

Your neighborhood marketers.

ANGRYAPPLES





About us:

We started Angry Apples when small businesses came to us for help to fix their marketing that fell flat.

Frustrated on their behalf with the wishy-washy, half-baked stuff we saw, we knew we could do better for them, faster and for less.

We didn't just get angry — we got serious and down to tactics on how to help businesses grow.

And Angry Apples was born.

We may be unorthodox in our approach to marketing, but we promise tactical and creative strategies to get results, within resources and budgets, and on time.

Small, lean and angry, we're driven by data and motivated by results.

**Sick and tired of hype and hyperbole?
You're ready to go angry.**

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Our services:

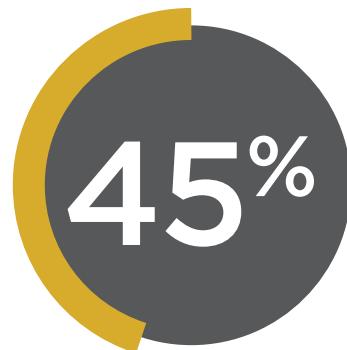
ANGRYAPPLES



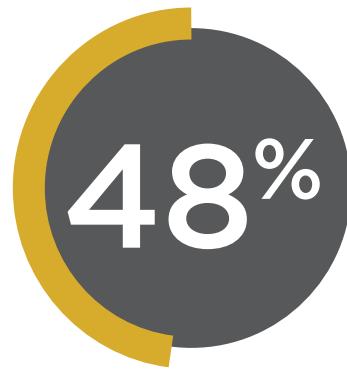
Brand development

Your brand is what you are. A brand is the total sum of an organization's various parts and promises of a repeatable experience.

Why invest in brand development?



of a brand's image is based on **what and how it conveys¹**



of Americans expect brands to **know them and help them discover the products they need²**



One loyal customer
is worth up to
10× their original purchase³

¹ Landor (July 2010)

² Microsoft Digital Trends (2015)

³ White House Office of Consumer Affairs



Email marketing

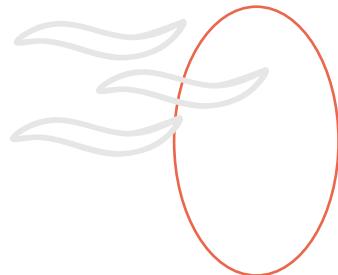
A tried-and-true method of connecting with customers.

Emails give you the opportunity to engage with customers who have chosen to hear from you.

Why email marketing?

Customers take notice.

\$38



40x

**returned for
every \$1**

spent on email channels¹

more effective

than acquiring customers through
search and social media²

¹ The Direct Marketing Association (2015)

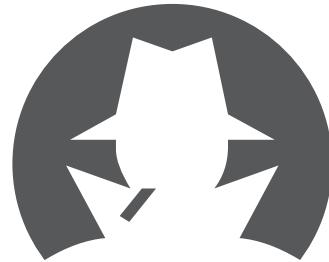
² McKinsey & Company (2013)



Strategy services

Get to know your customers. We provide research on customers, competitors, and internal processes and provide strategic insights that allow your business to stand out in the marketplace.

Why invest in strategy?



Get **expert advice** and a **second set of eyes** on your business model



Guide customers, employees, and potential investors on the **future of your business**



Secure a **confident roadmap** for your business

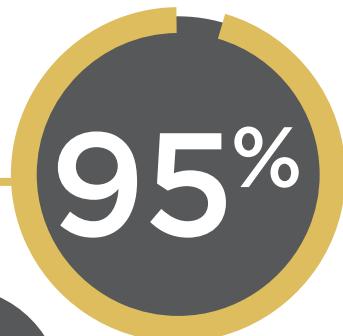
Experimental marketing

Bring the customers to you.

A well-organized event or experimental activation can provide customers with a unique experience that makes them more likely to recognize and support your brand.

Why experimental marketing?

Percentage of consumers who **are inclined to buy a product** after attending an event that promotes said product¹



Percentage of consumers who **have a better opinion of a product** after attending an event that promotes said product²



Percentage of consumers who **shared information about a product** after attending an associated event²



¹ Event Marketing Institute (2012)

² Event Marketing Institute (2015)



Asset design

Assets identify who you are to the customer.

Marketing assets can include branding, logos, internal websites, and presentations that help you put your best foot forward.



You focus on what matters most:
providing your product

... while we focus on
beautiful and optimal design



It demonstrates that you've
considered all customer contact points



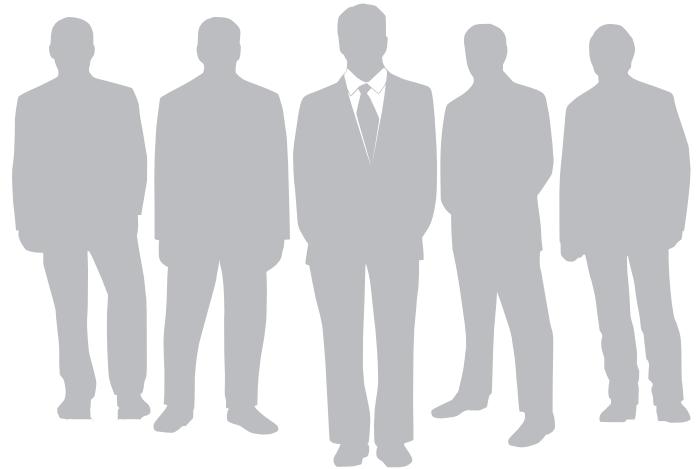
It increases your ability to
impress customers and stimulate sales



Influencer marketing

Let actual users spread the word.

Influencer marketing uses a trusted person or spheric influencer to reach customers. Such persons can be actual users of (or interested in) your service.



Why influencer marketing?



Ad blockers render traditional web advertising ineffective.¹



Percentage of users who **block ads on desktops**



Percentage of users who **block ads on mobile devices**

Why do users block ads?



Some users are afraid of contracting malware from ads



Others believe that pop-up or mandatory advertising degrades the web browsing experience



Influencers are considered more trustworthy.



Percentage of users who **rely on recommendations from influencers²**



Percentage of marketers who **believe influencer marketing helps them acquire better customers³**

¹ Interactive Advertising Bureau (July 2016)

² Twitter/Annalect (May 2016)

³ Tomoson (March 2015)



Pay-per-click

One of the most important channels for generating revenue. Pay-per-click (PPC) campaigns target customers with strong, preset intentions of buying your product or service, thus making it more likely to convert once they land on your page.

What's so great about pay-per-click campaigns?

\$3

A large green circular graphic containing a white dollar sign (\$) and the number 3, representing the average amount a business makes per click.

The average amount a business makes for
every \$1.60 spent on Google AdWords¹



Provides
immediate discoverability
in the world's top 3
search engines



The amount by which search ads can
increase brand awareness²

¹ "PPC Trends and Statistics — 6/6/2016", PowerTraffic.com

² Google/Ipsos MediaCT, Search for Brands Industry Research, June 2014

Search engine optimization

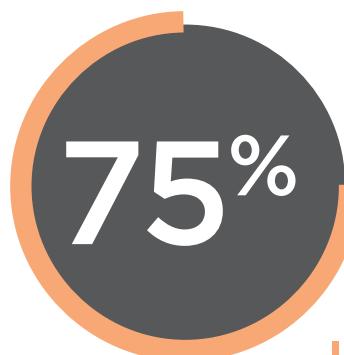
Get noticed immediately on the web.

Search engine optimization (SEO) directs organic web traffic to your website. Websites are trusted more than any other paid marketing channel.



Search engine optimization works.

Here's why.



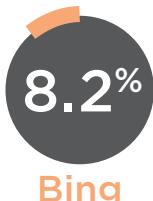
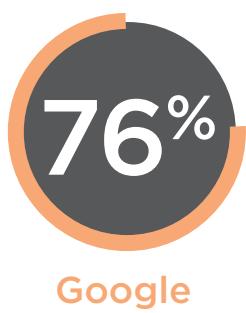
Percentage of users who
don't scroll past the first page of
search results¹

Percentage of users who
look at organic search results²



Percentage of users who
ignore sponsored search results²

Most popular search engines by market share³



¹ Hubspot (October 2010)

² GfK (January 2011)

³ NetMarketShare (December 2016)



Website and user experience

Your website is what you are.

Beautiful and engaging website design increases engagement and consumer trust.

Why invest in web design?

- ● ● Your website is a reflection of your company.

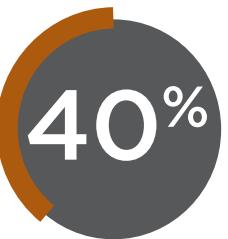


38%

Percentage of users who stop engaging with a website if **its content is aesthetically unattractive¹**

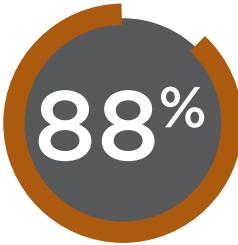
1 “State of Content”, Adobe (October 2015)

- ● ● And it gets worse....



40%

Percentage of users who stop engaging with a website if **it takes more than 3 seconds to load¹**



88%

Percentage of users who won't return to a website if **they've had a bad experience with it¹**

Case studies:





About the client

Millennium Music Media (MMM) is a company focused on promoting and empowering artists, publishers, and producers. MMM is strictly focused on profitability through subscriptions and its user base. The intensity led them to develop an email channel that has since expanded from one or two emails a month to at least one email a week. In addition, by incorporating methods of segmentation, personalization and compelling content in their email channel, Angry Apples Marketing was able to bring in many musical influencers (Kevin Pryor, SLAVE, Grandmaster Dee of Whodini, Bob Baldwin, etc.) to contribute to MMM's stream of revenue.

Goal summary

▲ 70%

higher artist profits than on other streaming services



Robust email marketing

THE RESULTS

Not only has email marketing become one of MMM's most impactful and profitable channels, but its efficiency has also made it a lasting component of MMM that Angry Apples Marketing continues to analyze and optimize.

EMAIL MARKETING: **Millennium Music Media**

THE CHALLENGE

MMM wanted to increase the subscriptions of users and artists to a platform in order to enable artists to receive 70 percent higher profits than on the average stream service. However, building a healthy environment that promotes profitability meant that MMM would need to focus on marketing. In this case, their unique structure enabled them to set their sights on email marketing: specifically, flexible and powerful email marketing that implemented relevant campaigns in order to help them convert leads.

THE CAMPAIGN

Using our lead generation capabilities, our team decided to capitalize on drip campaigns that would segment emails to specific audiences. We emphasized staying away from campaigns that blasted their entire capabilities and starting slow while building segments. In addition, we implemented a drip campaign in which someone who abandoned their cart would receive a series of reminder emails, or a welcome series that would introduce them to the brand.

- 1► Build an email list**
- 2► Audit the email program**
- 3► Utilize a contact calendar for personalized segments**
(e.g., holiday, weekend, birthday, music awards)
- 4► Bring viewer to landing page**
- 5► Nurture the lead**

▲ 105%

revenue growth

▲ 262%

overall holiday revenue gain

after adjusted calendar strategy and email content optimization

▲ 55% email conversion growth after 3 months
compared to previous 3 months

▲ 30% increased email open rate

▲ 45% increased conversion rate

INFLUENCER MARKETING: go90

THE CHALLENGE

go90's primary objective for Angry Apples Marketing was to build and drive brand awareness. In order to do so and to reach influential audiences, we partnered with sports influencers. Our second objective was to use our leverage — top social media influencers, creative direction, and audience — to elicit engagement and thus drive up profitable action.

THE CAMPAIGN

Using our lead generation capabilities, we decided to increase go90's consumers' engagement by primarily focusing on social media connections.

- 1► Partner with top bloggers, athletes, and social media personalities**
in multiple categories such as sports, travel, and culture
- 2► Develop an authentic and relatable campaign message**
- 3► Integrate organic, timely, and relevant components of the brand into the influencer's storyline**
thus giving us more leverage
- 4► Further increase brand awareness by marketing to new audiences through our current audience**

verizon✓



About the client

go90 was an American streaming service that campaigns with celebrities in order to increase their exposure to the public. The Verizon-owned service, which ran from 2015 to 2018, was a non-subscription, free streaming service funded through advertising. go90 used social media to promote shows such as *Now We're Talking* with basketball player LeBron James and *MVP* with football player Rob Gronkowski. Angry Apples Marketing hoped to get these posts to trend in order to increase awareness of go90's brand.

Goal summary



Use influencers such as celebrities and social media personalities to increase viewership

THE RESULTS

Through the efforts of Angry Apples Marketing and go90's media influencers:



awareness of the go90 brand and customer engagement increased



audience feedback increased:

500k combined social media reach

100+ comments on each athlete influencer's posts

INFLUENCER MARKETING | go90 | MARKETING SAMPLES

Now We're Talking LEBRON JAMES

Jimmy Spencer and 3 others Retweeted

LeBron James @KingJames · 6 Oct 2016
S/O to our @uninterrupted team!! #KillingIt #NowWereTalking
#StriveForGreatness #RWTW

go90 Sports @go90Sports
Ep. 4 of #NowWereTalking from @uninterrupted w/
@TugCoker & @TommyDeweySays is HERE.
WATCH it on @go90 NOW: go90.show/2dHkuE

0:27

15 152 626

LeBron James shared go90's video.

September 14, 2016

ANOTHER ONE! Our UNINTERRUPTED team is dropping a new weekly show #NowWereTalking. #Proud #StriveForGreatness #RWTW

107,131 Views

LeBron James shared go90's video.

September 14, 2016

ANOTHER ONE! Our UNINTERRUPTED team is dropping a new weekly show #NowWereTalking. #Proud #StriveForGreatness #RWTW

107,131 Views

go90
September 14, 2016

#NowWereTalking from UNINTERRUPTED is FINALLY here. Watch it on go90:
<http://bit.ly/2cucQkz>

16 Comments

MVP ROB GRONKOWSKI

Rob Gronkowski -Gronk
February 10 at 2:20pm

Which one of these guys is going to be a game-changer? Watch "MVP" to find out!

120K Views

Like Comment Share

Alfredo Paredes, Russ Axelrod and 2.2K others Top Comments

104 shares

Alex Montas Guys if you like what you watch! Get more here: <https://www.go90.com/a/04166HKaDNI>

Like · Reply · 1 · February 10 at 3:14pm · Edited

Rob Gronkowski -Gronk
February 10 at 1:44pm

Check out my new "MVP" show I created along with Marshall Faulk, Kevin Durant, Antonio Brown, T.O. and other MVPs. If you love all the marketing and business me and my bros do off the field, you'll love this show!

MVP | Gamevice
Gronk joins fellow sporting MVPs discovering the next business genius!
GO90.COM

Like Comment Share

677 Top Comments

LEAD GENERATION:

Cray Société Générale The Conference Board



About the clients

Cray is a global provider of intelligence within cybersecurity solutions, comprised of a variety of managed security and consulting services. One of Cray's most significant attributes is the development of supercomputers to help scientists and engineers advance and solve complex computational problems. For more than 40 years, Cray built upon this initial development of supercomputers and expanded into data storage and analytics. While developing these aspects of their company, Cray has expressed interest in sending out more invitations to conferences and sale events in order to promote new relationships in security to create new leads.

Société Générale is France's third largest bank. Some key aspects of their company include corporate and investment banking, private banking, asset management, securities services. These aspects are incorporated into their social media strategies in order to expand brand awareness.

The Conference Board is a company that provides streamlined HR, events for strategic HR events, and talent management. The Conference Board often brings together executives across numerous companies in the world in order to devise solutions to provide better service to their customers.

Goal summaries



Increased conference attendance



End-to-end results



Understand the consumer's needs



Understand the consumer's needs



THE CHALLENGES

Cray struggled to reach their attendance goals for sales events in its Northeast division. Not only did they need to increase their attendance, they also need a clarifying view of end-to-end results.

Despite engaging their activities in 66 countries, **Société Générale** wanted to target individuals with a high net worth in the USA who were affiliated with medium- to large-size companies.

The Conference Board's goal was to understand the needs of their consumers and lessen the gap between the customer and the brand.

THE CAMPAIGNS

Target personae included:

- Board of directors and chief officers
- Chief information and technical officers
- Risk aversion and legal counsel
- Information technology and security management

- 1 ► Build a strategy based on need
- 2 ► Consult with prospects to set the verticals

- 1 ► Use lead generation to increase brand exposure
- 2 ► Integrate competitive conference analysis to uncover potential leads involved in mergers or acquisitions
- 3 ► Compile a list of possible speaking engagement audiences where Société Générale will push services, partnerships, and professional relationships
- 4 ► Sponsor events where clients and mutual clients exist

- 1 ► Use lead generation to gain corporate governance
- 2 ► Compile a list of contacts and provide competitive analysis e.g., decision makers at entities associated with philanthropy, finance, and retail
- 3 ► Build a database using the above contacts to increase leads

THE RESULTS

By using lead generation to build and create continuous relationships with **Cray's** buyers, we have:



transformed Cray's marketing strategy
to create more revenue and provide a better client experience



created affluent relationships between Cray's marketing brand and the audience
through lead generation and utilizing digital channels such as social media



helped Cray develop a better understanding of their target audience



generated leads through automated email campaigns
thus providing a deeper link between Cray and their target customers, and expanding their market

No results could be released for Société Générale.

The Conference Board:



saved money through leads and increased revenue
through promotions and social media exposure

PAY-PER-CLICK: ILEX

THE CHALLENGE

The test preparation industry has long been dominated by a few well-known companies, but other companies have since entered the market and have become increasingly competitive, creating a more diluted market. The challenge was to place ILEX in an advantageous position so as to stand out from other test preparation companies. We needed to highlight the unique characteristics of ILEX that would attract and benefit customers.

THE CAMPAIGN

Using our pay-per-click (PPC) management capabilities, our team decided to create a progressive suite of advertising solutions on drip campaigns that defined the brand, created copywriting and graphics for PPC campaigning, and defined key performance indicators. We first targeted regional audiences using these strategies, and then expanded to a national audience. In doing so, we successfully implemented holiday and seasonal campaigning and, using the results of these campaigns, have continued to optimize and develop more campaigns.



About the client

ILEX is a book publishing company that specializes in educational textbooks for students to use in preparing for the SAT® and ACT® standardized tests. ILEX's textbooks are designed to help these students increase their scores on the aforementioned tests. With more than 5 years of experience, ILEX has carefully developed effective test-taking strategies that they then incorporate into their publications. As a subsidiary of a homegrown test preparation academy, IES Test Prep, in Metuchen, New Jersey, ILEX needed assistance in creating brand awareness and executing their marketing plan.

Goal summary



Distinguish ILEX from its competitors with unique and beneficial characteristics



Increase revenue through an effective pay-per-click campaign

THE RESULTS

▲ 42%

increase in electronic sales
in the first month of work

88%

of total sales were a direct result of our PPC campaign



ILEX's textbooks became among the most sought-after test preparation books on Amazon within 10 months, beating out seasoned competitors such as The Princeton Review, Barron's, Kaplan, and McGraw-Hill



ILEX came within the top 10% of test preparation book publishers on Amazon within 6 months – after once being the worst performer



Successful process improvements in:
Distribution and sales strategy
Key performance indicators
Pipeline management



MARC KAUFMAN FURS

About the client

Kaufman Furs is one of the oldest and most popular fur companies in New York City. With over 100 years of experience, Kaufman Furs not only manufactures designer furs, but also provides services such as fur cleaning, fur remodeling, fur repairs, and even custom-made furs for individuals. Their furs are worn by celebrities, hip-hop artists, and socialites, thus indicating that Kaufman has a great influence in the fashion industry.

Goal summary



Increase traffic to website and physical location

EMAIL MARKETING: Millennium Music Media



THE CHALLENGE

Kaufman Furs wanted to optimize their marketing efforts as they were concerned that their current methods were not generating enough sales during the winter seasons. (For obvious reasons, sales in the business depend on the weather.) They also attempted to boost sales through paid traffic, to little effect. They eventually hired Angry Apples Marketing to help increase organic traffic to both their website and their physical location in Manhattan's Midtown.

THE CAMPAIGN

We used our lead generation capabilities to make sure that online assets were successfully conveying the brand, engaging the viewer, and leading to higher rankings on Google and Bing. In doing so, we transformed Kaufman Furs' campaign strategies to focus on search engine optimization and increasing digital presence in the fashion and luxury community that went beyond traditional methods.

- 1► Review current marketing tactics
- 2► Fix broken links and other irregularities on the website
- 3► Tag photos on social media
- 4► Update, curate, and republish copywriting
- 5► Implement more creative description tags based on those used on major industry websites to increase clicks from search engine results pages

THE RESULTS

With our assistance in the effort and a renewed focus on increasing its digital presence, Kaufman Furs has since experienced the following:

▲ 240%

increase in mobile traffic

14x

increase in social media traffic



▲ 197%

increase in organic website traffic



Boost in associations and PR from industry authority websites



Top of Google search results

Works in progress

Blockchain

Originally developed for Bitcoin, blockchain is a revolution in cybersecurity. It acts as a secure, electronic ledger of transactions and events, each of which is stored as an individual “block” with the details of the block preceding it in an encrypted format. Angry Apples Marketing has been working with two companies that specialize in blockchain.

INVENZION

Invenzion provides a blockchain platform that promises greater security through increased decentralization of the ledger process. Angry Apples Marketing is helping by streamlining Invenzion’s branding and marketing strategy.



LinkedIn marketing for increased business-to-business sales

Event marketing
IMF, NAN 2018, Columbia University; speaking engagements

New website and branding currently in progress

Print marketing currently in progress

Social media calendar currently in progress

BLACK CACTUS GLOBAL

Black Cactus Global develops blockchain applications for several industries, including finance, health care, media, and the supply chain. Angry Apples Marketing is revitalizing the Black Cactus Global brand and promoting it using its influencer marketing strategy.



LinkedIn marketing to promote chairman and former CEO

Influencer marketing currently in progress

New website and branding currently in progress

Print marketing currently in progress

Social media calendar currently in progress

Other projects

NABILA K

Nabila K sells cosmetics and skin care products made with all-natural and/or organic ingredients, without parabens or potentially harmful chemicals. Angry Apples Marketing has embarked on an aggressive influencer campaign to increase brand exposure and sales.



NABILA K

-  **Influencer marketing**
Sponsored reviews and promotions on blogs and Amazon
-  **New website, branding, and social media calendar**
Rebuilding website and brand for a more immersive customer experience
-  **Data analysis through social listening**
Customer sentiment and net promoter scores
-  **Dashboards and reports based on obtained data**
Recommendations based on customer segments, trends, and optimization

Our clients:



Finance



BRASSICA & Co.



JE Foundation • Coquin International

Health & beauty



Inovium Rejuvenation • Ascendance Biochemical

Education & lifestyle



Entertainment



Anthony Vincent (Ten Second Songs) • Sax DMA
i.am(pm • *Corruption Officer*

Automotive & transport



Technology

Food and drink

Human resources



The Distillery (NYC)
Gloria's (NYC)

Nonprofit



Miss Caribbean USA • Boston Youth Lacrosse



I love my Angry Apples.

KHALID KHASHOGGI
CEO & FOUNDER / IES Test Prep



From my very first meeting with Angry Apples I realized I was not dealing with your run-of-the-mill marketing agency. By the end of that initial meeting I was given an accurate assessment of what Bucketful's identity was, where it had to go, and how to get there.

KEITH OH
CEO & FOUNDER / Bucketful



Throughout the years I have had the opportunity to work with many celebrity pop artists from Missy Elliott to Mariah Carey. Although working with the artist can be quite an exciting experience, when it is time to deal with the label's developmental staff it can become shockingly hit-or-miss with regard to competence and etiquette. Working with Olivia is as an absolute pleasure as professionalism and engrossment with detail are constantly maintained. She exudes an aura of integrity and honesty to the project that assures you that she is one hundred percent present. I highly recommend Olivia for any endeavor worth your time and attention.

ROBERT SAX
STUDIO MANAGER / Quad Recording Studio



Overall, with Angry Apples, we feel like our money is well spent, and the [return on investment] is excellent.

WILHELM REIMERS
CEO & FOUNDER / CariFresh USA



I fully recommend Olivia as she and her team will assist you in taking your business to the next level in terms of market awareness and increased revenue via effective lead generation and marketing. Please consider Olivia and Angry Apples for your next marketing. Thank you!

TONY CUOMO
HEAD OF NORTHEAST SALES / Cray



It is exciting to be working with such a strong and reliable marketing team that understands blockchain and the mechanics behind marketing our brand.

RISHABH BAHL
CEO & CO-FOUNDER / Invenzion



Their [search engine optimization] skills are ridiculously effective. My business has been around since the 1870's and we've been through a few 'marketers.' Angry Apples' creativity and skills are unmatched. Definitely worth the investment.

MARC KAUFMAN
CEO & FOUNDER / Marc Kaufman Furs



I love my Angry Apples team. I wish everyone worked like them. Our sales are 35% higher than expected this quarter and we see a clear line to their work.

ERNEST BOATEN
MARKETING ASSOCIATE / Juul

Let's get started. Let's go angry.

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ANGRYAPPLES

