

DIGITAL MARKETING AT IT'S PEAK



STATUS QUO

Most companies we talk to today express concerns in multiple areas including:

- They get very little, inconsistent or conflicting information on digital marketing results.
- They are frustrated, not knowing how digital marketing dollars are performing.
- Feel uncertain of where/how to spend digital marketing dollars in the future.
- Are tired of getting canned solutions that are not tailored to fit their business.
- Are feeling 'left in the dark', not getting the service they want and need.
- Feel they're not getting all they can from their current agency or in-house team.
- Are partially or totally confused and need help with SEO, PPC & Social Media.





FUTURE STATE

Most companies we talk to WANT:

- Better customer insight, greater confidence, and more predictability.
- More consistent, reliable inbound traffic with better-qualified leads.
- To convert visitors > shoppers > buyers > repeat buyers > loyal customers > advocates > raving fans > influencers.
- To not just get noticed online, but rather to be prioritized, followed, and to build a community.
- Better leads, better results, greater return on investment on digital marketing spend.
- An agency partner that is reliable, fast, and agile.



APOGEE RESULTS:

Award-Winning SEO & Paid Media Agency

- Privately-held, based in the tech-mecca Austin, TX, with national scope & reach.
- Pioneers in Digital Marketing for over 20 years (since 1998).
- A team of 20 highly-qualified professionals forms our nucleus of competencies, with diverse, complementary skillsets.
- Access and experience with top support resources to supplement our capabilities.
- Industry thought leaders who present and speak, at the top Digital Marketing Conferences, across the country.



WHY CHOOSE US?

- Top Talent: Highly Trained, Relevant Experience & Proven Success
- Custom Approach: Unique Strategies – Not Cookie Cutter
- Team Mentality: Diverse, Complementary Skill Sets to Augment Your Business
- Transparency: Complete, Custom Reporting to Fit Your Needs
- Reliable: Strong Account Management, World-Class Support



OUR CORE SERVICES

- Search Engine Optimization (SEO): Top Talent, Innovative Methodologies, Data-Driven Strategies, Experts in Technical, Local and On-Page Content SEO & Link-Building
- Paid Media: Experienced Team, \$100 Million+ Media Spend w/ + ROI, Granular Targeting, Display & Video Placement, Constant Ad Copy Testing, Data-Driven Decisions
- Social Media Management: End-to-End Customer Journey Approach, Strategic Retargeting, Interest-Driven Brand Awareness, Community Development
- Content Strategy: Award-Winning Content Strategies, Traffic, and ROI Focused Content Creation, On-Page, New Content, Video, Augment Your Capabilities
- Influencer Marketing: Accelerate Decisions with the Power of Influencers, Leverage Credibility & Persuasion, Boost Connection & Engagement
- Analytics & Insight: Ranging from complex enterprise projects to Google Platform Audits, relentless focus on data and results.

BENEFICIARIES OF OUR EXPERIENCE





SEO: HOW ORGANIC SEARCH WORKS

- Three components or legs of the SEO stool
 - ▶ Technical SEO (Website Configuration)
 - ▶ On-Page SEO (Content SEO)
 - ▶ Off-Page SEO (Link-building)
- Agency helps site become more searchable and findable based on how Google, Bing and other search engines crawl and understand the website.
- Improvements to organic search rankings gain more traffic because prospective and returning customers are more likely to visit a site that is ranked higher.
- Targeting the right keywords helps companies gain more targeted traffic that is more likely to convert.
- Works well in B2B, B2C, and B2 (recruiting) and across all industries and geographies.



PPC: HOW PAID SEARCH WORKS

- Advertisers bid on "keywords" that match to search queries typed in by users.
 - ▶ There are many options on when to target customers, how to target them, and who to target.
- Users click on the ad (created by the advertiser in AdWords) and the advertiser is charged only when the user chooses to click on the ad.
- Users interact with the site and advertisers can see metrics for those interactions.
- Advertisers set up "conversion goals" and are able to see cost per conversion when a user makes a purchase, signs up with email, etc.



PAID SEARCH TARGETING OPTIONS:

- **In Market Audiences:** Audiences of users who have been searching for services like the ones you offer. A few options include: Sporting & Fitness, Real Estate, Financial Services, etc.
- **Remarketing:** You can target users who have already interacted with you in some way (website or ad).
- **Similar Audiences:** Users who have similar interests to those in your remarketing lists.
- **Demographics:**
 - ▶ Location (Country, State, City, and Zip)
 - Age Groups
 - Gender
 - Device Type (Computers, Mobile Phones, Tablets, and TV Screens)
 - Household income

BENEFICIARIES OF OUR EXPERIENCE

1·800·Registry
Weddings. Honeymoons. Homes.

Westfield

**WHOLE
FOODS
MARKET**

amazon

**ACADEMIC
SUPERSTORE**

carrot ink

CAVENDER'S
DON'T JUST WEAR IT. LIVE IT.

VITAMIN WORLD
get healthy.

**PGA TOUR
SUPERSTORE**

LifeWay
Biblical Solutions for Life

ROCKETDOLLAR

ShipStation

BUILD A SIGN
.com

**THE
BUG
MASTER**

teleflora.

capson
Physicians Insurance

PartsFree.com





RECOGNITION & CERTIFICATIONS



- iMedia Top 5 Search agency
- B2B Magazine Top Interactive Agency
- Only Texas agency chosen to serve on the board of the Global Trade Association for Search
- Inc. 500 agency who has helped the most Inc. 500/5000 cos. achieve that status
- Speaker (multiple times) at SXSW Interactive, Dreamforce, Inbound, Search Engine Strategies, MarketingProfs B2B Forum, Moz.com, Conversion Conference, SMX (Search Marketing Expo), Online Marketing Summit, Integrated Marketing Summit, DemandCon
- Published by Forbes, Website Magazine, Search Engine Watch, Internet Retailer, many others
- Author, Wiley top-selling book "Complete B2B Online Marketing".
- Best Content Marketing Campaign Award (2018) The Drum, US Search Awards
- Sempo Awards Best SEO Campaign (2019)



LET'S GET STARTED

Working with us is easy! We can...

- Assess and triage your current situation if it is not working.
- Augment and support existing staff i.e. better capture investment with in-house resources.
- Become your outsourced digital marketing partner and do it all, or...
- Squeeze more performance out of your existing budget and staff.
- If you are behind the curve and don't have the staff or expertise we'll help you get started today.
- If you're a victim of digital malpractice we'll turn your situation around and chart a new course.
- Help set-up you up for success if you are developing new digital assets or moving in a new direction.

GET YOUR COMPLIMENTARY ASSESSMENT!

We offer a variety of Digital Marketing Report Cards

ORGANIC SEARCH / SEO REPORT CARD

SEO FACTOR REVIEWED	GRADE
Crawlability & Technical SEO	D
Site Speed	D
Mobile	F
Indexation	D
URL Structure	B
Tagging	C
Local	F

PAID SEARCH / PPC REPORT CARD

PPC FACTOR REVIEWED	GRADE
Campaign Performance	C
Analytics & Tracking	C
Campaign Settings & Structure	C
Keyword Management	D
Ads & Extensions	B
Landing Pages	C