

A Little Bit About
MONKEE-BOY
discover • create • evolve

Our Approach

Partnering with us will be different than any agency you may have worked with in the past. We are very transparent, understand that our collective reputation is at stake, and know that we will be earning your trust every day. Here is our roadmap for a great partnership.

Think and be thoughtful.

Monkee-Boy is a digital strategy and execution company. This means that our greatest assets are our collective experience and our reputation for doing great work. We demonstrate both through planning + building forward thinking, pragmatic solutions for our clients that keep your business, users, budget, and ongoing needs in mind. Thoughtfulness, however, goes beyond business -- an attention to detail and the consistency of showing people that we care resonates through everything we do.

Collaborate and listen.

*At Monkee-Boy, we understand that success is only achieved through long-term partnerships and being seen as a valuable extension to our customers' teams. This can only be achieved through listening with open ears, sharing ideas with an open mind, and earning trust each and every day. Then and only then, can we fully **discover** the challenges, **create** effective + thoughtful solutions, and help our clients **evolve**.*

Help and be humble.

Monkee-Boy has grown year-over-year by helping our customers solve the web. Help comes in many shapes and forms and consistently demonstrates that we care. This help is provided altruistically knowing that, though we are very serious about our work, we do not take ourselves too seriously. What little egos we have are left at the door.

Excel and exceed expectations.

Striving for excellence has been a Monkee-Boy hallmark since our inception in 1998 and will always be at the heart of what we do. We believe every client engagement to be a learning experience and growth opportunity for our staff and our customers alike. The thoughtful application of what we learn and the constant pursuit of mastery is how we stay on top of our ever-changing industry and deliver unparalleled customer experiences.

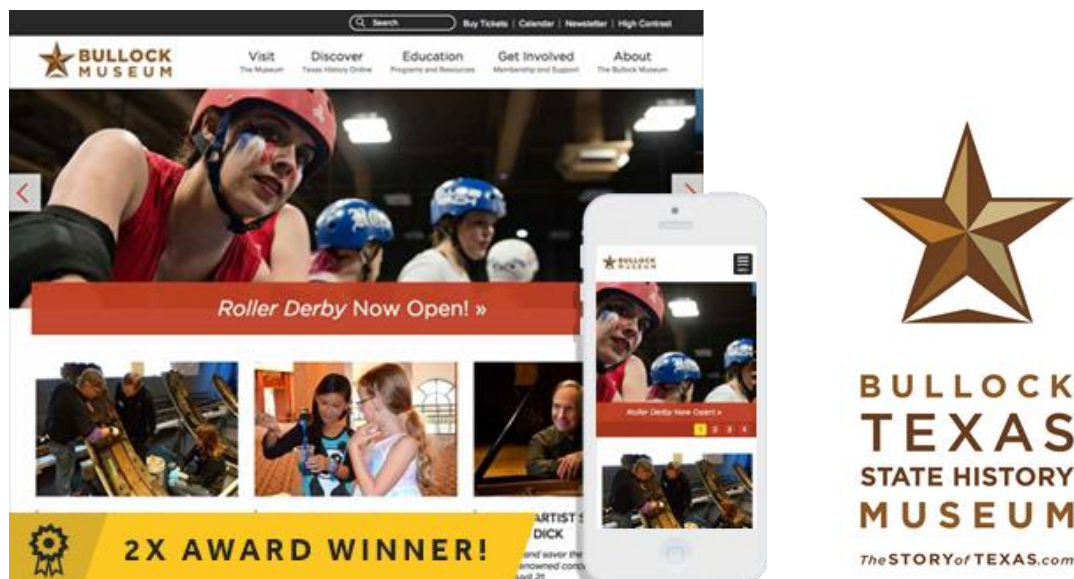
Teach and be taught.

None of us have all of the answers, but together we can do anything. We know that we are strengthened by our diverse backgrounds and skills, and can only evolve when we are willing to share our knowledge and accept the knowledge of others with respect and an unfettered curiosity.

Drink and be merry.

At Monkee-Boy, we appreciate all that we have, all opportunities, and are blessed in being able to do what we love with talented people we enjoy. This creates an environment filled with laughter, optimism, and merriment.

Featured Success Stories



Bullock Texas State History Museum

www.thestoryoftexas.com

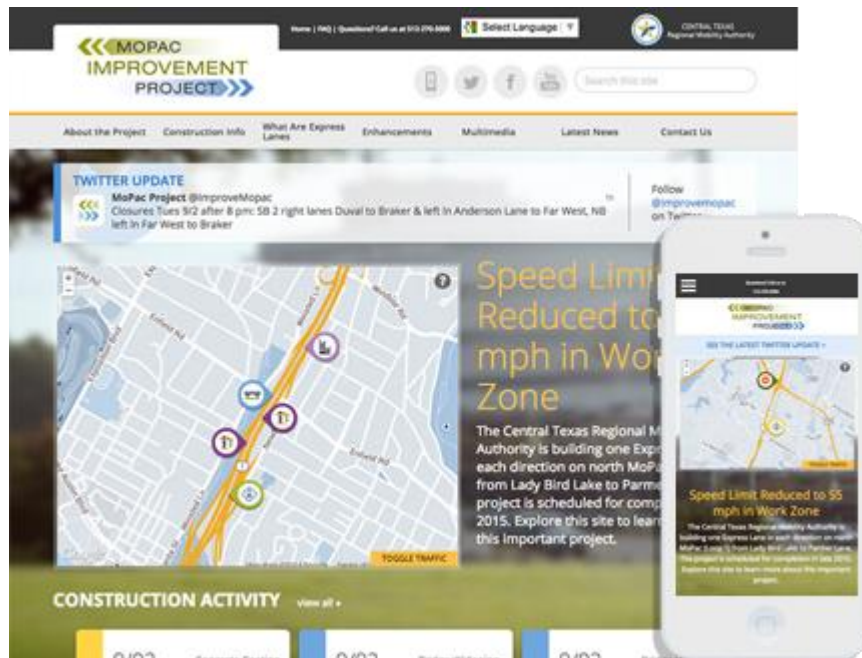
Monkee-Boy handled all aspects of the TSHM's 2015 redesign project and has been their dedicated web team since the late 2013. This project included a comprehensive strategy with over 20 stakeholders, fully responsive + fully accessible redesign, and a custom built CMS (independently validated by Deloitte) with state-of-the-art social curation tools. The amazing project results include:

- **Two (2) top industry awards** in 2015 including the AAM MUSE Gold Award for "Best Online Presence";
- presented at SXSW Interactive 2015;
- total visits **increased 135%**;
- search engine visits **increased 116%**;
- new visits to the site **increased by 119%**;
- returning visitors to the site **increased by 169%**;
- mobile visits **increased 173%**;
- visits from Texans outside the Austin Metro area **increased by 179%**;
- social media visits **increased 400%**.

"The site has achieved more than our initial goals of expanding the Bullock Museum's audience and making history and culture relevant. Monkee-Boy's enthusiasm for Texas history and keen understanding of how people learn and navigate websites made the project a huge success."

Victoria Ramirez – Director

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**CENTRAL TEXAS
Regional Mobility Authority**



Central Texas Regional Mobility Authority

www.mopacexpress.com

The Central Texas Regional Mobility Authority (CTRMA) is responsible for the research, planning, and implementation of central Texas's toll roads. CTRMA engaged Monkee-Boy as their dedicated web team in 2010 and 2014, challenged Monkee-Boy to create a cutting-edge, interactive experience for Austinites traveling on and impacted by the MoPac improvements to ensure communication and community outreach was high. Monkee-Boy continues to serve as CTRMA's go-to web team for all digital services. The project results include:

From a usability standpoint:

- bounce rate has **decreased 25%**;
- pages per visit have **increased 74%**;
- average time on site has **increased 79%**.

From an awareness standpoint:

- overall visits have **increased 102%**;
- new visitors have **increased 97%**;
- return visits have **increase 100%**.

“Serving as an extension of our staff and providing the mighty skills of an out-of-house web team, Monkee-Boy consistently goes above and beyond to grow and maintain the Mobility Authority's online programs. Their fresh take on creativity, partnered with behind-the-page know-how, has brought our dream web program to life.”

Melissa Hurst – Community Outreach Manager

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Ecomass

www.ecomass.com

Ecomass is the innovative and technological leader in high density engineered thermoplastics. Ecomass Compounds are completely non-toxic and can be used to replace lead and other traditional materials. The Ecomass redesign consisted of a full digital strategy, design development, WordPress CMS, and search optimization. The project results are great and include:

From a usability standpoint:

- bounce rate has **decreased 22%**;
- overall visits have **increased 41%**;
- avg. time on site has **increased 30%**.

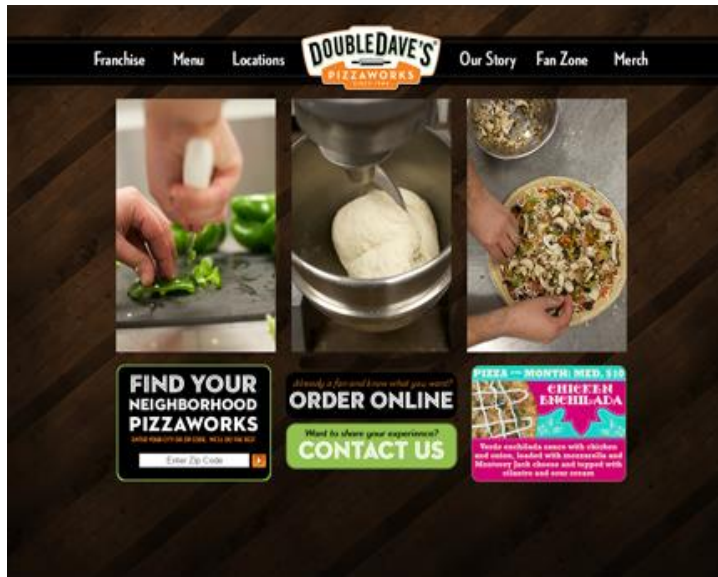
From a mobile standpoint:

- mobile visits have **increased 81%**;
- avg. time on site has **increased 104%**.

“The Monkee-Boy team did a fantastic job, and they were really a pleasure to work with! Looking at the live site today is a bit surreal, I must say. At times I felt like it would never get there (that’s not a shot at the team by the way, if there were any delays it was on this end), but alas we made it. I’m really looking forward to seeing how everything unfolds now with our beautiful new website.”

Ryan Daily – Market Developer + Project Manager

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DoubleDaves PizzaWorks

www.doubledaves.com

Monkee-Boy has been partnering with DoubleDaves' since 2012. In 2014, we were challenged by the corporate office to develop a program to increase the local search results and online ordering for each of the 37 local franchises. Check out these amazing results after the first 7 months.

From a usability standpoint:

- Organic search visits **increased by 48.54%**
- Organic mobile visits **increased by +237.78%**
- Organic visits to local pages **increased by 133.9%**

637% ROI

based on an increase in ordering events from 2013 to 2014 and the average price of an order

"Do yourself a favor and hire Monkee-Boy. We were slightly apprehensive about hiring someone to take over the mess our first developer created, but Aaron and Joe were tremendous. They were mindful of our budget, efficient, witty to boot, and the caliber of work they produce is phenomenal. They understand not everyone is a tech whiz (shocker), and explain things in a way that's easy to follow. It's inevitable there will be problems with any website, but the maintenance/help staff at Monkee-Boy is super stellar and extremely attentive."

Lily Osborne – Franchise Experience Operative

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Austin Chamber of Commerce

www.austinchamber.com

Monkee-Boy has been partnering with the Austin Chamber since 2011. During our first project, we were charged with taking 14 separate domains and more than 3,000 web pages on various Chamber web properties, and re-architecting the content into an 800 page redesign project that lived on one domain – austinchamber.com. The site was redesigned, upgrading the look to be more user-friendly and enabling the Chamber staff to easily update and maintain the organization’s new web presence.

Beyond winning **several** awards, the Chamber’s site’s results have been AMAZING! The project results include:

From a usability standpoint:

- the bounce rate has **decreased 25%**;
- pages per visit have **increased 74%**;
- average time on project has **increased 79%**.

From an awareness standpoint:

- visits have **increased 327%**;
- organic search visits have **increased 330%**.

“The Austin Chamber's online reinvention could not have been accomplished without the nimble and extremely talented folks at Monkee-Boy. Every effort was made to immerse themselves into the Chamber's ‘culture’ to understand the needs of our membership, internal staff, and general public when it came to the new project. The delivery deadline and the scope of work albeit highly ambitious never phased them; I always had full confidence in their ability. Upon delivery, our expectations were truly exceeded!”

Rebecca Martin – Senior VP Marketing & Communications

Please note: We’re doing it again! Austin Chamber’s new, fully responsive site is scheduled to launch in July 2016.

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Need to hear from more people who have walked the jungle path before you?

www.monkee-boy.com/the-work/testimonials

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Ready To Get Started?

Great! Please contact Aaron Bramwell
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