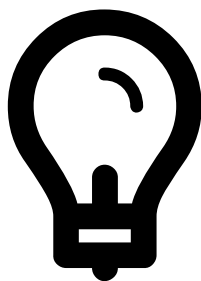


OUR DIGITAL MARKETING FRAMEWORK



THINK

Thinking is all about ensuring that before you act, you have a sound strategy that connects with your overall business goals. We don't do guessing. We dig deep into customer insights, business goals, data and trends to determine the best path forward to results.

RESEARCH

Combining fresh business data with well documented consumer shopping habits, we help brands identify the latest emerging markets, merchandising trends and ecommerce advancements to keep your business one step ahead.

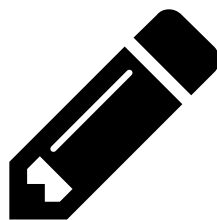
STRATEGY

A comprehensive strategy is the foundation for success. Before diving into the project at hand, we want to get a detailed understanding of what your unique selling proposition is. This information gives us the insight needed to identify which topics you're best equipped to base your participation around in the digital landscape. Our roadmaps lead to measurable results.

PLAN

There are ideas that might look good at first sight, but really don't forward your business goals, resulting in wasted money and time. When we say "THINK", we really mean it. Before recommending a digital strategy, we'll do our research. Competitor analysis, industry benchmarking, consumer demand data and online surveys. Effective planning allows us to select only those ideas that deliver.





CREATE

We believe that data is the heart and soul of creativity. Our approach relies heavily on data and analytics to identify pain points in the consumer journey. We use this to inform a creative process that propels value by engaging customers more effectively.

CREATIVITY IS A BALANCE BETWEEN IMAGINATION AND ANALYSIS.

DESIGN

Web Design is not just about how pretty it is, it's also about how something works. A good ecommerce design makes your site feel intuitive, allowing users to easily find everything they're looking for. The customer journey has grown more complex; it does not always occur on a single screen, user experience takes this into consideration. It's about turning a typical online transaction into a seamless and enjoyable experience, no matter the device.

SHOPIFY DEVELOPMENT

Choosing the right e-commerce platform for your online store doesn't have to be tough. Shopify has all the features you could ever want and handles all the hassles of ecommerce from web hosting to unlimited bandwidth, perfect for beginners and established businesses alike. At ThinkRenegade, we have a team of Shopify experts ready to help you build a killer new site for your store. As experienced digital experts, we can turn this powerful platform into sale-generating tool connecting you with your customers.

CONTENT MARKETING

The online boom has given brands and businesses the opportunity to be valid publishers, but the content often misses the mark. We focus on producing content and digital assets that reflect the needs and preferences of your audience. Remember: people don't just buy; they take actions that help advance their own personal story... how does your brand fit in? We help brands build valuable content that increases customer engagement and loyalty by digging deep into your audiences make-up – here we can learn their language, "talk their talk and walk their walk", if you will. This helps us uncover unique insights about their culture, what makes them tick... it's ammunition for developing incredible content that is grounded in truth, thus forging a relationship of trust between them and your brand.







OPTIMIZE

We believe in measuring constantly. We dig deep to figure out what your data is saying. What is working to engage customers? What could be working better to convert? We are about the big picture. The why and how. And we aggregate our discoveries to create better experiences across the board.

CONVERSION RATE OPTIMIZATION

It's important to keep in mind that traffic does not necessarily equate to conversions. Conversion rate optimization (CRO) is the science and art of getting a higher percentage of your web visitors to take action and becoming a lead or customer. CRO happens to be our obsession. We leverage analytics to maximize the return of every digital interaction while creating a valuable user experience.

SOCIAL MEDIA

We as human beings are hardwired to desire connection, we go online to connect with others – share idea's, articles, reviews, products, services and to recommend these things through social media. Not only do we go online to connect with each other, but also to brands & businesses, and it's those we feel the most connected to that we become loyal to with our hard earned cash. The future of brand growth depends on developing deeply personal connections to relevant communities. We create consumer experiences that are worthy of actions. We create love!

EMAIL MARKETING

Email marketing is one of the simplest and most effective ways of reaching out to your current customer base, building rapport and customer loyalty. It is also useful for attracting new customers interested in your business. At ThinkRenegade, we offer a complete email marketing service that includes promotional strategy, content, design, database management and A/B tests with each newsletter sent, allowing us to identify which messages, themes and products resonate best with your audience. We create targeted email campaigns that encourage buying and increase lifetime value.

SEARCH ENGINE OPTIMIZATION

SEO is an effective way to drive qualified traffic to your website. Our consultants observe Google's latest guidelines and offer solutions designed for long-term results. Optimization, SEO best practice of content is still vital, as is the keyword researching process. So what is next in SEO and where should you place your efforts? We are putting our clients into the ecosystem approach of supported Social, Email, Integrated Marketing using Content Marketing as a key driver across platforms. Google is looking for content leaders which provide context to their organic wins – not scammers! – and in our opinion it will turn more towards trusted sources with future algorithm updates.





ACQUIRE

Customer acquisition doesn't happen by accident. We help you define and target prospects with the perfect persona profile for your brand. From there, we track their actions and develop the right "triggers" for each client. This profit-driven focus leads to a highly engaged and monetized customer base.

ADVERTISING

PPC, or paid search marketing is the quickest and most controllable way to get your website to the top of the search results reaching qualified leads at the exact moment they are searching for your products and services. We combine Search Engine Marketing tactics with strategic keyword bidding and targeted messaging to turn search queries into sales. We have developed our own unique methodology for managing campaigns from the small start-ups (with ambitious growth plans) to the very large established leaders in their sector.

AFFILIATE MARKETING

Imagine having an army of salespeople sharing your site with their individual networks, where all you have to do is pay them a small kickback for the sales they create. Sound too good to be true? It's not. In fact, this is the idea of our Outreach campaigns, reaching social influencers and bloggers that will increase awareness and build trust around your brand, creating an online persona that is guaranteed to bring you results. Affiliate marketing is a great way to boost your digital presence and bottom line.

RETENTION

With the amount of work and investment that goes into attracting, acquiring and retaining new customers, it makes good commercial sense to invest in customer retention by improving customer loyalty. We provide a comprehensive range of retention marketing services designed to deliver increased engagement, conversion and sales. We're deeply passionate about achieving results from compelling loyalty propositions and customer relationship strategies. We can help you understand your customers intimately and deliver your brand promise at the right times, in the right ways. ThinkRenegade understands that loyalty is about providing customers with compelling reasons to choose and stay with your brand. Whatever your ambition, our expertise and passion will guarantee a customer strategy that creates truly inspiring loyalty for your brand.



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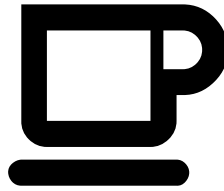
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A LINE!**



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EXPERIENCED DIGITAL MARKETERS AND GAIN THE INSIGHT
YOU NEED TO MAKE SMARTER MARKETING DECISIONS.**

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Job Title *

Website

Subject**Annual Marketing
Budget *****Message *****Free Email Updates**

☐ I would like to receive actionable eCommerce, business and marketing hacks from ThinkRenegade

SUBMIT

DON'T BE SHY. SAY HI :)

WE LOVE TO CHAT ABOUT ECOMMERCE, DIGITAL MARKETING,
DOUGHNUTS, RAINBOWS AND UNICORNS.

