

Don't let your website leave conversions on the table!

No matter what results you expect your website to deliver – from maximizing leads and sales opportunities, to generating product interest and assisting in customer support – achieving the greatest ROI comes from understanding your customers and your data.

Fast Forward Digital Diagnostic, from SIGMA Marketing Group, is a 7-day digital assessment, providing insight on improving website performance and online customer engagement on multiple levels.

- Identify **actionable recommendations** for improving your website or internet marketing to achieve your business objectives or address trouble spots.
- Discover **which site content has a positive or negative impact** on leads, sales and engagement objectives.
- **Evaluate factors that affect your business goals**, such as searches, advertising, mobile activity, e-mail campaigns and more.
- Align your website's role **within your existing multichannel marketing strategy**.
- Establish a **benchmark for growth** – while highlighting areas for improvement.

Fast Forward^{DD} is easy. Using your existing web analytics tools, SIGMA will get your company ready to improve digital results with actionable business insights for your website.

Go Fast Forward^{DD} in just 7 days.

Contact SIGMA Marketing Group at 888-277-9837 or visit www.sigmamarketing.com

Find out how well your website delivers on its primary business objectives.

Goals	Score	Weight	Points
Content consumed	8	5x	40
Sales/leads conversions	5	2x	10
E-mail signups	4	1x	4
Event information	7	1x	7
Thought leadership, blogs	3	1x	3
Fast Forward Assessment Score			64



About SIGMA Marketing

SIGMA Marketing Group engages your customers through analytics, strategy and technology. We make multichannel work for you, using both digital and traditional direct marketing channels. We'll improve your customer relationships both online and offline, with an eye on ROI.

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 Blog: fifthgearanalytics.com
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