



LEVERAGE DIGITAL MARKETING TO GROW YOUR BUSINESS

Silk Software is a full-service digital agency specializing in end-to-end solutions that boost your online presence and optimize your website. With our expert managed services, uncover ways you can leverage digital marketing channels to generate leads, opportunities, and conversions for your business.

DIGITAL MARKETING SERVICES



EMAIL

Promote your business's products or services and convert more prospects with an effective email channel infrastructure and email marketing automation.



PAID MARKETING

Maximize your marketing spend for different forms of paid marketing including Google Ads, Google Shopping, LinkedIn Marketing, Facebook Marketplace, and more.



SEARCH ENGINE OPTIMIZATION (SEO)

Grow your organic search ranking and help more users discover your content. Drive better visibility and visitor traffic to your website through search engines.



CONVERSION RATE OPTIMIZATION (CRO)

Through website enhancements and testing, improve the customer experience with an omnichannel approach and generate more leads for your business.



PERSONALIZATION

Identify your customer personas and their buying journeys to ensure each persona is being served the most relevant content and products you have available to offer.



MARKETPLACES

From product assortment to pricing strategies, get set up and ready to sell on major marketplaces such as Amazon. Reach new customers and increase sales on multiple online channels.