goals

We have tools you need to grow your business. We specialize in web design, brand design, digital marketing and IT support. We strive to make advanced technology simple and help our partners succeed online.

This is a guide to creating online success for your business. If you'd like to learn more about any of these steps to success, please reach out and we'll create a plan to grow your business.

Contact Us & Let's Talk Growth

We'd love to help you take the next step and achieve your business goals.

Email Us @
info@saltech.com

Call Us @
(515) 520-8200

Steps for Online Succcess

1 Establish your brand and digital presence

2 Create an exceptional website

3 Grow with digital marketing

4 Support your growing operation

Step One:
Establish Your Brand

✓ A signature color can increase brand recognition by **80%**

✓ It only takes **50 milliseconds** for consumers to judge the visual appeal of your brand.

✓ **77%** of marketing leaders say branding is critical to growth

Your brand is the face of your business. A great brand makes your business more recognizable, more appealing and more effective in every online interaction. Start with a focus on your brand to generate the most possible online success.

We specialize in online brand transformations. Our strategic graphic designers can build the assets your team needs to achieve its goals online.

Ways we can help:

Brand Design Services

Web Design Services

Content Writing Services

What you'll need:

☐ A professional and visually appealing logo. Make the visual face of your business.

☐ Visual brand guidelines, including colors & typefaces.

☐ Brand communication guidelines, including slogans, taglines and a brand voice.

☐ Website content that follows brand communication guidelines.

☐ A unique value proposition. Create a statement that communicates what makes your brand unique and value to your customers.

View our branding portfolio →
View our portfolio of brand design projects for brands like yours

Step Two:
Create an Exceptional Website

✓ It takes about **half a second** for visitors to form an opinion about your website.

✓ **75%** of consumers say they judge a company's credibility based on its website design.

✓ Nearly **90%** of consumers will shop with a competitor after a poor website experience.

The next step for online success is the most important digital asset you'll ever buy: the website. Your website is a digital hub for your brand. It should be a tool for driving traffic, leads and revenue.

We have a streamlined web design process that will make your digital transformation easy. We'll build a custom website that fits your goals and budget. It will become a tool for online success.

What you'll need:

☐ Your goals for a website

☐ Your brand elements

☐ Your product or service information

Ways we can help:

Web Design Services

Web Development Services

Ecommerce Web Design Services

Software Development Services

Mobile App Development Services

View our website portfolio →
View our portfolio of custom websites created for brands like yours

Step Three:
Grow With Digital Marketing Strategy

✓ **72%** of overall marketing budgets get put towards digital marketing channels.

✓ Marketers can boost brand awareness by **80%** using digital ads.

✓ **63%** of businesses have already increased their digital marketing budgets in recent years.

After the brand elements and website design are complete, your business is ready to reach more online customers. You'll need an efficient and cost-effective plan to grow your traffic, leads and revenue.

We specialize in modern marketing solutions that reach modern customers. We can implement search engine optimization, social media marketing, email marketing and digital advertising campaigns.

Ways we can help:

Digital Marketing Services

Search engine optimization
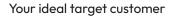
Pay-per-click advertising

Social media management

Email marketing services

What you'll need:

☐ Your brand elements

☐ Your website

☐ Target keywords for search engine campaigns

☐ Marketing assets like photos or videos of your product or service

☐ Your ideal target customer

Start with a free SEO audit →
Find the errors holding your business back online. Let's fix them and improve your web traffic.

Step Four:
Support Your Growing Operation

✓ **43%** of cyber attacks target small businesses.

✓ **75%** On average, IT downtime costs $10,000 every hour.

✓ Managed services can **reduce IT costs by 25–45 percent.**

The final piece of our guide to online success is to keep your growing operation running efficiently. You need a plan to manage the technology that fuels your growth. Your business needs to stay up and running without obstacles to your success.

Our managed IT support offers complete tech coverage. We'll take care of your workstations, servers, backup, anti-virus, email, networking, and more. We'll help manage technology and keep your team focussed on your goals.

Ways we can help:

Cybersecurity services

Data backups & cloud services

IT consulting

Managed IT services

Network management

Remote & on-site support

VoIP phones

Request an IT Consultation →
Let's discuss your IT needs and create a plan to keep your operation running smooth.