



Digital Sales & Marketing Services

Over 80% of companies plan on increasing spend in digital marketing over the next year. The spending increase is requiring Chief Marketing Officers (CMOs) prove that their digital marketing strategy is delivering a real Return on Investment (ROI). Marketing operations must implement a digital marketing governance that controls how their departments are using digital marketing services and technologies. Additionally, CMOs are challenged to attract and retain digital marketing resources. Employee turnover and escalating salaries are impacting the CMO's ability to achieve their marketing goals.

At Corbus, our clients trust us to be their digital marketing strategy expert. We provide strategic consulting, process design, operational services, and digital consulting. Corbus consultants are specialists in social media, behavioral advertising, e-commerce, digital marketing technology, and a broad range of digital marketing activities.

Corbus' Digital Sales and Marketing services help our clients optimize the marketing spend, not in the traditional sense of applying a marketing mix model, but in delivering optimization through strategy and efficiency at the marketing process level. Key offerings include:

- Social Media Solutions
- Digital Advertising Services
- Relationship Marketing Services
- E-commerce Solutions

Additionally, we have developed project management processes that incorporate an Information Technology Infrastructure Library (ITIL) service management approach to designing and delivering digital marketing services. This approach helps us quickly deliver and tailor solutions which are scalable across different regions, business segments, and functions.

Corbus' digital sales and marketing services focus specifically on:

- Eliminating redundancy and waste in digital advertising
- Streamlining digital advertising processes
- Leveraging behavioral data to optimize digital processes

- Establishing measurements and controls to maintain and optimize digital advertising processes

Benefits

Corbus provides strategic consulting, process optimization, and operational services to help customers in developing and implementing a comprehensive digital presence. Our services include:

- ✓ Crafting digital strategy roadmaps
- ✓ Implementing digital marketing best practices
- ✓ Establishing standard governance processes
- ✓ Identifying best-in-class digital marketing technologies and services

Corbus advantage includes industry experts in digital marketing that deliver digital projects on time and budget reducing digital marketing spend by as much as 25%.

Differentiators

We engage a Marketing Process Optimization (MPO) framework which delivers value to our clients at the marketing process level through strategy execution and increased efficiency.

- ✓ We help scale social media processes while reducing costs and risks
- ✓ We help deliver targeted digital advertising that improves conversions and reduces cost
- ✓ We create a holistic solution for developing a one-to-one relationship with customers or consumers