Proton

Digital marketing proposal

Prepared forAmer Karic
CEO

Accelerate your growth journey

Apex Digital is your next-generation growth marketing agency. We scale DTC and eCommerce brands to 8-figures and beyond.

Does this sound familiar?

1. **Your agency lacks industry insight**

   Your current agency doesn't understand the intricacies of your sub-vertical. You need a partner who is deeply embedded in the eCommerce ecosystem — and that's where we excel.

2. **You don't have time**

3. **You have aggressive targets**

We serve as an extension of your team, providing support to your existing members and leaders while offering a deep pool of talent you can tap into for specialized initiatives.

As you strive to scale your eCommerce brand, you need acquisition channels that can grow alongside your business. We help you unlock that next stage of growth with predictable, reliable growth.

Digital marketing –
defined by operational rigor and creative excellence.

We believe that the traditional agency model is broken.

Most digital teams operate in silos, with a disconnect between strategy, creativity, and execution. This fragmented approach leads to inefficiencies, missed opportunities, and campaigns that fail to make impact.

We're here to change that.

Our integrated approach brings together strategic thinking, creative brilliance, and operational precision under one roof. This 360° approach ensures that every aspect of your digital marketing strategy is aligned, from inception to scale.

You're in good company

Apex Marketing is trusted by the world's leading companies to drive monumental growth

instacart   salesforce   amazon   slack

shopify   Google   lyft   zoom

What we do

SEO

Optimize your website's visibility and ranking on search engines with our comprehensive SEO approach. Enhance your organic traffic and improve your search engine results page (SERP) positioning to attract more qualified leads and drive sustainable growth.

Starts at: **$4,000 per month**

Paid search

Maximize your online presence and reach your target audience effectively with our tailored paid search campaigns. Leverage the power of search engine advertising to increase your visibility, drive high-intent traffic to your website, and boost conversions.

Starts at: **$2,000 per month**

Content marketing

Using advanced analytics, we'll continuously monitor and optimize your marketing campaigns for maximum performance and ROI.

Starts at: **$4,000 per month**

Paid social

Amplify your brand's reach and engagement with our paid social media strategies. Utilize targeted advertising on social platforms to connect with your audience, increase brand awareness, and drive targeted traffic to your website.

Starts at: **$3,000 per month**

Email marketing

Strengthen your customer relationships and drive revenue with our email marketing services. Develop personalized, targeted email campaigns that nurture leads, promote customer loyalty, and encourage repeat business.

Starts at: **$3,000 per month**

Website design

Elevate your online presence with our website design services. Create a visually appealing, user-friendly, and responsive website that reflects your brand's identity, enhances user experience, and improves conversion rates.

Costing is on a **project basis**

Meet your dedicated marketing team

Before investing a single penny, we invite you to rigorously assess our approach and confirm that you have the right partners working alongside you.

Jenny Lane
Senior AM

Jenny Lane is our seasoned Senior Account Manager who excels in fostering client relationships and delivering outstanding marketing campaigns. Her meticulous attention to detail, understanding of marketing principles, and steadfast commitment to client satisfaction make her an invaluable asset to our team.

Jeff Raymond
Digital Lead

Jeff Raymond, our dynamic Digital Lead, is renowned for executing visually engaging and highly effective digital marketing strategies. His proficiency in modern marketing tools, deep understanding of UX/UI principles, and innovative approach sets him apart in the industry.

James Wilson
Strategy Director

James Wilson, as the Director of Strategy, provides strategic leadership to our agency. With over 15 years of experience, his knowledge in digital marketing, offline strategy, UX/UI, and strategic planning ensures our team consistently delivers cutting-edge marketing solutions.

How we operate

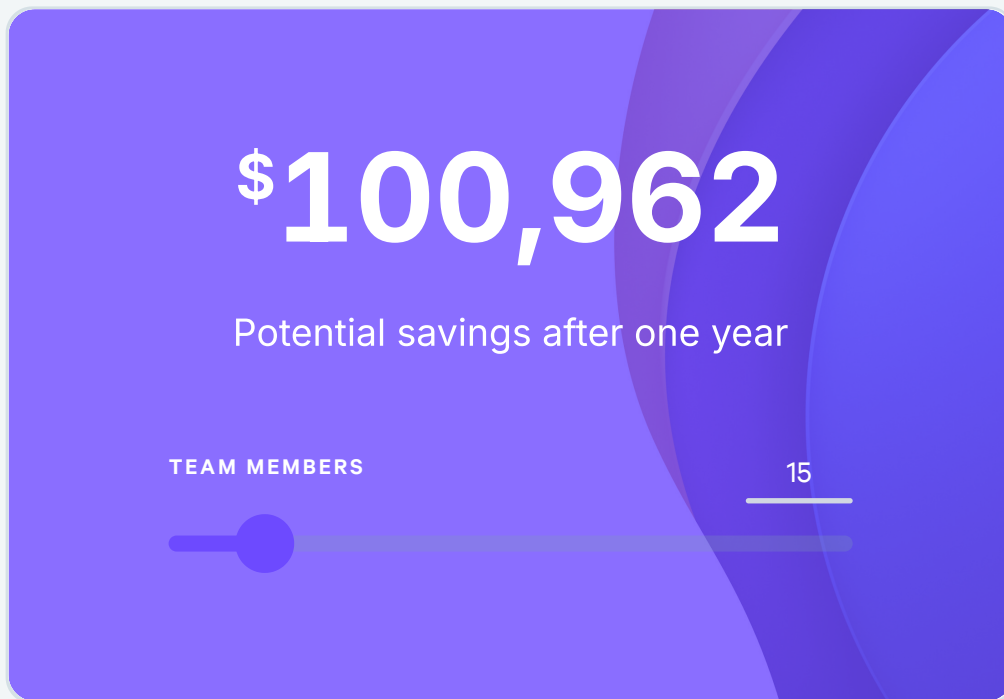• We measure ourselves on revenue, not website visitors or ad clicks.

• We improve your brand familiarity and affinity with a full-funnel approach to growth.

• We develop customer loyalty programs that drive lifetime value and faster payback cycles.

• We deliver commercial leadership. We're not simple ad buyers, we understand your business, marketplace, and customers.

ROI forecast

We've worked with Jane to pull together the following ROI forecast. We look forward to debating the inputs and potential outcomes on our next call.

$**$100,962**

Potential savings after one year

TEAM MEMBERS

15

Working with us

"This team has transformed our marketing strategy. Their innovative approach has materially boosted both our performance and brand outcomes".

Toby Wall, CMO, Luxe Retail

"Their specialized expertise in growth marketing has significantly boosted our customer engagement and increased our market share".

Alice Scott, Marketing Director

Your investment

Full service packages

Monthly | Yearly

Growth Plan

$10,000.00
/ month

Select

✓ 2x team members, 1x AM
✓ Performance, SEO, Analytics
✓ Monthly reporting

Recommended

Scale Plan

$20,000.00
/ month

✓ **Selected**

✓ 5x team members, 1x AM
✓ 1x project manager
✓ All channel strategy
✓ Weekly reporting

Add-ons

13

$0.00

Description	Item	Price
☐ Creative services (landing pages, ads etc)	$1,500.00	$1,500.00 / month
☐ Brand strategy	$5,000.00	$5,000.00

Total Recurring	$20,000.00 / month
Total Due Today	$20,000.00

Onboarding

1. Kick-off phase

Key Deliverables
Onboarding forms
Goals & KPIs
All access and prerequisities
Kick off call
Free trial kickoff

2. Audit & strategy

Key Deliverables
Check in call
Audit & strategy
Media plan
Audit & strategy call
Confirm strategy

[Insert your company's standard terms and conditions]

Ready to work together?

Accept

Name

Email

Organization (optional)

Signature

Date

Accept

Name

Email

Organization (optional)

Signature

Date

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