Convertiv

Visibility & Martech

Technology Assessments
- MarTech
  - Tag Management
  - Web Analytics
  - Misc. (e.g. Chat, 1st & 3rd Party Data, etc.)
  - Marketing Automation
- Salesforce
  - Lead Lifecycle Tracking and Reporting
  - Integrations (e.g. Pardot Sync)

Technology Implementations
- Tool selection
- Implementation & Configuration
- Change Management
- Report Building (Informed by Assessments)
- Q/A Testing
- Target Go Live

Website & Landing pages

Phase I
- Webkit
- Information Architecture
- Wireframes

Phase II
- Design
- Documentation

Phase III
- Hosting Set-up
- Development
- Integrations
- Q/A Testing
- CMS Training
- Content
- Website Migration
- Target Go Live

Phase IV
- Modular Landing Page Templates
- Additional Landing Page Template
- Q/A Testing

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