



Digital Marketing Services

Supporting your marketing and sales teams throughout your customer journey —from lead to loyalty.

Engage your customers at every step – from attracting leads and nurturing them through the sales funnel, to converting prospects and delighting your current customers.

Experts Dedicated to Your Success

Let our specialists help you build brand recognition and elevate your business. We leverage social media, digital PR, marketing automation and SEO to get your content in front of the right audiences.

Key Features

Whether you're focused on attracting leads, converting prospects or delighting customers, we can help with a wide range of services.

- **Digital Marketing Strategy:** We evaluate your current digital marketing efforts, target audience and competitive landscape and offer expert consulting services to help your marketing team build a digital strategy for future success.
- **Email & Marketing Automation:** We build a tailored email strategy to help you stay top of mind with your customers and prospects, create a positive onboarding experience and nurture your leads through the path to purchase.
- **PPC & Paid Social:** We use PPC advertising, branded content, display ads and paid social media marketing to amplify your messaging, drive traffic, create leads and increase revenue.
- **CRO (Conversion Rate Optimization):** We A/B test and optimize your website and landing pages to increase conversions.
- **Content Marketing:** We build a tailored content strategy and craft high-quality content, designed to elevate your brand and build valuable consumer relationships.
- **Social Media:** We conduct audience research, optimize your brand's relevant social platforms and craft winning social media messages that reflect your brand's personality to attract the right audiences.
- **Digital PR:** We pitch high-authority publications to secure valuable digital media placements for your brand; establishing brand authority to expand your reach across a wider audience.
- **SEO (Search Engine Optimization):** We ensure your website and digital content are optimized to help your business appear in relevant online search results.

About Rackspace

Rackspace is your trusted partner across cloud, applications, security, data and infrastructure.

- A leader in the 2019 Gartner Magic Quadrant for Public Cloud Infrastructure Professional and Managed Services, Worldwide
- 3,000+ cloud experts
- Hosting provider for more than half of the Fortune 100
- 20+ years of hosting experience
- Customers in 150+ countries
- Salesforce Platinum Partner with over 500 certifications
- HubSpot certified
- Google Analytics certified

Fanatical Experience™

Experts on your side, doing what it takes to get the job done right. From first consultation to daily operations, Rackspace combines the power of always-on service with best-in-class tools and automation to deliver technology when and how you need it.

Key Benefits

We're here to help your marketing and sales teams succeed together, throughout your entire customer journey – from lead to loyalty.

- **Strategy focus:** We deliver a comprehensive digital strategy to develop effective campaigns so that you can achieve your marketing goals.
- **Multi-Channel approach:** You can combine our high-quality content marketing with email, marketing automation, social media and SEO to drive the most value.
- **Tailored solutions:** To maximize your investment, we research which channels your target market uses most, and focus on expanding your presence there to maximize your marketing spend.
- **Best-in-class technology support:** We can help you implement, customize and manage your marketing automation platform to maximize its value.

Customer journey stages	Your goals	How we help you
Awareness	<ul style="list-style-type: none"> • Lead acquisition • Brand awareness • Building authority 	<ul style="list-style-type: none"> • Optimize your brand's website and digital content • Drive traffic and create brand awareness through targeted paid and organic campaigns
Nurture	<ul style="list-style-type: none"> • Lead nurture • Sales enablement 	<ul style="list-style-type: none"> • Get the right email messages in front of the right audience at the right time • Craft content that addresses your customers' needs and pain points
Evaluation	<ul style="list-style-type: none"> • Showcasing competitive advantage • Highlighting value propositions 	<ul style="list-style-type: none"> • Deliver sales collateral, e-books, guides and other materials to delight prospects through email, paid media and social media
Purchase	<ul style="list-style-type: none"> • Lead conversion 	<ul style="list-style-type: none"> • Use CRO, email marketing and other UX strategies to deliver more conversions through your website
Onboarding	<ul style="list-style-type: none"> • Improving new customers' experience 	<ul style="list-style-type: none"> • Create a positive onboarding experience with quality content, email messaging and materials
Retention	<ul style="list-style-type: none"> • Reducing customer turnover • Selling to existing customers 	<ul style="list-style-type: none"> • Craft content that reflects your brand's personality and keeps your current customers engaged • Nurture opportunities for cross-sell and up-sell
Advocacy	<ul style="list-style-type: none"> • Increasing referrals • Building out positive reviews 	<ul style="list-style-type: none"> • Develop custom referral and review programs • Craft supportive content to become a go-to resource for your customers



Take the Next Step

Let's talk about how Rackspace Digital Marketing Services can help you achieve your goals.

Learn more: <https://www.rackspace.com/salesforce-managed-services>
Call: 1-800-961-2888