Today we’d like to introduce you to Jaclyn Haugen. Join us as she shares the story of her business and team below:

Jaclyn Haugen enjoys the title of a jack-of-all-trades as her role can change daily from business owner to creative director, to copywriter, to digital advertiser, to social media manager, to marketing strategist, and oh-yes graphic and website design. So how did this all come to be?

After spending a decade working for a medium-sized company, Choice Wireless, and learning the ropes of marketing, she earned her position as Director of Marketing and specialized in social media and digital advertising. Choice Wireless was a subsidiary of ATNI and lent the opportunity for Jaclyn to get hands-on experience building a marketing department, leading teams, working with ad agencies, print vendors, merchandising, and in digital design.

What happened next was the classic case of “Is the grass greener on the other side?”. Jaclyn always wanted to explore corporate marketing, so she landed a role as the General Manager of Marketing at DISH Network in Englewood, Colorado. She experienced much success with the company and was able to lead a team specializing in Customer Retention. Her team was responsible for making data-driven decisions for every dollar spent on mailers, emails, and websites designed to retain the existing customer base.

From there, she decided to pursue her passion and focus solely on her existing marketing business that she opened in 2017 called DME, Digital Marketing Experts. Jaclyn now enjoys helping small business owners reach their marketing goals. Her business offers all traditional and digital marketing solutions at affordable rates. Jaclyn holds a BA in political science from the University of Colorado and continues to study the latest trends in the marketing industry.

**I’m sure you wouldn’t say it’s been obstacle free, but so far would you say the journey have been a fairly smooth road?**
One of the biggest challenges I experienced when starting and growing my marketing business was figuring out how to do all the necessary tasks on my own. In the corporate world, I had a team of people to help with tasks and I could delegate the to-dos accordingly. With my own business, I was doing it all. This included things like graphic design, social media advertising, reporting, and content writing.

Another challenge was figuring out whether it was more cost-effective to outsource a task or to do it myself. This was especially challenging in the early stages of my business when I didn’t have a lot of money to spend and completed most tasks by myself.

**Thanks for sharing that. So, maybe next you can tell us a bit more about your business?**
Digital Marketing Experts is a marketing business that offers affordable services and tailors its solutions to businesses that may not have the budget to work with larger agencies. We believe in creating partnerships with our clients, listening to their needs, and working collaboratively to achieve their marketing goals.

Our team of experienced marketing professionals has a range of skills and specialties, so we can provide a comprehensive solution that meets our client’s specific needs. Whether you need help developing a digital marketing strategy, optimizing Google ads, updating your website, or managing your social media presence, DME can help.

**What quality or characteristic do you feel is most important to your success?**
DME has faced many challenges throughout the years, but the biggest characteristic of keeping the business going is perseverance. This trait has enabled us to stay focused and motivated, despite the obstacles that we have faced. Whether it is dealing with a challenging task, too few clients, or managing heavy workloads, we have always tried to remain positive and push forward. We know that if we give up, then our business will undoubtedly fail. Therefore, perseverance has been the key factor in DME’s success.

**Pricing:**

* Hourly Rate: $80
* Social Media Management: About 2-5 hours per month
* Website Build Out: Starts at $1,800
* Google Ads: Starts at $500
* Graphic Design: 2-6 hours depending on the project

**Contact Info:**

* **Website:**[**https://www.dmemarketing.net/**](https://www.dmemarketing.net/)
* **Facebook:**[**https://www.facebook.com/expertsDME/**](https://www.facebook.com/expertsDME/)