

Linden.

lindendigitalmarketing.com

Results Rooted in Connection.

Capability Statement

Linden Digital Marketing is a full-service digital marketing agency specializing in data-driven strategies. We deliver customized marketing solutions including social media management, paid media campaigns, search engine optimization (SEO), website development, analytics reporting and more.

Core Competencies

Paid Media & Analytics

- Campaign strategy and planning
- Pull platform and budget management
- Creative and copywriting
- Audience targeting and optimization
- Conversion tracking and attribution
- Performance reporting
- Reporting, tracking, and analytics

Website Development & Hosting

- Custom Wordpress website development & ongoing maintenance
- Custom site architecture planning
- Responsive design
- UI/UX best practices
- SEO-ready structure
- Accessibility and ADA compliance
- Hosting & maintenance via WP Engine
- Reporting, tracking, and analytics

Content Marketing

- Organic Social Media strategy & management
- Email marketing campaigns & automation
- SEO content strategy, keyword research, & blog writing
- Integrated content planning
- Videography, photography, a-la-carte print media
- Reporting, tracking, and analytics

Past Performance

Rochester Institute of Technology Executive MBA Program

Rochester, New York, 2022–Present

Developed and implemented a multi-channel digital marketing campaign including Google Search, Display, and LinkedIn Ads, with data-driven reporting and optimizations.

Family First Federal Credit Union

Rochester, New York, 2024–Present

Implemented a multi-channel digital marketing campaign encompassing Meta Ads, Google Ads, SEO, and OTT advertising.

Maryland Saves

Hunt Valley, Maryland
2022–Present

Executed a full-funnel digital marketing campaign through targeted Meta & LinkedIn Ads, SEO, Organic Social Media and Hubspot Management.

Differentiators

- Semrush Certified, Google Partner agency & WP Engine Partner
- Owner is an adjunct marketing professor at Rochester Institute of Technology (RIT)
- Proven record supporting civic, nonprofit, & educational initiatives, donating our time and expertise to 10+ local nonprofit and other organizations such as Habitat for Humanity, Rochester Young Professionals, and Rochester AMA
- Educational Speaking Events 1x per month throughout the community

Company Data

- NAICS Codes: 541613, 541840, 541511
- UEI: XNVDF9D45T5
- Small Business Certifications: New York State WBE, Monroe County MWBE

Contact Information

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