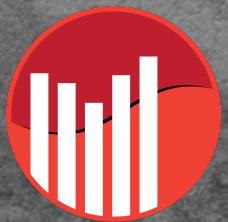




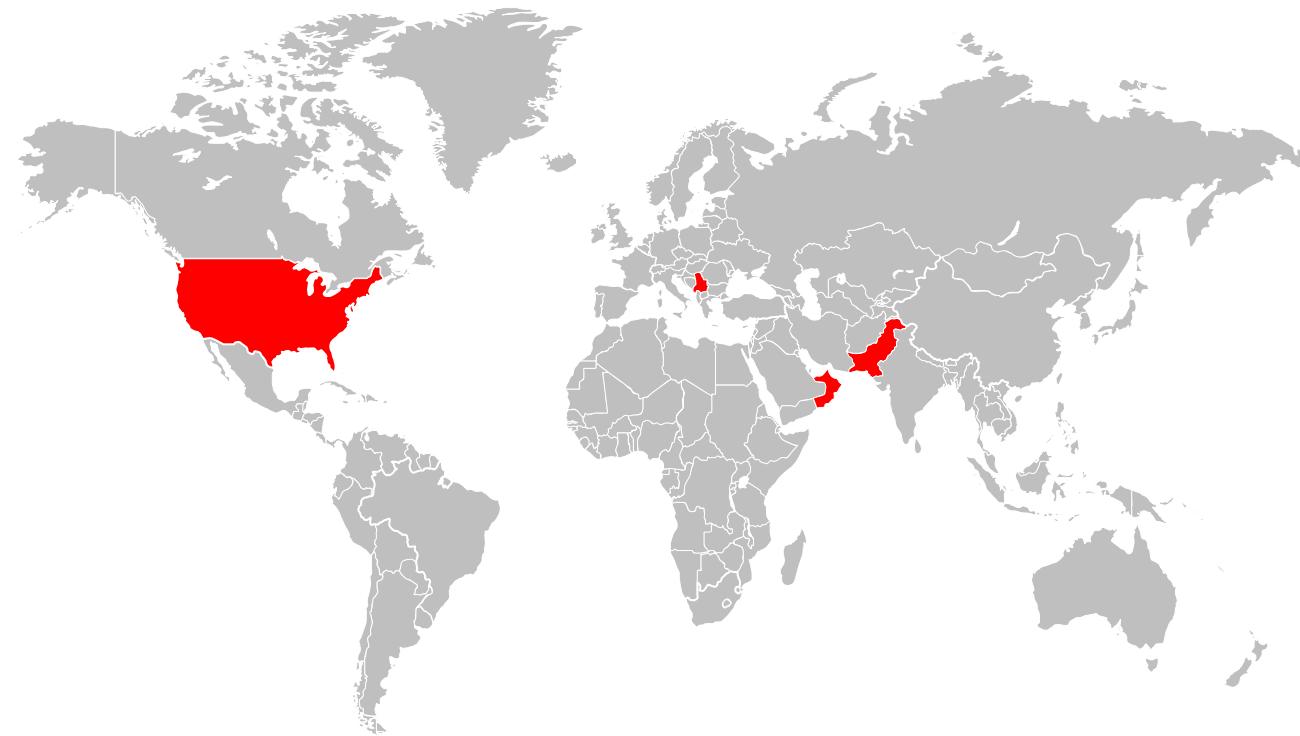
WE GROW BUSINESSES



EXECUTIVE DIGITAL



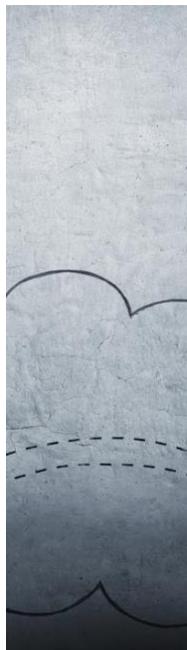
GLOBAL AGENCY



Executive Digital LLC® is a top-rated digital marketing agency, operating from 8 managed offices, 5 in the US and 3 internationally, with more than 120 employees throughout the United States, Serbia, UAE and Pakistan. Executive Digital LLC® delivers digital marketing services based on deep industry knowledge and our longtime status as digital experts in our respective realms of the industry. We are also known for not outsourcing any of our work, which allows us to create and distribute the highest quality of work across all digital mediums.



BRIDGING THE PROVERBIAL GAP



Executive Digital is a recognized, certified Google Partner. The work we do must be maintained within Google Quality Guidelines and compliant with white-hat standards & approach. Furthermore, unlike most digital agencies, we've partnered with only the best content publishing networks in the world to drive your Digital Marketing Exposure. Between our true and tried strategies in generating visibility and the creativity behind our visual productions, there are few limits to what we can do. We pride ourselves on providing more than a service by acting as an extension of your in-house team or as a complete marketing division for all of your digital needs.



INTEGRATED DIGITAL MARKETING



As the nation's premier group of digital experts, we have brought forth complete marketing solutions in SEO, Social Media, Paid Media, Web Development, Visual Creative Arts (including Virtual Reality Programs) and Lead Generation to global corporations as well as numerous mid-size businesses across the globe. Our complete IDMS (integrated digital marketing systems approach) has been in proven use for almost 14 years, serving over 140,000 clients across the nation. Since 2011, when we started as a whitelabel solution for many of the world's largest media companies, to today's presence as a global leader and a true digital marketing enterprise firm, our transparency and dedication to our craft is second to none.

We now bring these solutions to the general public, helping you finally get a grasp in advancing your company's online presence. Executive Digital LLC® will bring forward-thinking digital marketing expertise and true ROI to you.



ENTERPRISE LEVEL PARTNERS



Entrepreneur
MAGAZINE

Inc.

Google
News

YAHOO!
FINANCE

Forbes

FORTUNE

 Bigcommerce
sell more

 Taboola™
Content You May Like.

 AP ASSOCIATED PRESS

 Outbrain



 CNN
iReport

 THE HUFFINGTON
POST



 yelp.

 WAZE PARTNER
CERTIFIED

 WP engine

 Google
Partner



EXECUTIVE DIGITAL

MEET THE EXECUTIVES

120+ EMPLOYEES | TEAM MEMBERS DEDICATED TO YOUR ACCOUNT



Aleksandar Sasha Jovicic
CEO



Chuck Kim
COO



Tony Lopez
VP



Jackie Gonzalez
Social Media Director



Marko Stojakovic
Agency Director



Ivana Nikolic
Social Media Manager



Marko Arsic
SEO Manager



Anja Djuricin
Paid Media Manager



Korana Braun
Content Manager



Nikola Soro
Web Development Manager



Ivan Divjakovic
Creative Design Manager



Vlatko Mosnak
PHP Manager





Digital Marketing Ecosystems

Building blocks for your online presence.



PREFACE

- LueftyActions.com (LA), a multi-national/multi-lingual business solution (B2C) is looking to launch its transfer bookings website in various countries and various languages in order to drive traffic and lead-generation via intelligent SEO/Google Rankings strategies.
 - LA team expressed that the site will need enterprise-level SEO strategies, from content, to on-page to off-page backlinks and sharing strategies.
 - The team at Executive Digital is intimately knowledgeable with the industry and multi-national approaches to businesses, and is able and willing to assist LA team launch and drive traffic to the site.
 - Our goal is to make sure your new, modern B2C website will help streamline the acquisition of converted customers and inquiries while improving the overall user-experience flow once it ranks well and as such, we will provide dev, UX and SEO/Content services as a partner to LA.
 - Executive Digital builds and ranks hundreds of enterprise websites per year, and as such, are considered experts in SEO, Content, WC3 Compliance, User Experience, User Navigation, Branding, ultrafast site speeds, and all within the constraints of responsive design with mobile-first mentality to exceed today's standards which work together to help you grow your business.
-

Team approach:

Our team of experts becomes your team of experts, and together, by working on SEO, intelligent site navigation, excellent user experience, backlinks, content, proper branding, ultra-fast site speeds, keyword and analytics data, our team helps you grow your online footprint, quickly.

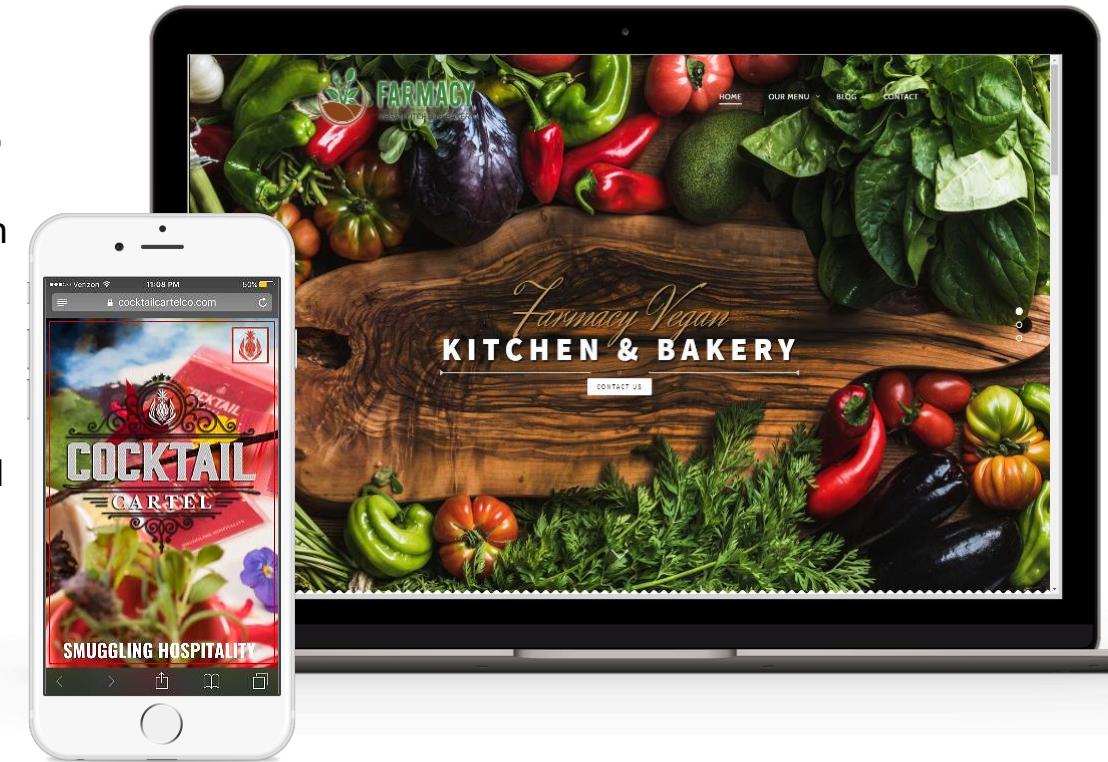


STEP 1: SET THE FOUNDATION

- We create custom websites to showcase growing brands, from full custom PHP and CSS/HTML 5 solutions, to all types of customary CMS' (Magento, WordPress any many more).
 - We will focus on developing an engaging user experience on your site, with intent to convert on offers/downloads/sales/inquiries.
 - All of our sites exceed quality guidelines set by various search engines because of our expert development and SEO understanding and how the two work together to accomplish your goals.
 - Our sites are created around strategic conversionary touchpoints which will in turn assist with growing your business online.
 - Regardless of size and scope of work, our websites are built with conversions in mind and full visual expertise to represent your business properly to the targeted audiences.
 - All of our sites go through extensive testing to ensure your complete satisfaction prior to website launch.
-

Professional website development:

Our sites are WC3 compliant, intelligent site navigation, excellent user experience, proper branding, ultra-fast site speeds, all are built with responsive design.



Other options we offer:

Dedicated monthly website maintenance packages.
Advanced website hosting options.



STEP 2: ON-PAGE OPTIMIZATION

Whether we've built your website or not, on-page optimization is what we do to your site that makes the difference in terms of lead generation, ranking, conversions, and of course, traffic growth. Having a continually-optimized site is critical to your digital marketing success. When performing on-site search engine optimization, we start with a technical focus in mind, continue with visual design and execute based on a user experience which, when combined together become your on-page SEO strategy. It is a misconception that a "one-and-done" approach to on-page SEO is correct. Your site must be re-optimized in a timely manner in order to address the ever-changing search queries and user-intent.

- **We perform full on-site technical optimization**
 - Optimization of website's meta tags
 - Keyword research and data analysis
 - Optimization of sitemap and robots.txt
 - Optimization of website content
 - Optimization of images
 - Optimization of user experience (UX)
 - Optimization of site speed (server-side and code-side)
- **We also perform geo-level optimization for our multi-national/multi-location clients, including creating geo-pages in local language packs to satisfy various Google search engines.**

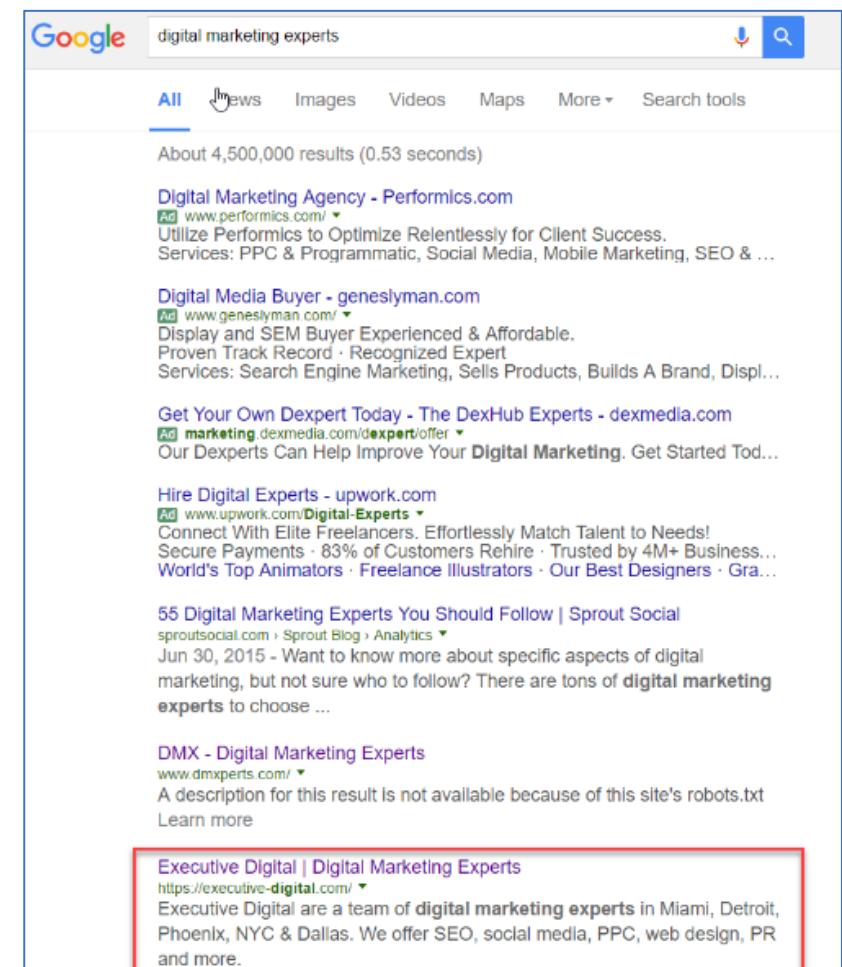


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STEP 3: BE RELEVANT WITH ORGANIC SEO

We are experts in SEO. Ranking your website in various languages, and various nations in the top 5 results of organic searches online will bring higher-qualified traffic to your website than all other channels, including paid media.

- We perform keyword research in your target languages: identify segments & keyword search trends.
- We increase organic traffic to your site with content and backlinks in both various languages and targeting various Google search engines.
- We initiate analytics goals to establish measurable ROI for your business.
- Our focus is to Increase your rankings on trending terms over the course of the agreement, including increasing the sheer volume of keyword rankings.
- We also implement heat-mapping to increase the overall click through rate (CTR) for all strategic keywords we are focusing on.
- Furthermore, we focus on reducing the overall bounce rate by engaging audiences with strategic offers and content on your site.
- Our job is also to increase the number of pages linking to your website by engaging with our link partnerships and link outreach programs.
- We must also increase content volume (number of pages & quality of content on your site).
- We conduct monthly website optimization (meta & schema checks are included).
- Dynamic, real-time reporting & continuous strategy building means full data transparency in attaining your business goals.



A screenshot of a Google search results page for the query "digital marketing experts". The results are displayed in a standard grid format. The first result, "Executive Digital | Digital Marketing Experts", is highlighted with a red box. This result includes the URL <https://executive-digital.com/>, a brief description stating "Executive Digital are a team of digital marketing experts in Miami, Detroit, Phoenix, NYC & Dallas. We offer SEO, social media, PPC, web design, PR and more.", and a snippet of the website's content.



WP engine

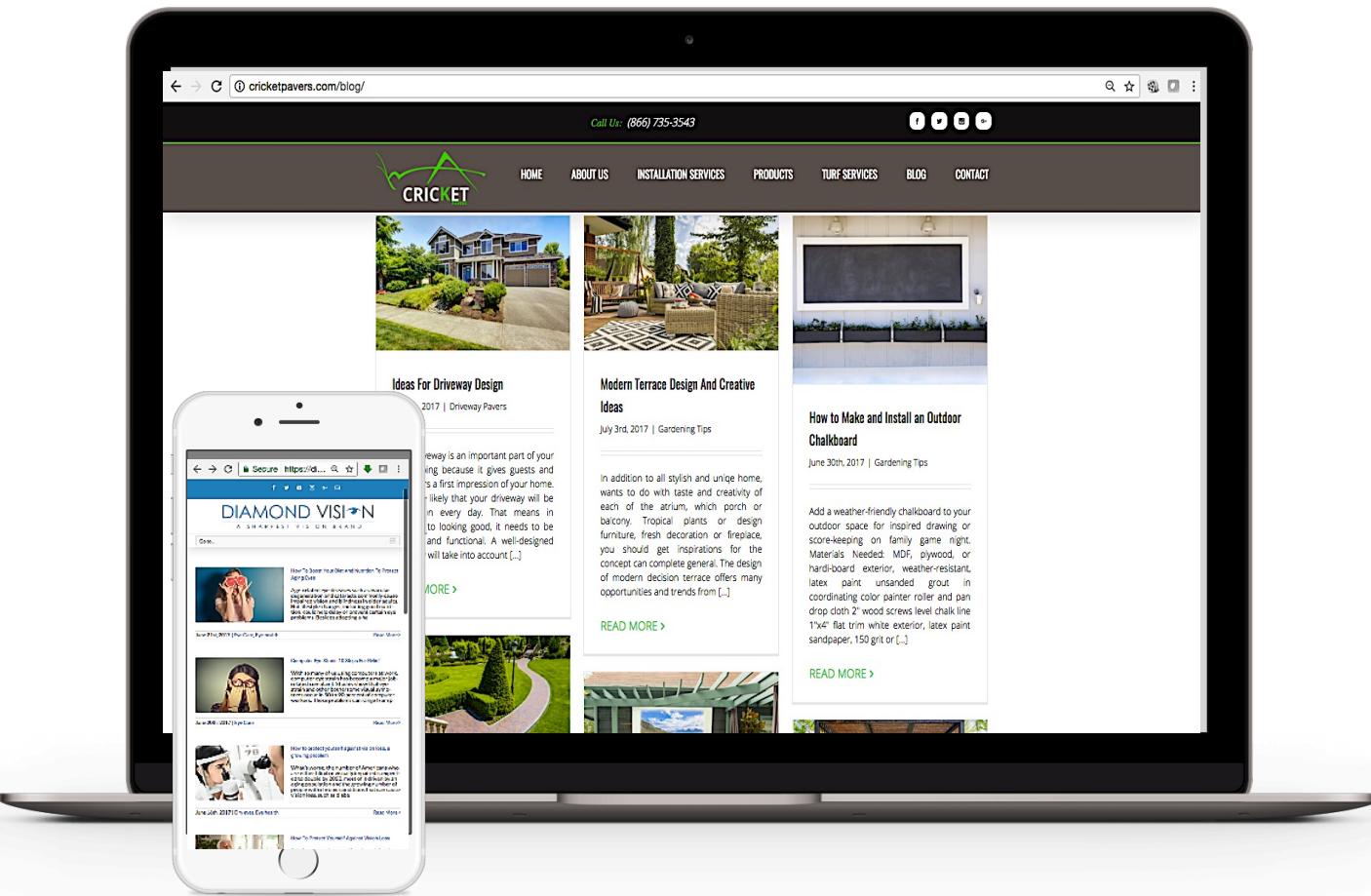


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STEP 4: OFF-PAGE: CREATING UNIQUE CONTENT AND LINKS

Active Blog & Link Building:

- As you read earlier, with our focus on the actual on-page efforts on your site, we then energize those efforts by creating a unique content blend of custom blogs and other monthly, relevant industry news to be curated and implemented on your site & **distributed across partner networks through content marketing links & backlinks on relevant websites. Backlinks from various countries have to be done in order for your rankings to rise and your traffic to grow.**
- True content publishing for the purpose of SEO is multi-faceted and requires a **comprehensive combination of strategies and tactics** to be truly effective. Hence the content blend or unique & shared content we implement on your behalf as outlined above.
- The frequency of our content creation for you may be dynamic and varied in targeting, based on multiple factors, including keyword selection, your reach and target area as well as **the level of competition which your business is facing.**
- Our job is to ensure that your business receives a customized strategy keeping all of these factors in mind, with a narrow focus on **attaining more business for you.**



STEP 5: CREATE A SOCIAL BUZZ

- We will curate unique, relevant content across your social media channels, managing engagement activity & customer service to showcase your brand in an approved fashion.
- Minimum of 2 posts per day, encompassing product styling, lifestyle, blogs, press, events, sales and giveaway promotions.
- Daily Posting, 7 days per week, as well as **direct engagement with potential audiences** & hashtag hunting (targeting industry specific hashtags) on your respective social channels, for the purpose of engaging with those posters.
- Daily monitoring (includes/excludes weekends) of your social media channels.
- Graphic design & photography is also our forte, and is often included with our digital social strategies.
- **Dynamic reporting & strategy discussions** are a core part of your campaign for which we provide the expert staff to help grow your social media presence.

✓ Optimization

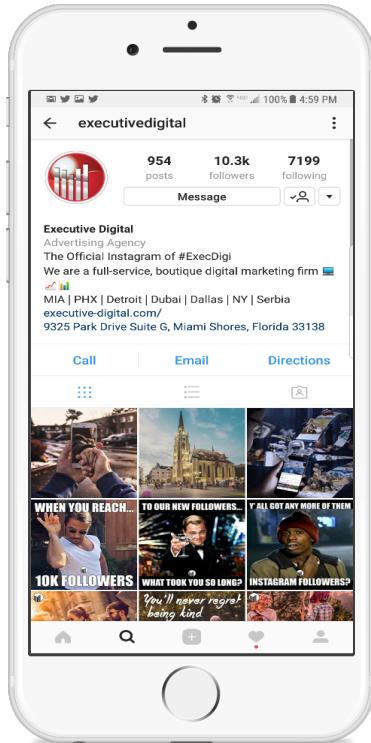
We optimize categories, vanity URLs, settings, etc. across all of your channels.

✓ Strategy

We create Strategic content at the right frequency with trend and hashtag analysis.

✓ Engagement

We identify and increase your audience by following, liking & commenting.



✓ Opportunities

We will direct traffic to your website and capture new leads from our social media efforts.

✓ Activities

We increase your reach to targeted audiences by posting 2 times per day.

✓ Responsiveness

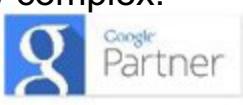
We become your digital customer service monitoring partner for reviews and general inquiries.



STEP 6: VISUALLY IMPRESS



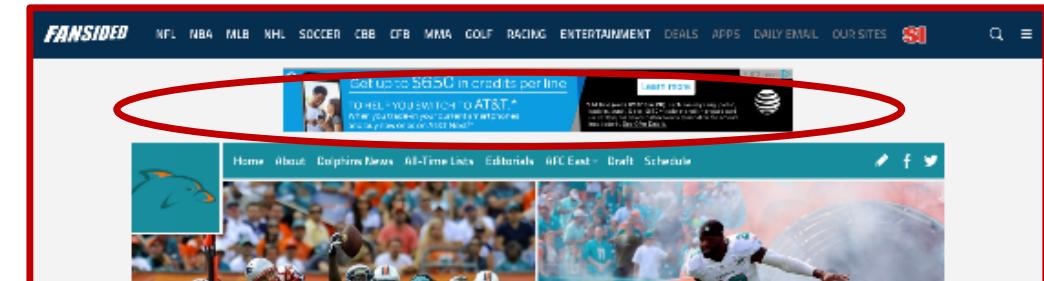
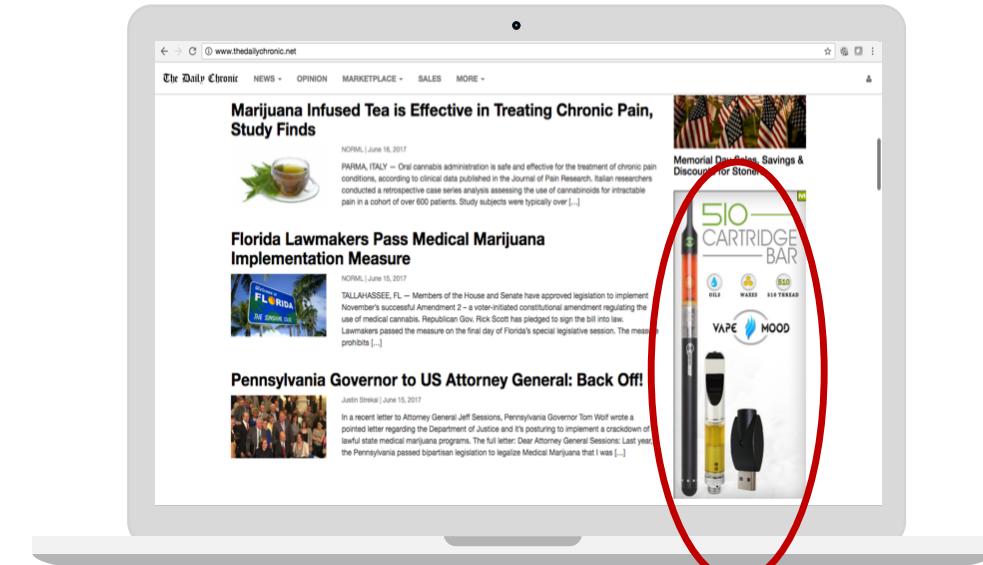
- As a strategic component of your digital marketing strategy, we offer **expert-level video creation**, drone and helicopter photography and videography, 360-degree interior and exterior shots and many more. Have you seen our [YouTube Channel](#)?
- We are also **HD-photography experts**, and our incredible work has been featured globally, so whether you're looking for video excitement or custom photography, we've got your covered.
- Furthermore, we take incredible pride in visual manipulation of your digital assets: from **social media covers to logos, full PSDs in web design and landing pages**, our staff can execute visual amplification for every strategy, no matter how complex.



STEP 7: BE PROACTIVE WITH PAID MEDIA

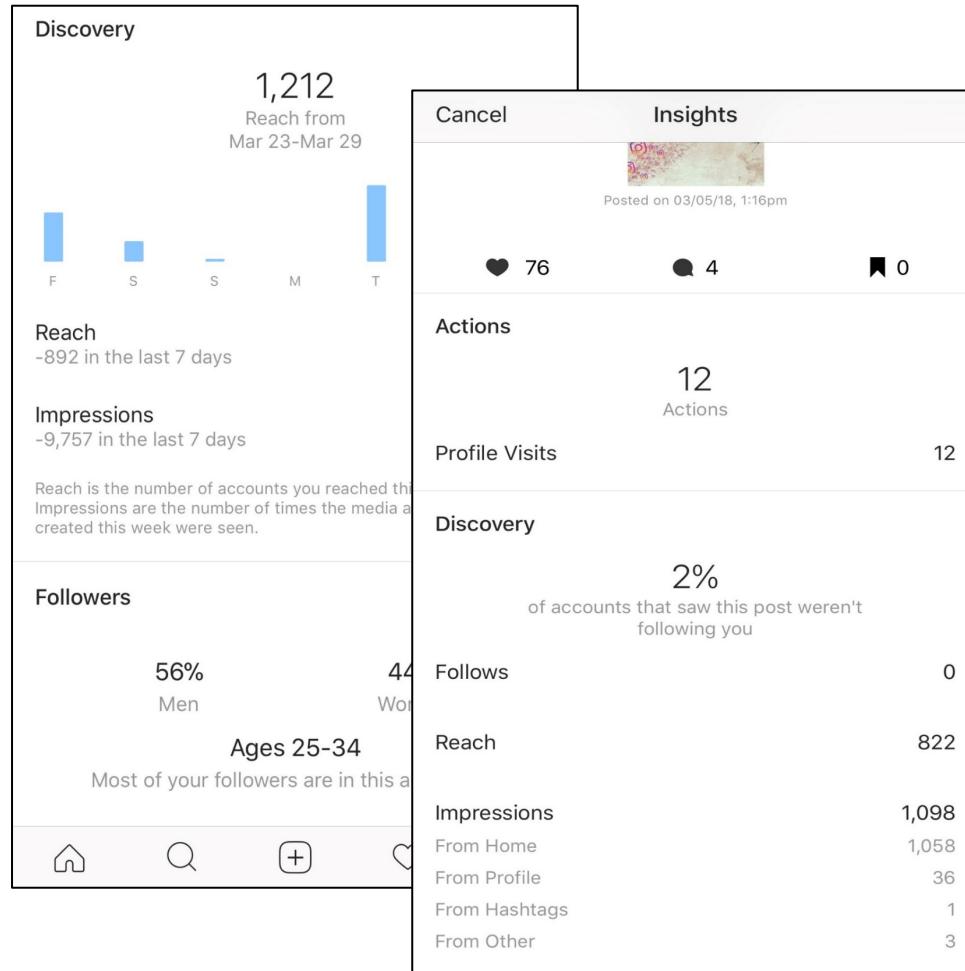
Own More Real Estate

- As a certified Google Partner, Executive Digital understands how to maximize budget potentials
- We setup and optimize all types of advertising campaigns (PPC/SEM, RTB, re-marketing, ad extension, display, ad sense etc.)
- We will be monitoring your paid campaign in order to drive ROI & generate leads.
- We will focus on improving quality scores and lowering your cost of conversions.
- We will improve cost-per-lead month over month.
- We develop necessary landing pages to capture new leads & to grow audience reach, up to 5 per month to conduct A/B testing.
- We always implement call tracking to measure lead volume and success.
- We define value sets & setup event tracking & conversion tracking (in your AdWords analytics).
- We focus on maintaining consistent competitive monthly impression share.
- We offer both flat-CPM or fee-based ad buys on targeting for both programmatic or social ads, depending on your needs.



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STEP 8: SOCIAL INFLUENCER MARKETING



- As the social media platforms continue to diminish the reach of organic content growth, many companies turn to us to identify, contact and execute social media influencer marketing campaigns to help support brand and product initiatives.
- From @god to @danbilzerian and anything in between, our Social Media Project Managers work with our clients to identify your target audience, proper usage of content quantity and quality to reach the right level of impressions, each and every campaign.
- We can customize your Influencer Marketing campaign on various levels, from geographic, to psychographic to demographic and any other level of cross-sectioning your brand requires.
- Let us do the hard work? We work with PR firms, agencies, big, small and highly targeted social influencers.
- Facebook, Twitter, Instagram and Snapchat are just some of the most popular platforms to find and execute Influencer Marketing campaigns.
- We worry about the payouts, tracking, and of course, conversion-level reporting from our influencers.
- Available in 27 languages and 110 countries

STEP 9: TARGETED EMAIL MARKETING

- We spent 3 years testing various email providers, and found our partner in Info USA's incredible 115 million email database in the US. Unlike most providers, our list is targetable by demo, geo, income, interest, past behavior and even cross-marketing and cross-platform tracking, making it the ONLY one of its kind.
- We guarantee email marketing campaigns at a minimum CTR of 2%, given the ability to get the message to the right people.
- We are 100% CAN-SPAM compliant and follow all DMA guidelines.
- Our mailing systems leverage numerous IPs, servers and software to optimize campaigns for the highest possible inbox delivery.
- Furthermore, we take incredible pride in developing landing pages and tracking/monitoring lead flow in real time. Double-retargeting is also available, so that your email audience also gets retargeted on social channels, too.



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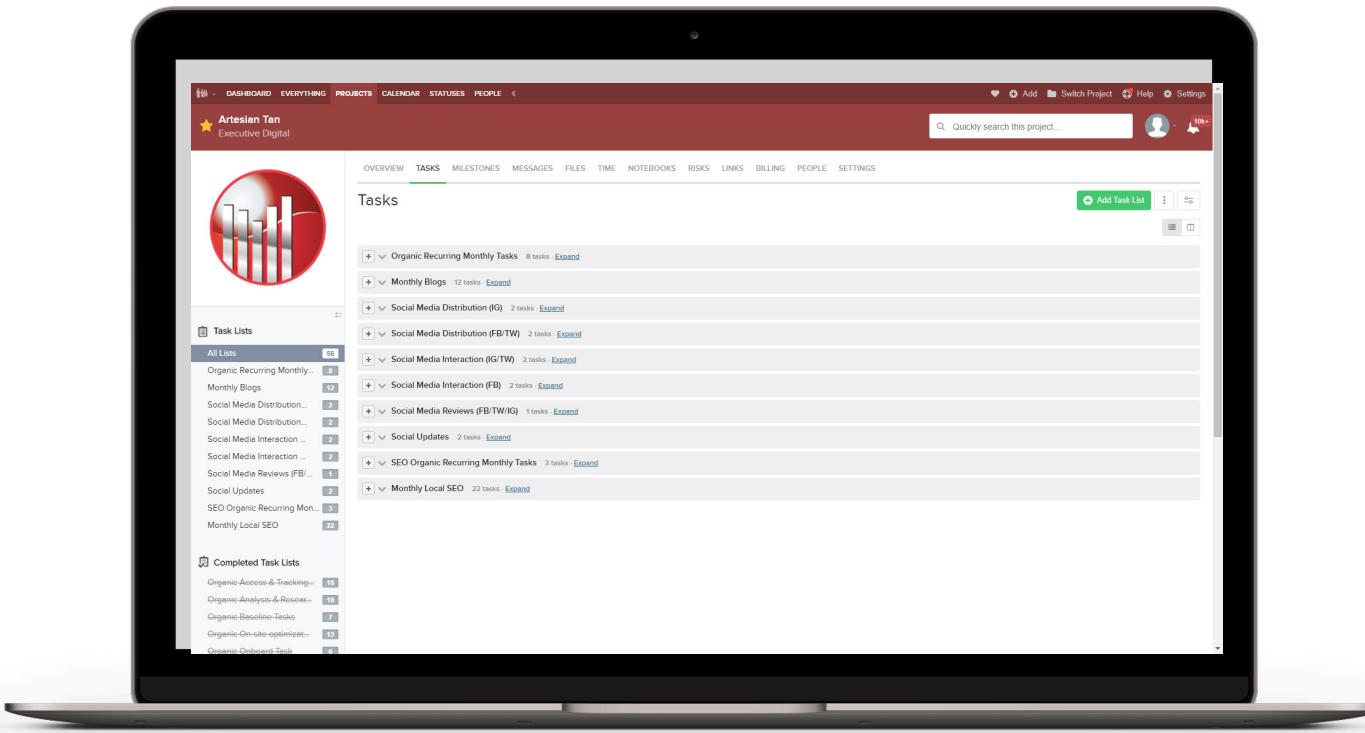


Activity is Tangible

Full Transparency For Your Peace of Mind



Agency Dashboard



Communication

Instant notifications and streamlined messaging to all staff members assigned to your campaign.

Accountable

Coordinating all team members to perform their assigned tasks. Proven activity to positive results.

Trackable

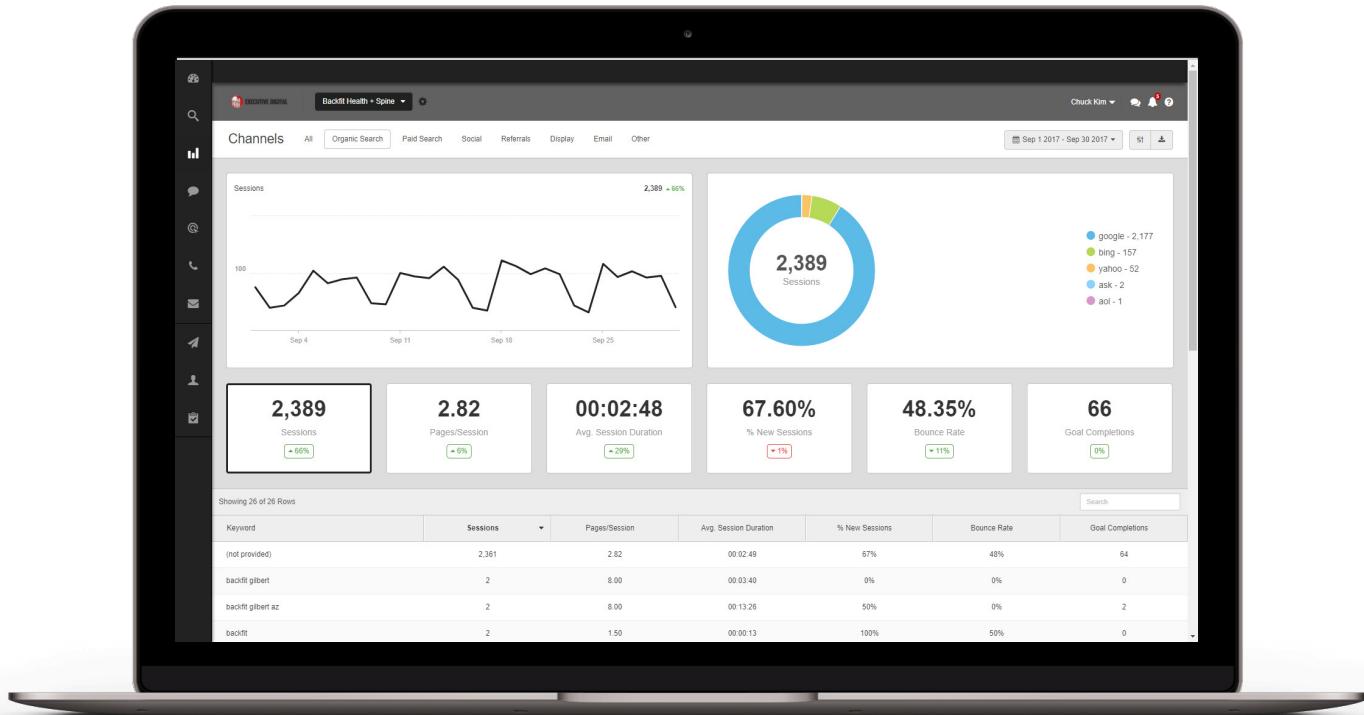
Records of all baseline assessments, collateral and communication.

Executive Digital takes pride in being fully transparent. You will be able to see all communication, collateral, and over 2,000 tasks we perform for you as our client.

You as the paying customer deserve to see all of the activity performed during a campaign.



24/7 Analytics Dashboard



Keyword Ranking

Clients are able to quantify the brand exposure to the amount of monthly traffic from Google Organic, Bing and Google Maps.

Google's Data

The dashboard is dynamic in nature and pulls all of the Google Analytics and Search Console data.

Social Metrics

Measurable insights on the performance of the clients' Facebook, Twitter, YouTube, LinkedIn and Instagram accounts.

We offer a full, dynamic reporting dashboard to track your improvements from Day 1. Our marketing partners & clients are able to track keyword rankings for each campaign and correlate it to Google's data from Analytics and the Search Console.

Various social media metrics also display the daily activity and effectiveness of the shared content, posts, and engagement.



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Timelines & Expectations

Projections are based on research and experience.



WHAT TO EXPECT IN YOUR FIRST SEO YEAR

Days 1-45

Making adjustments to your website so Google can identify what you want to rank for. Off-Page SEO will launch.



Months 2-3

You will see an expansion of keyword visibility. Your website will be seen between pages 1 - 10 of Google SERPs.



Months 4-6

Your will see the upward progression of keyword rankings and more visibility on pages 1 – 3. Your foundation is set.



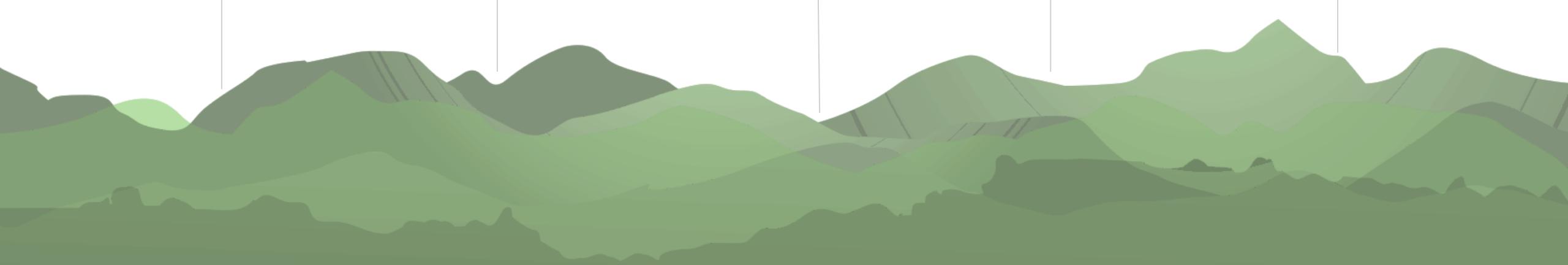
Months 6-12

You will see increase lead submissions from your website. Your website traffic will continue to grow month over month.



Month 12+

Time to conquer your industry in your geographic target. Implementation of further digital strategies to your campaign.





Marketing Proposal

Line item overview of deliverables & costs.



MARKETING INVESTMENT

Service	Description	Monthly Cost
Organic SEO - Country	National organic optimization of website; on-page through metas, permalinks, & anchors with off page through content & backlinks, targeting growth of visibility for product, services & industry related keywords. (per Country)	\$1,500 (per country)
Organic SEO – Language Pack	We focus on specific language-pack content, to ensure we have blog, link and on-page content to drive traffic.	\$1,500 (per language pack)
Content Curation	Active blog. Unique content blend of custom and shared content of 4-6 blogs per month, per language pack.	INCLUDED WITH ORGANIC SEO PACKAGE
Organic Link Outreach	We specialize in getting people to link to your site. Every piece of content we create has to attain backlinks in order for you to rank for those keywords. Each month, our team creates backlinks to power your site's new content. We will link by country, in order to get you to rank in each search engine tailored to the specific local search.	INCLUDED
Social Media Marketing	We develop unique content, each day, 7 days per week, for each of your Social Channels. We believe that when we focus on IGTV, IG Stories, Facebook and videos of each city/airport/transfer interest point, your audience will grow from both the quantity and quality of unique content and posts. Facebook and Instagram should be your primary drivers of branded content each week. Remember, consistency is key, so on top of creating custom visuals, we will post 2 times per channel, per day to keep your engagement high. Most importantly, we respond to every comment, inquiry and most importantly, we share content from other social channels to keep your social media fresh every day.	\$1,950 per language pack/per channel
Photography and Videography	Our Social Media marketing incorporates up to 10 IG stories, and IGTV posts, as well as Facebook stories, driven by custom video and photography content, created by us. We develop your brand and engage your audiences by talking about each destination, by channel.	INCLUDED WITH SOCIAL MEDIA PACKAGE
Paid Media Marketing	With our team of over 30 Google- and Facebook-certified experts, your PPC & Social Media Promoted ads will be targeted to specific demo, geographic targeting and landing pages by geo and language pack. We charge a 20% management fee up to \$15,000 gross monthly ad spend, 15% up to \$50,000 and just 10% of all purchases of ads above \$50,000. We develop the necessary visual collateral, ad creative, landing pages and of course, the execution strategy, regardless of where your ads may be. As one of the leading Google and Facebook/Instagram Ad Partners, we are able to target any region for any demo, and will do so in full transparency to ensure complete tracking and best goal conversions and revenue for you.	VARIABLE
Email Marketing	With our partners InfoUSA, we are able to target over 130 million US-based travelers with special transfer offers. Just like our paid media marketing program above, we charge a % of your spend with full targeting capabilities. Don't miss our click-thru guarantee of our email marketing program.	VARIABLE

MARKETING INVESTMENT-CONTINUED

Service	Description	Monthly Cost
Social Media Influencers	Travel is one of the most perspective social media outreach growth industries. We leverage our industry buying power to help bring travel-based influencers to share your content with their followers. Regardless of budget, and just like with our Paid Media and Email Marketing, we charge a % fee of the purchases based on transparent fees. We find, organize and execute the creative campaigns for the selected influencers.	VARIABLE
Tools and Reporting	Our SEO Reporting Dashboard gives you real-time views into all types of analytics, from keyword rankings to traffic growth to conversions via phone or form submissions. We give you the deepest industry analytics available today, all in our easy-to-track dashboard. Our Projects App allows you to track all of the efforts, tasks and communication amongst all team members assigned to you. We brought full transparency in all tasks and efforts to our clients, in real-time.	INCLUDED
Project Management	Our Miami- and Serbian-Project Management team, responsible for the European Region will be your guide through all of the processes. We pride ourselves in having a dedicated team to manage your Project, with scheduled calls and meetings to ensure onward progress and project transparency.	INCLUDED
TOTAL		





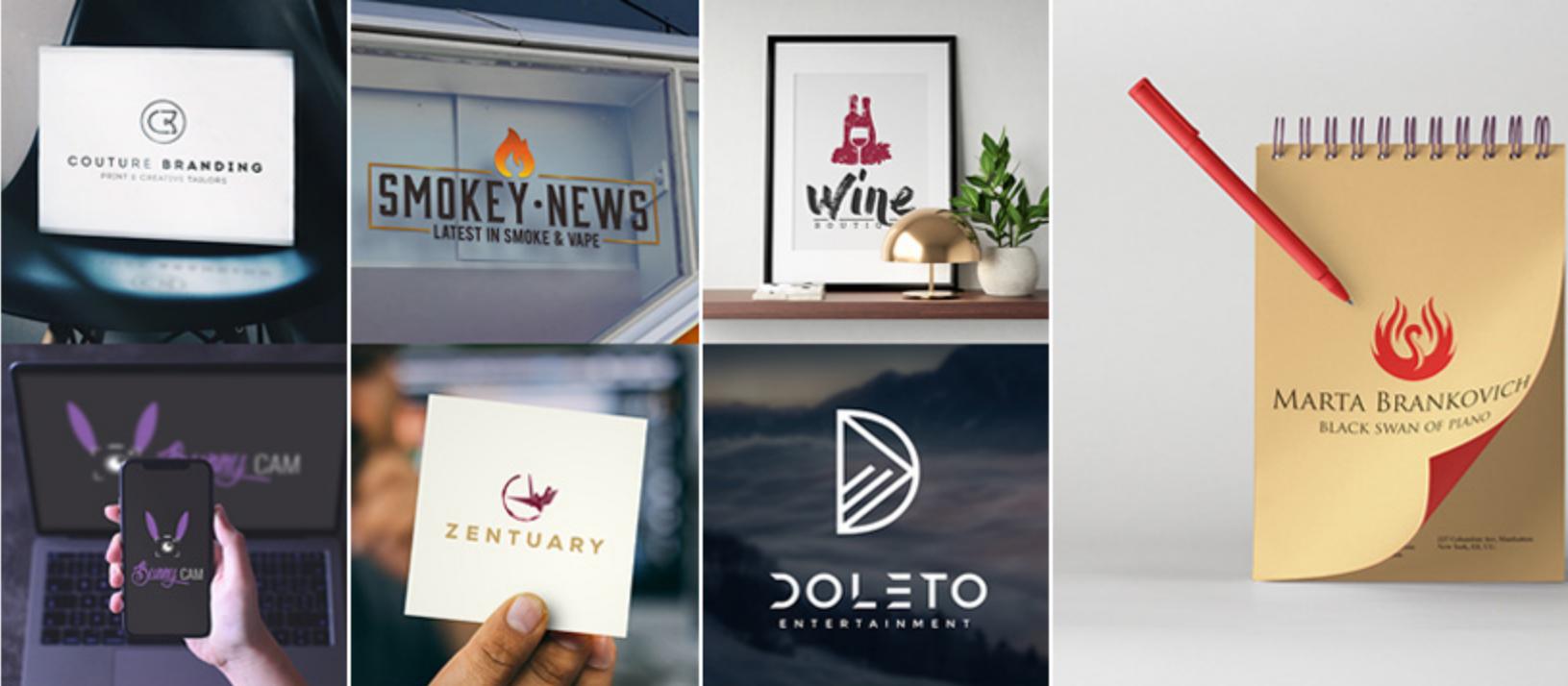
Portfolio

Results in Action.

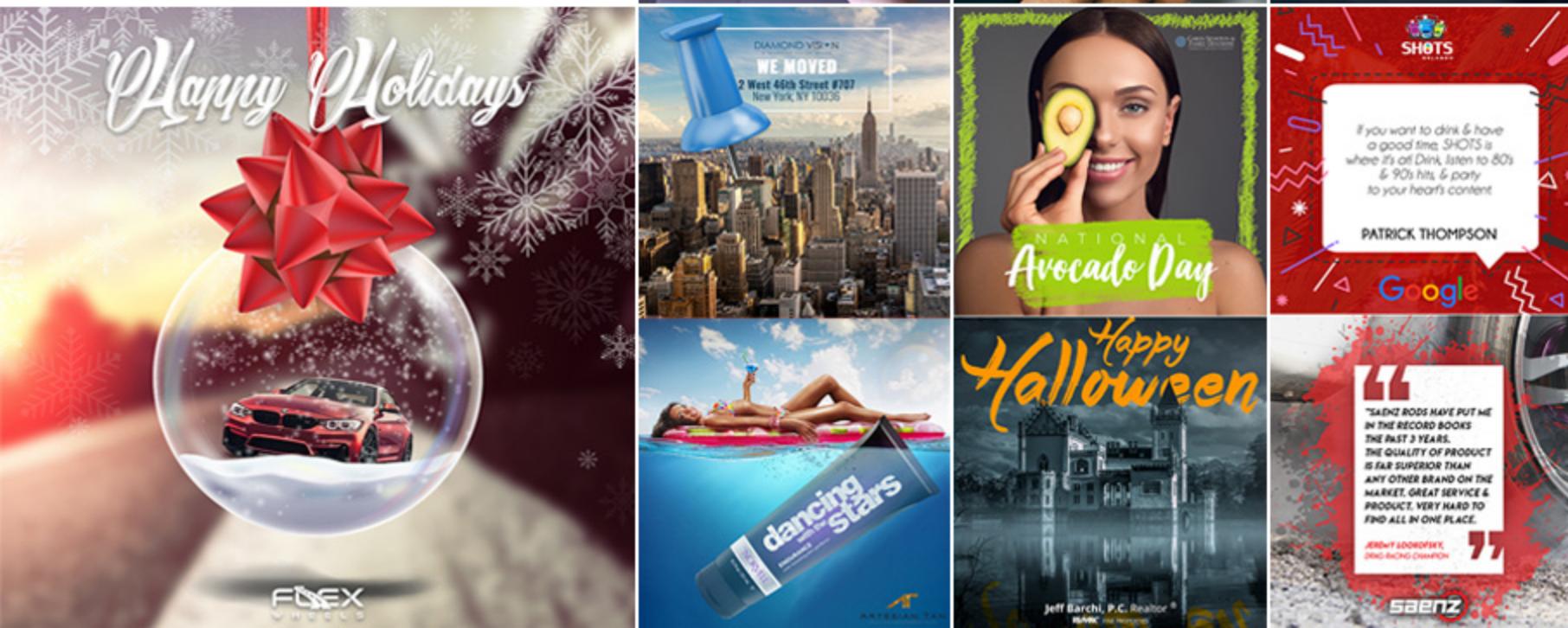


01 Logo Design

Logo design is a big part of a business's visual identity; it is a symbol that is used to help promote public identification and brand recognition. It is essential to create a simple and unique design, compatible with your line of work, that your potential customers will easily remember and recognize. Executive digital is here to help you find the best and most creative solution for your logo.



02 Social Media



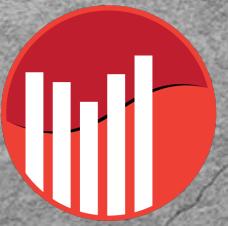
As a business owner, you are surely familiar with the impact of social media marketing on potential customers. Since we live in an era of rapid technology development, the chances are that the impact will only become more widespread and even stronger. But, there is nothing to worry about because our Social Media team is here to help you connect with your customers. Executive Digital is ready to help you boost your business!

03

Web Design

Let's face it, the look and flow of your website represent your business, and it is, in fact, the first point of contact between you and your future customers. That is exactly why leaving a great first impression with modern, yet simple, pages that load quickly is essential for your website, when reaching the target audience, to make your business successful. We, at Executive Digital, can help create your visual identity just the way you want, and to perfectly suit your line of work.





EXECUTIVE DIGITAL

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North Miami, FL 33161

