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Digital Marketing

"I have great confidence in your team."

- Mark Moses, *Indian Motorcycle / Charlotte*

Brad hears that kind of compliment a lot.

As the Director of Digital Marketing for WebArt, he's in the thick of a rapidly changing industry. And while the digital realm allows marketers unprecedented flexibility, reach and measurability, it's a world that's demanding and intensely competitive.

But Brad is more than up to the task. Youthful but wise, energetic but patient, he's had a major impact on our agency and our clients.

Since joining us in 2009, Brad has established WebArt's unique perspective on digital marketing, which includes search engine optimization, social media marketing, email marketing, digital advertising, and other digital strategies.

Certified by Google, he brings a wealth of knowledge to our work. But more importantly, he always wants to know more.

Brad enjoys building digital strategies around the buyer's journey and implementing digital into the client's marketing funnel. He has also presented many seminars on developing digital strategies, and provided valuable insight on strategies for specific channels.

"Your presentation was absolutely fantastic. It's no wonder that people responded well to it. We would love to have you back again to talk about SEO in the future."

Brad Stephens, Virginia Tech

"You gave us some great ideas about social media that everyone can use. Your expertise and experience showed."

Ronald Reeker, Casarock Travel

Presentation Topics

- Social Media
- Digital Marketing Strategy
- The Digital Buying Cycle
- Digital Marketing Funnel
- Search Engine Optimization
- Pay-per-click Strategy and Tips
- Content Marketing Strategy
- Online Reputation Management
- Designing Websites the User Wants
- Real Life Digital Marketing Strategies