NuSpark Media Group

A MASTER LIST OF SERVICES

Media Buying	AI-Assisted Content	Lead Generation	CRO, Tracking, Measurement
Paid Search (Google Ads)	Lead magnets/eBooks	Demand Generation	GA4 Management
Paid Search (Bing Ads)	Educational guides	Inbound marketing	Google Tag Manager
Display Advertising	Ad copywriting	Outbound marketing	Attribution Models
Geofencing	Social media copy	Email marketing strategy	Goal Value Planning
Retargeting	TV scripts	Funnel & workflow building	QR Code Tracking
Native Advertising	Radio scripts	List Building	Vanity URL Tracking
Video Advertising	Cold email copy	Content syndication	Call Tracking
Facebook/Instagram Ads	Nurture email copy	Trade journal ads and eBlasts	Promo Code Tracking
TikTok Ads	Trigger email copy	Paid search lead gen	Mobile Coupon Tracking
Twitter/X Ads	Presentation writing	YouTube lead gen	Email Reporting
Reddit Ads	Sales messaging	Facebook lead gen	Search Engine Reporting
Pinterest Ads	Objection messaging	LinkedIn lead gen	Ad Platform Reporting
YouTube Ads	Video scripts	TV lead generation	Website Feature/Benefit Analysis
Linear TV	YouTube Ad Copy	Radio lead generation	User Experience Recommendations
Cable TV	Voice mail scripts	Landing page building	Landing page conversion assessment
Over-the-Top (OTT)	Press releases	CRM management	A/B Testing
Connected TV (CTV)	Text message copy	Visitor ID tracking	Trust/Proof Assessment
Radio Advertising	SEO copy and tags	Chat Bot implementation	Website: Clear Value Prop
Digital Audio & Streaming	Blog writing	Website Pop-up tools	Website videos
Direct Mail Campaigns	VSL scripts	1st party data ad targeting	Blog analysis
Newspaper Advertising	Paid search ads	B2B retargeting	Campaign measurement
Out-of-Home Advertising	Website writing	LinkedIn message ads	Campaign optimizations
eCommerce Shopping Ads	SaaS Customer Success	Webinar planning	Ongoing Recommendations