



Navigating Success

The Atlantic Online Six-Step Marketing Framework

Experience Progressive Growth with Efficient
Digital Strategies

WWW.ATLANTICONLINE.CA



The Atlantic Online Six-Step Marketing Framework

Experience Progressive Growth with Efficient Digital Strategies

STAGE DELIVERABLES

1

Market Readiness Assessment

- **Industry Analysis**
- **Competitor Analysis**
- **Keyword Analysis**
- **Build Marketing Messages**

2

Website Development

- **Create a user-friendly and visually appealing website.**
- **Ensure responsive design for optimal mobile & desktop experience.**
- **Implement fast loading times for improved user experience & SEO.**

3

Google Positioning (SERP)

- **Google My Business**
- **Google Ads**

4

SEO Content

- **Create engaging blog posts, articles, and multimedia content.**
- **Regularly update with high-quality, relevant content.**
- **Utilize SEO best practices to improve visibility.**

5

Organic Social Media / Storytelling

6

Meta Ads / Facebook & Instagram



About Atlantic Online

Building Exceptional Online Experiences for Atlantic Canada and Beyond.
Since 1999.

With over 25 years of experience, AtlanticOnline.ca has a proven track record of helping businesses build, scale, and protect their brands online.

We have assisted over 500 business owners across various sectors, including professional services, health and wellness, industry, and tourism.

As a professional digital marketing agency based in Nova Scotia, Canada, AtlanticOnline.ca is passionate about creating exceptional designs and strategies tailored to each business's unique needs and goals. Our commitment to excellence and innovation makes us the ideal partner for your digital needs.

Our deep industry knowledge ensures that we understand each client's unique challenges and opportunities, allowing us to deliver tailored solutions for lasting impact.

Industries We Serve

At AtlanticOnline.ca, we offer extensive expertise in key industries, making us your ideal digital marketing partner. Our experience spans:

- Industry, including Manufacturing and the Fishery
- Professional Services, including Law, Financial Services, Non-Profit & the Arts
- Tourism, including Private & Government
- Health & Wellness, including Beauty & Mental Health



Ready to explore our pricing plan?

If you are Interested in learning more about our strategy or have inquiries regarding our fees, please schedule a complimentary 30-minute appointment to learn more about our solutions.



www.atlanticonline.ca/marketing-framework



Our website

www.atlanticonline.ca



Our e-mail

shelleyb@atlanticonline.ca



Telephone

+1 (902) 717-8496



HQ address

Atlantic Online Fairlead Marketing Inc.
PO Box 161, Church Point, NS BoW1Mo



Facebook

[@AtlanticOnlineMarketing](https://www.facebook.com/AtlanticOnlineMarketing)



LinkedIn

[/in/shelleybellefontaine](https://www.linkedin.com/in/shelleybellefontaine)