

# GO ANGRY



**Services &  
Case Studies**  
JANUARY 2020

ANGRY APPLES



“

I fully recommend Sonia 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 Sonia 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

“

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

“

**I love my Angry Apples.**

”

**Khalid Khashoggi**

CEO & FOUNDER / IES Test Prep



# 4 Services

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.

**Thus, Angry Apples was born.**



## 18 Case studies

We didn't just get angry – we got serious and down to brass tacks on how to help businesses grow.

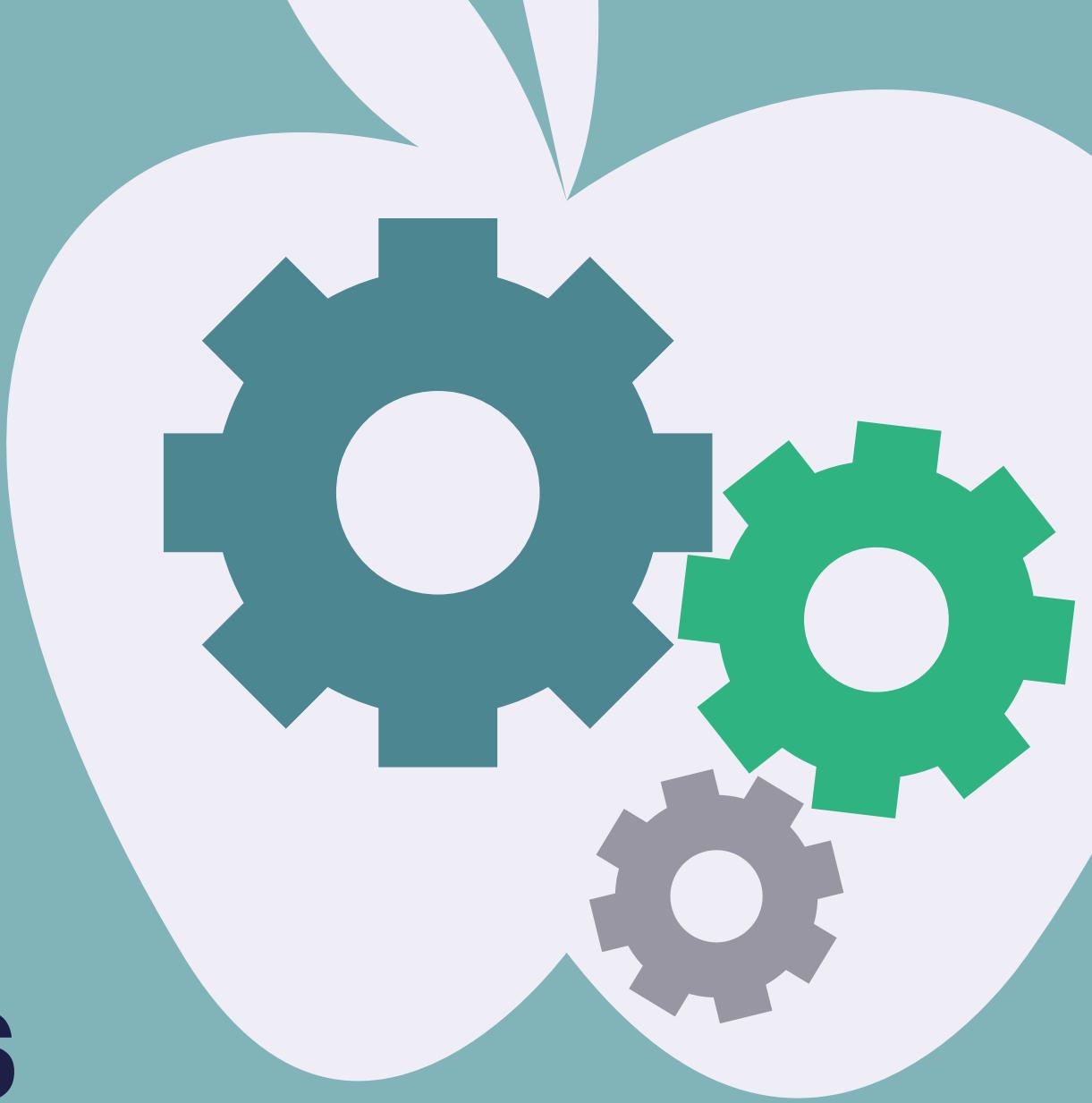


## 36 About us

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.

# Services





## Brand development **6**

Your brand is what you are.



## Business strategy **7**

Stay one move ahead of the competition.



## Email marketing **8**

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



## Experimental marketing **9**

Bring the customers to you.



## Visual design **10**

Visual assets identify who you are to the customer.



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Let actual users spread the word.



## Pay-per-click **14**

One of the most important channels for generating revenue.



## Search engine optimization **15**

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



## Web and user interface design **16**

Your website or app is what you are.

# Brand development

**Your brand is what you are.**

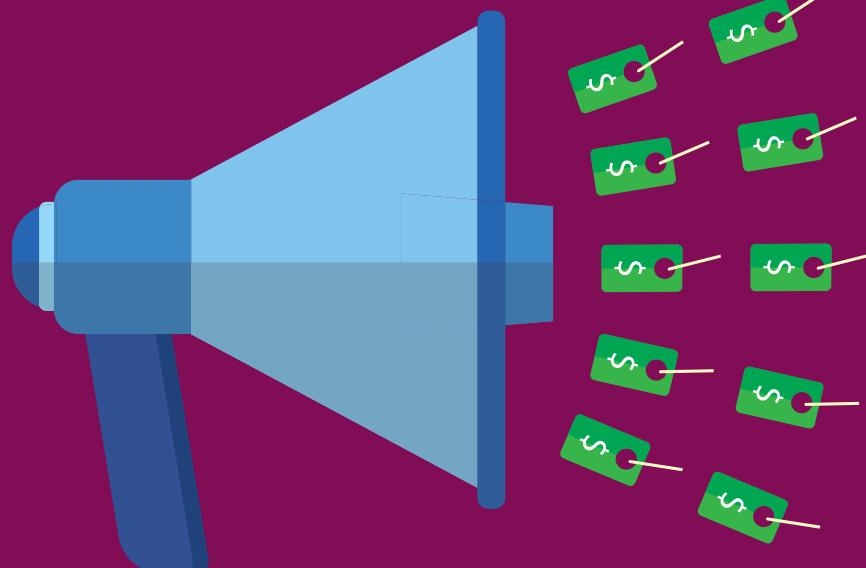
A brand is the total sum of an organization's various parts and promises of a repeatable experience.



of Americans feel an **emotional attachment to a brand**<sup>1</sup>



of Americans expect brands to **know them and help them discover the products they need**<sup>2</sup>



One loyal customer is worth  
**10x their original purchase**<sup>3</sup>

<sup>1</sup> Customer Thermometer (2017)

<sup>2</sup> Microsoft Digital Trends (2015)

<sup>3</sup> White House Office of Consumer Affairs

# Business strategy

## Stay one move ahead of the competition.

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

A secure, confident roadmap for your business

Guidance for employees, customers, and investors on the future of your business

Expert advice and a second set of eyes on your business model



# 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.

Email is still

**40x**  
**more effective than  
search and social media**

at acquiring customers<sup>1</sup>

<sup>1</sup> The Direct Marketing Association (2015)

<sup>2</sup> McKinsey & Company (2013)



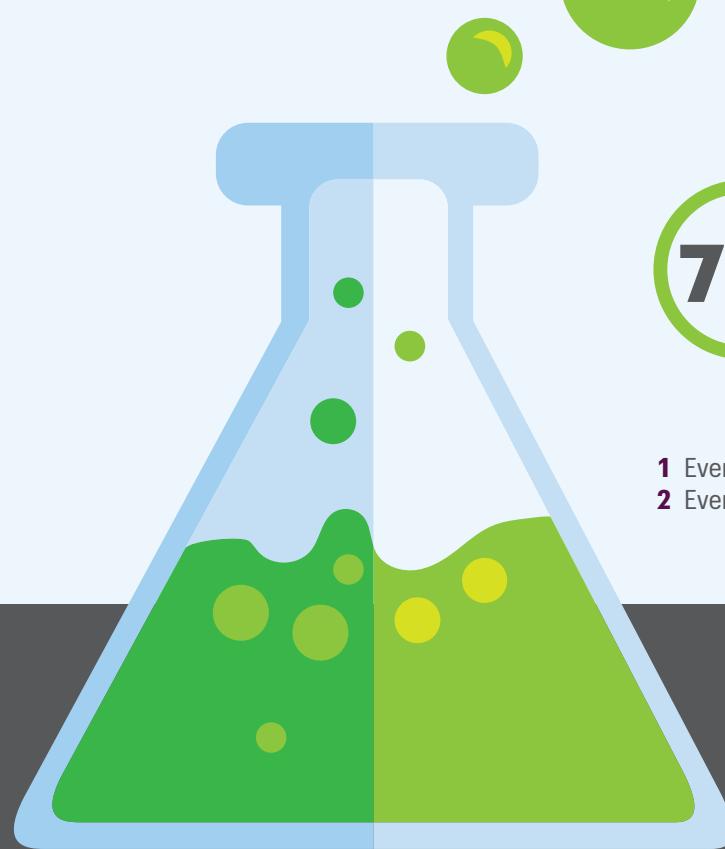
\$38

returned for every \$1 spent  
on email marketing campaigns<sup>2</sup>

# 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.



Percentage of consumers who  
**are inclined to buy a product**  
after attending an event that promotes  
that product<sup>1</sup>



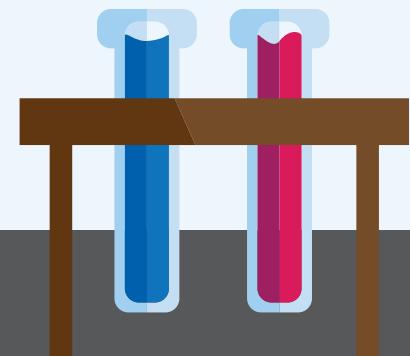
Percentage of consumers who  
**have a better opinion of a product**  
after attending an event that promotes  
that product<sup>2</sup>



Percentage of consumers who  
**shared information about a product**  
after attending an associated event<sup>2</sup>

<sup>1</sup> Event Marketing Institute (2012)

<sup>2</sup> Event Marketing Institute (2015)



# Visual design

**Visual assets identify who you are to the customer.** These assets can include branding, logos, internal websites, and presentations that help you put your best foot forward.

 Good visual branding demonstrates that you've **considered all possible customer contact points**

 It also increases your ability to **impress customers and stimulate sales**

You focus on what matters most: providing your product. Meanwhile, we'll focus on beautiful and optimal design.

Percentage of buyers who make purchasing decisions based on **visual appearance**<sup>1</sup>

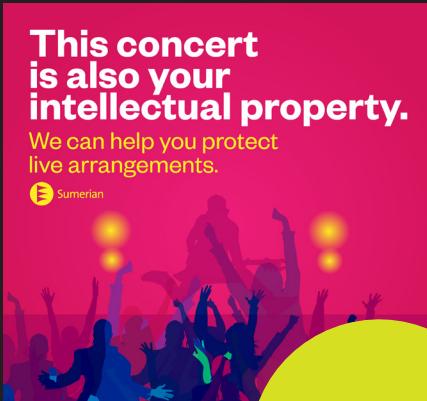
**93%**

Percentage of clients who believe that **color is responsible for brand recognition**<sup>2</sup>

**80%**

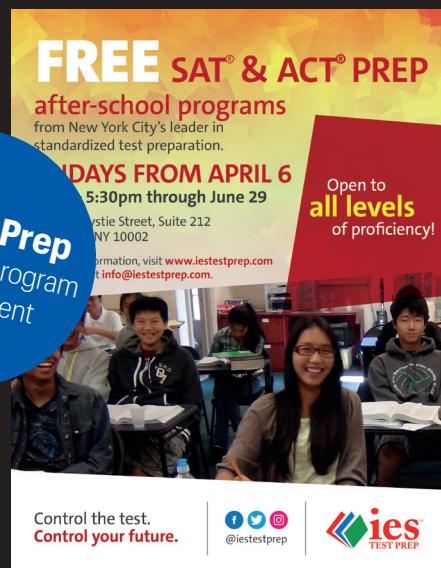
<sup>1</sup> Secretariat of the Seoul International Color Expo (2014)

<sup>2</sup> Loyola University Maryland (2007)



Paradigm Medicinals  
Remastered, vectorized logo

Good Health Outcomes  
App concept



Datavault  
Social media post & user interface

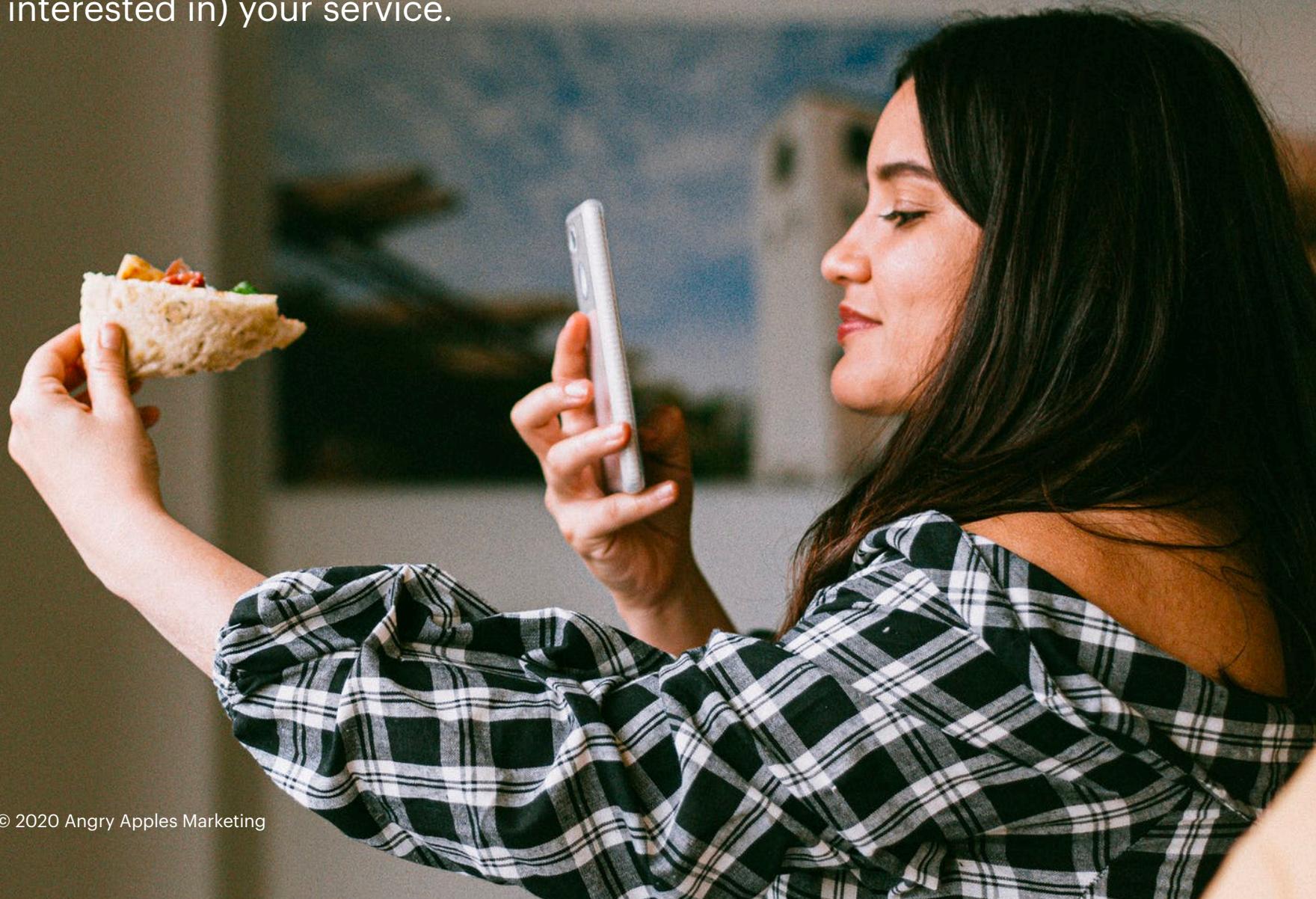
Data value at your fingertips



# 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.



# Ad blockers render traditional marketing ineffective.<sup>1</sup>



of users **block ads on desktops**



of users **block ads on mobile devices**

## Why do users block ads?

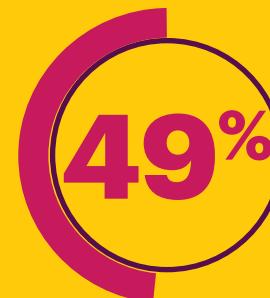


Some users are afraid of **contracting malware from ads**



Others believe that **pop-up or mandatory advertising degrades the website viewing experience**

# Influencers are considered more trustworthy.



of users **rely on recommendations from influencers<sup>2</sup>**



of marketers believe that **influencer marketing helps them acquire better customers<sup>2</sup>**

<sup>1</sup> Interactive Advertising Bureau (July 2016)

<sup>2</sup> Twitter/Annalect (May 2016)

<sup>3</sup> Tomoson (March 2015)

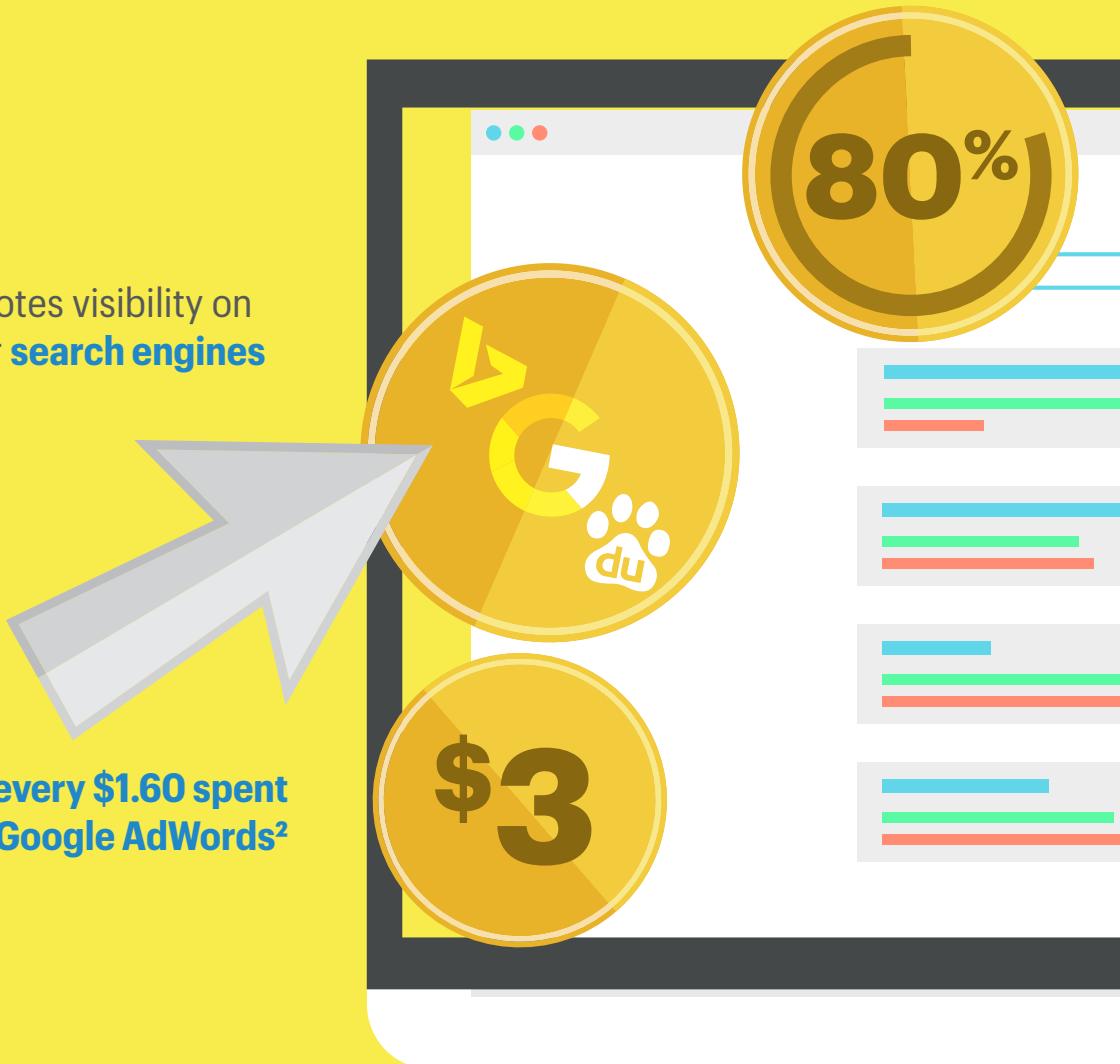
# Pay-per-click

**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.

Promotes visibility on major **search engines**

Amount returned for **every \$1.60 spent on Google AdWords<sup>2</sup>**

Amount by which search ads can **increase brand awareness<sup>1</sup>**



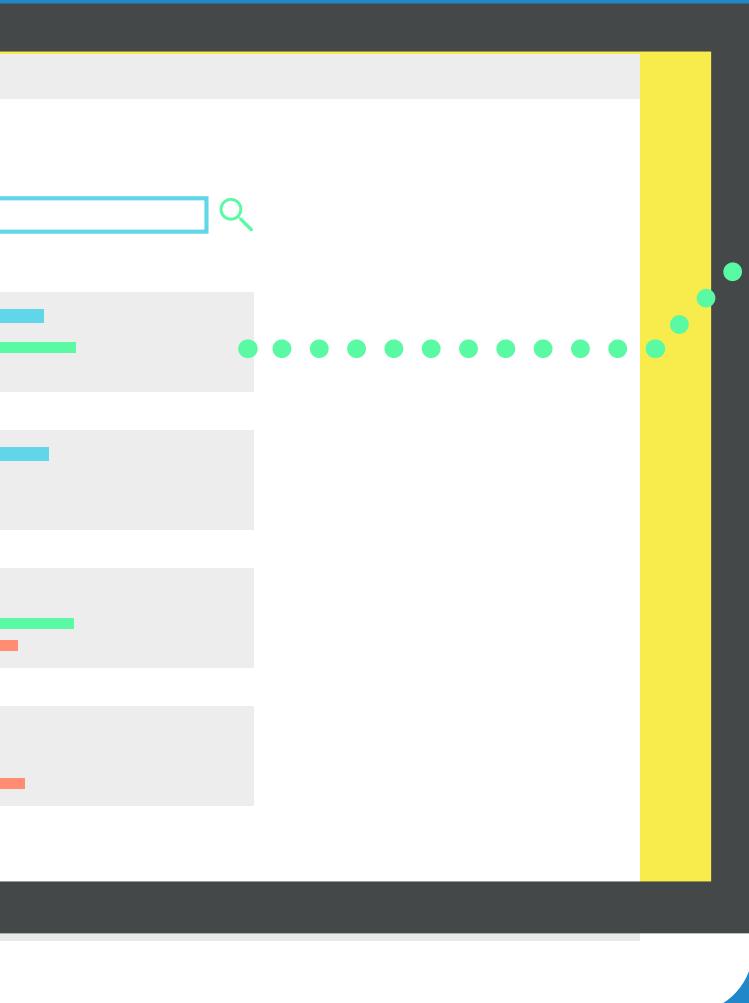
<sup>1</sup> Google/Ipsos MediaCT, Search for Brands Industry Research, June 2014

<sup>2</sup> "PPC Trends and Statistics — 6/6/2016", PowerTraffic.com

# 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.



Percentage of users who **don't scroll past the first page of search results**<sup>1</sup>

Every search engine user looks at organic search results,<sup>2</sup> but...



Google



Bing

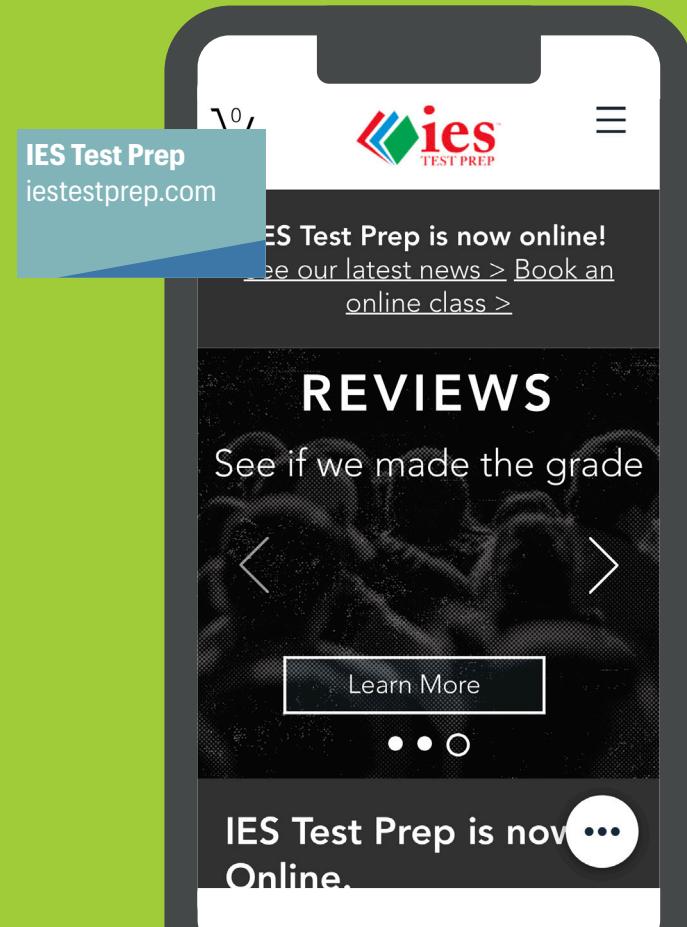
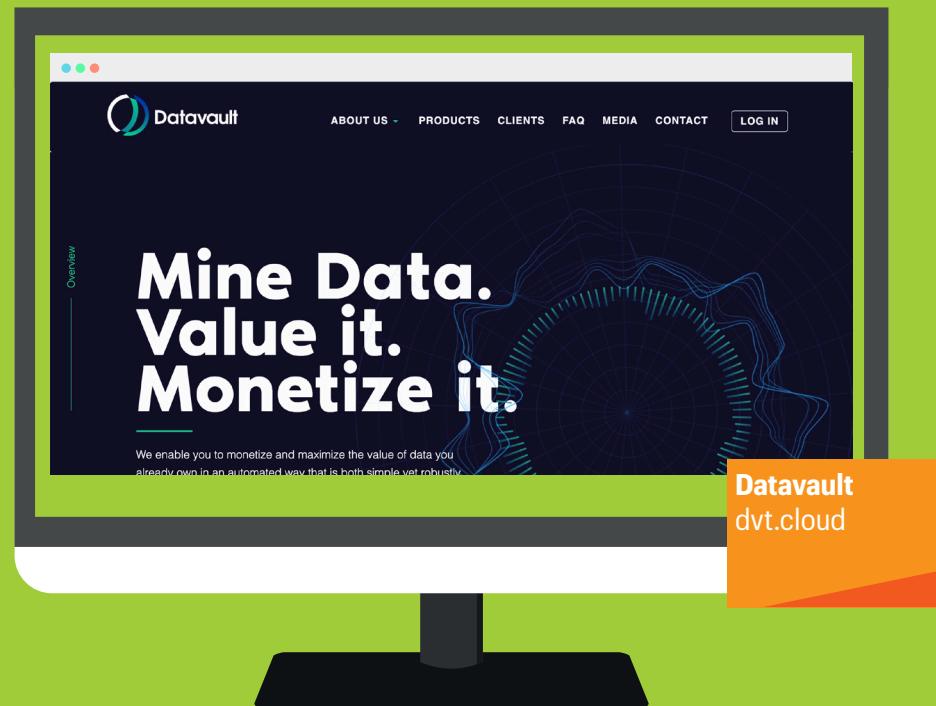
Percentage of users who **ignore sponsored search results**<sup>2</sup>

<sup>1</sup> Hubspot (October 2010)

<sup>2</sup> GfK (January 2011)

# Web and user interface design

**Your website or app is what you are.** Beautiful and engaging website design increases engagement and consumer trust.



# Your website is a reflection of your company.



Percentage of users who stop engaging with a website if **its content is aesthetically unattractive**<sup>1</sup>

# And it gets worse....

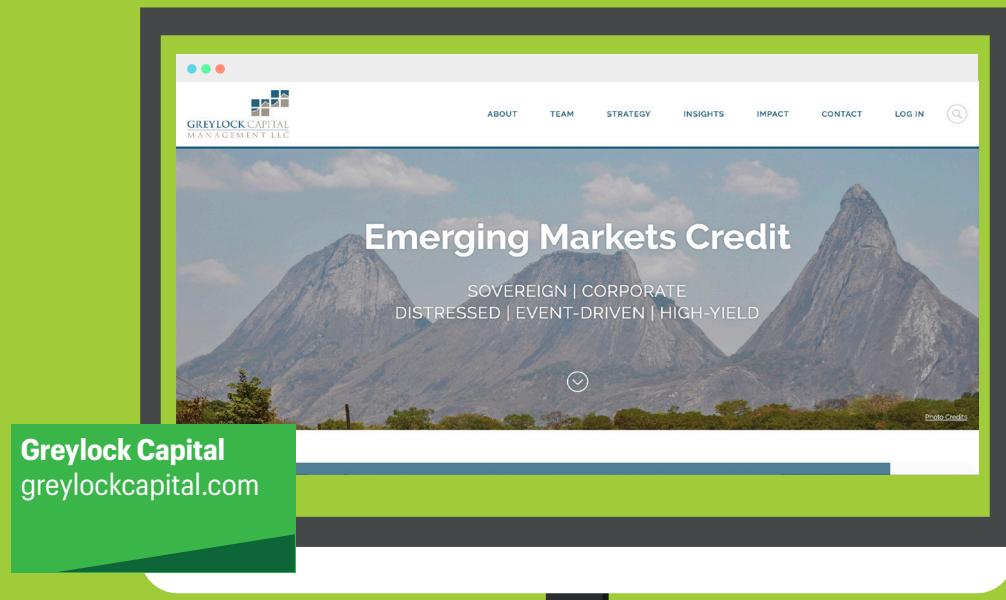
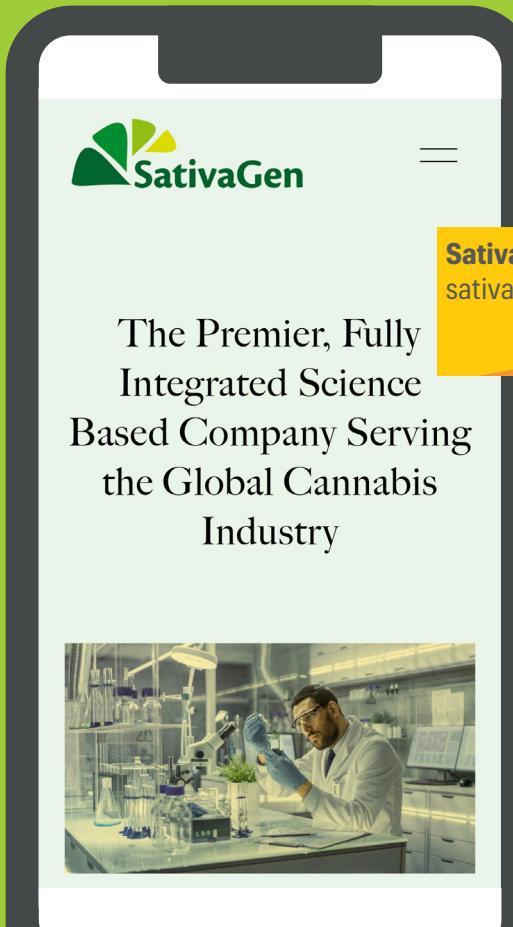


Percentage of users who stop engaging with a website if **it takes more than 3 seconds to load**<sup>1</sup>



Percentage of users who **won't return to a website if they've had a bad experience with it**<sup>1</sup>

<sup>1</sup> "State of Content," Adobe (2015)



# Case studies





Email marketing  
Millennium Music Media  
**20**



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Search engine optimization  
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## WORKS IN PROGRESS

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## EMAIL MARKETING

# Millennium Music Media

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.



**MILLENNIUM**  
Music Media

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. This 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 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.



# 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.

+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

+45%

increased  
email open rate

+30%

increased  
conversion rate



## INFLUENCER MARKETING

# go90

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.

verizon<sup>✓</sup>



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 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  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

# 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:

**500,000+**

people reached on all social media platforms



**100+**

comments on average on each social media post



## INFLUENCER MARKETING

# go90

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 @KingJames · 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 @KingJames · 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

**Now We're Talking**  
LEBRON JAMES

 **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** 

104 shares

 Write a comment...

 **Alex Montas** Guys if you like what you watch! Get more here: <https://www.go90.com/a/04l66HKaDNI>

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](http://GO90.COM)

Like Comment Share

 **677** 

**MVP**  
ROB GRONKOWSKI



## LEAD GENERATION

# Cray

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.

**CRAY**

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.

### GOAL SUMMARY



Increased conference attendance



End-to-end results

# The campaign

## TARGET PERSONAE

-  Boards of directors and chief officers
-  Chief information and technology officers
-  Risk aversion and legal departments
-  Information technology and security management

1



Develop a campaign based on need

2



Consult with prospects to set the verticals

## 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



helped Cray develop a better understanding of its audience



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



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



LEAD GENERATION

# Société Générale

Despite having a presence in 66 countries, Société Générale particularly wanted to target individuals with a high net worth in the USA who were affiliated with medium- to large-size companies.

# The Conference Board

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



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 SUMMARY



Understand the customer's needs

# The campaigns

## SOCIÉTÉ GÉNÉRALE

- 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 promote services, partnerships, and professional relationships
- 4  Sponsor events where clients and mutual clients exist

## THE CONFERENCE BOARD

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

# The results

The Conference Board:



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

No results could be released for Société Générale's campaign.



PAY-PER-CLICK

# ILEX Publications IES Test Prep

The standardized 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.

**ILEX**   
Educational Publishers

ies<sup>TM</sup>  
TEST PREP

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, based 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 campaign



**1**  
Create pay-per-click campaign materials  
including copywriting and graphics



**2**  
Define key performance indicators  
to determine how effective each campaign is



**3**  
Target regional audiences, and then expand to national audiences



**4**  
Implement and devise new campaigns  
including holiday, seasonal, and time-sensitive campaigns

## The results

**+42%**

increase in electronic sales  
in the first month of work

**88%**

of total sales were a direct result of our pay-per-click campaigns



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



ILEX ranked within the top 10% of test preparation book publishers on Amazon.com within 6 months — after once being the worst performer



**Successful process improvements:**

- Distribution and sales strategy
- Key performance indicators
- Pipeline management



SEARCH ENGINE OPTIMIZATION

# Mark Kaufman Furs

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.

M K F

MARC KAUFMAN FURS

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 within the fashion industry.

## GOAL SUMMARY



Increase traffic to website  
and physical location

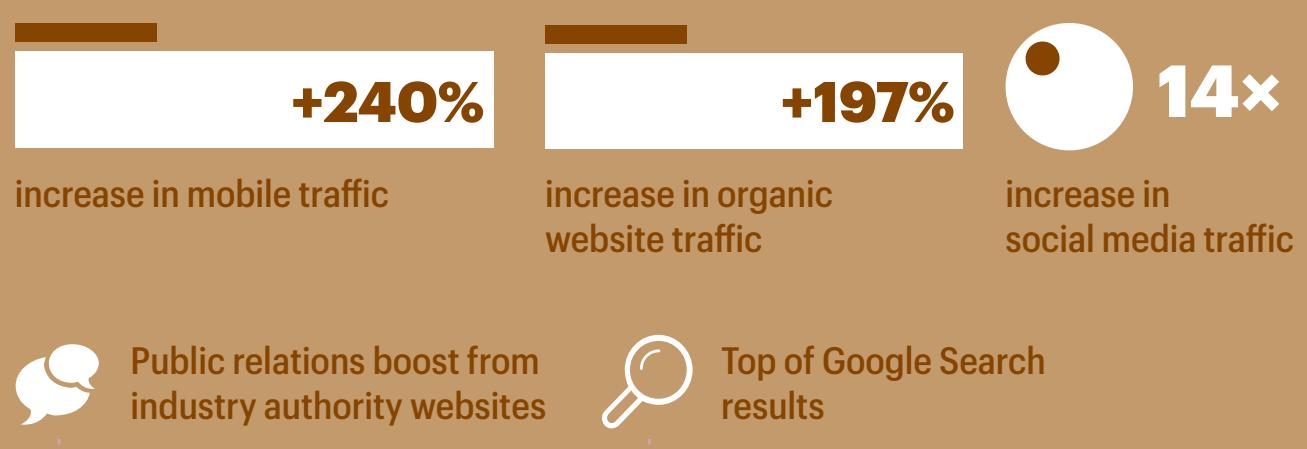
# The campaign

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  Use 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:



# 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



New website and branding



Print marketing



Social media calendar



### 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



New website and branding

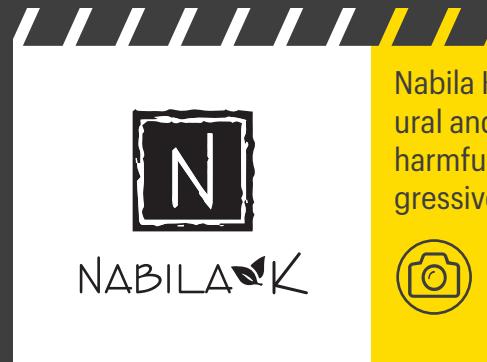


Print marketing



Social media calendar

# Cosmetics



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.



## Influencer marketing

Sponsored reviews and promotions on blogs and Amazon



## New website and branding

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



**Bloomberg** **Aquarian Business Group** **CONVENE° SHIRIYEDENGA** **BRASSICA & Co.**



JE Foundation • Coquin International

## Health & beauty



# Our clients

## Healthcare



Inovium Rejuvenation • Ascendance Biomedical

## Music & entertainment



Sumerian



MILLENNIUM  
Music Media



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

## Education & lifestyle



# Our clients

## Food & drink



The Distillery (NYC) • Gloria's (NYC)

## Technology & patents



## Auto & transport



## Human resources



## Nonprofit



Miss Caribbean USA • Boston Youth Lacrosse

**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

**Marc Kaufman**  
CEO / Marc Kaufman Furs

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.

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 Sonia 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 Sonia for any endeavor worth your time and attention.

**Robert Sax**  
STUDIO MANAGER / Quad Recording Studio

Sick and tired of the  
hyperbole from other  
marketing agencies?

**You're about to  
go angry.**

450 West 42nd Street  
Suite 25B  
New York, NY 10036

+1 (212) 321 0949  
[hello@goangry.com](mailto:hello@goangry.com)  
[www.angryapples.marketing](http://www.angryapples.marketing)

**ANGRY APPLES**

