

# proper noun

DIGITAL MARKETING OVERVIEW

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# Meet the Team



***Adam Hodson***

Co-Founder / Technology



***Chris Halavacs***

Co-Founder / Branding & Design



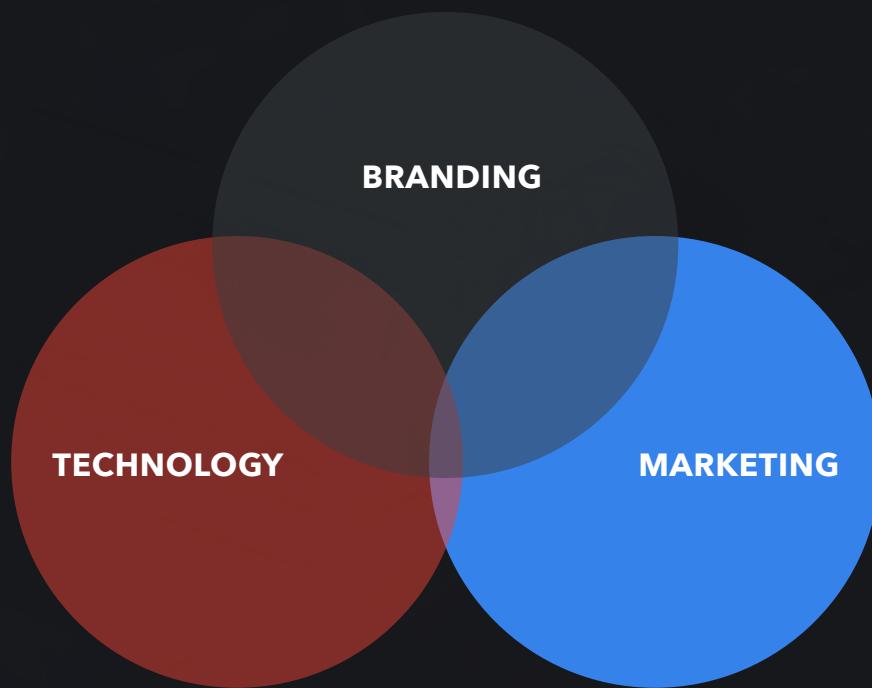
***Alex Gallner***

Digital Marketing

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# What We Do

We know that a strong business is built with exceptional branding, and make sure to center every campaign we create around the brand's core message.



One of our primary focuses as an agency is delivering top of the line digital products that utilize the latest and greatest web technologies.

We know that building a successful brand online is about running strategic, impactful digital media campaigns that build brand awareness and focus on ROI.

# Our Services



## Digital Marketing

We help our clients increase their visibility, unlock new revenue streams and increase relevance and engagement amongst new and existing customers.



## Brand Strategy & Identity

We build a brands identity and strategy by first identifying the brand's core message. We then develop branding that sheds light on this message to not only attract new customers, but further engage existing customers.



## Branding & UX Design

We understand that branding and user experience design involves a lot more than just graphic design. Our strategic approach to design marries form and function, ensuring our products are both aesthetically pleasing and engaging to the end user.



## Digital Media Creation

We create stunning digital media assets for every platform including motion graphics, interactive video ads, brand videos, and more.



## Application Development

We work hands on with our clients to conceptualize, design and develop fully functional applications for the web including progressive web applications, as well as apps for iPhone, and for Android devices.



## Web Design & Development

Modern design, clean user experience, and fast page speed performance are the foundation of all of our websites. From this core we create responsive websites, online properties and digital products fully customized to your brand.

# Digital Marketing Landscape



# Trends In Digital Ad Spend

2017

Advertisers spent **more on digital marketing** than TV (41% vs 35%).

2018

Google and Facebook digital ad revenue represent **30% of total advertising spend**.

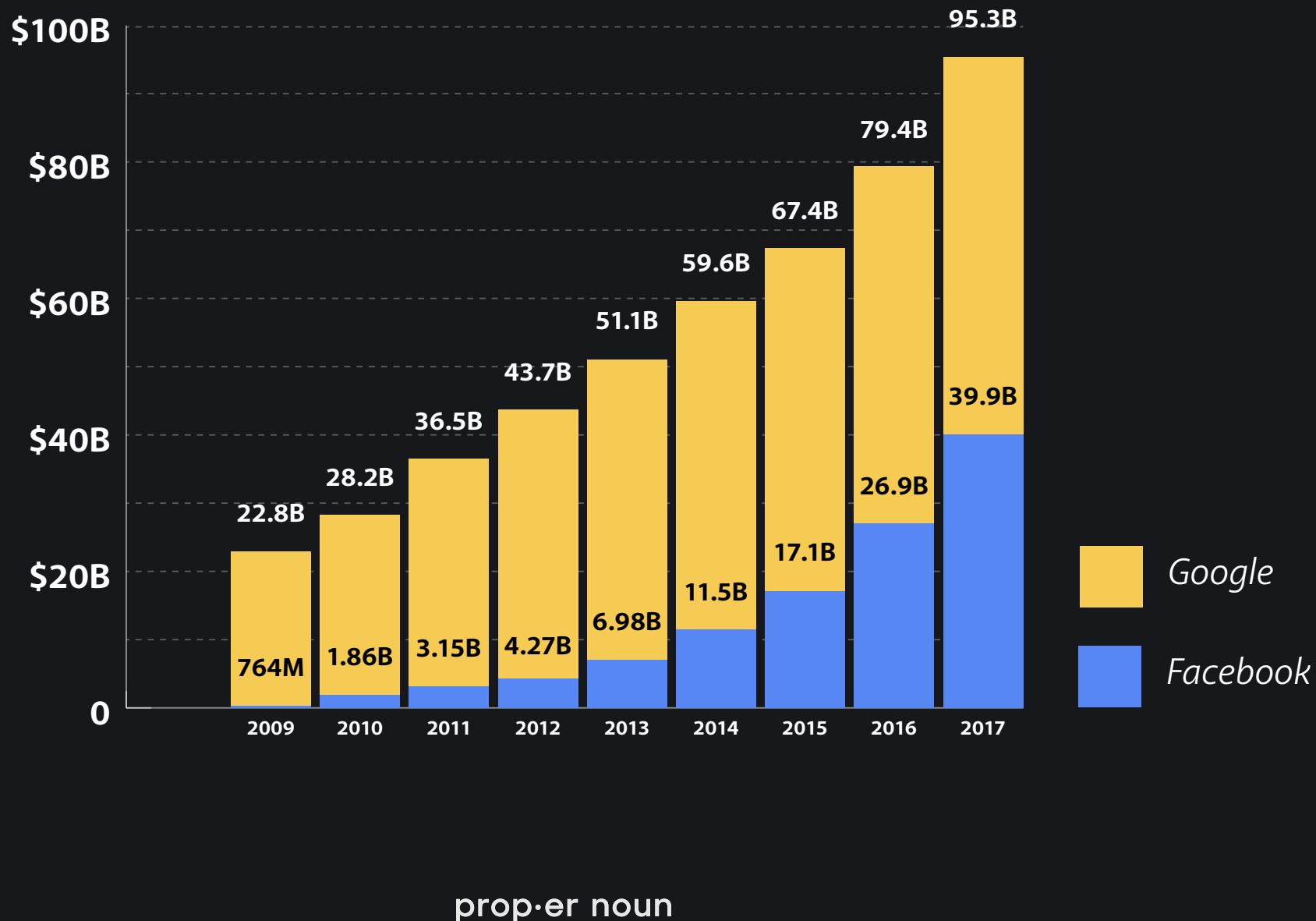
2019

Mobile will account for **72% of digital ad spend**.

2020

Digital marketings share of **total advertising spend will be 50%**.

# Majority of Businesses are Moving Marketing Dollars to Digital Marketing



# Facebook Ad Network

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facebook  
Instagram

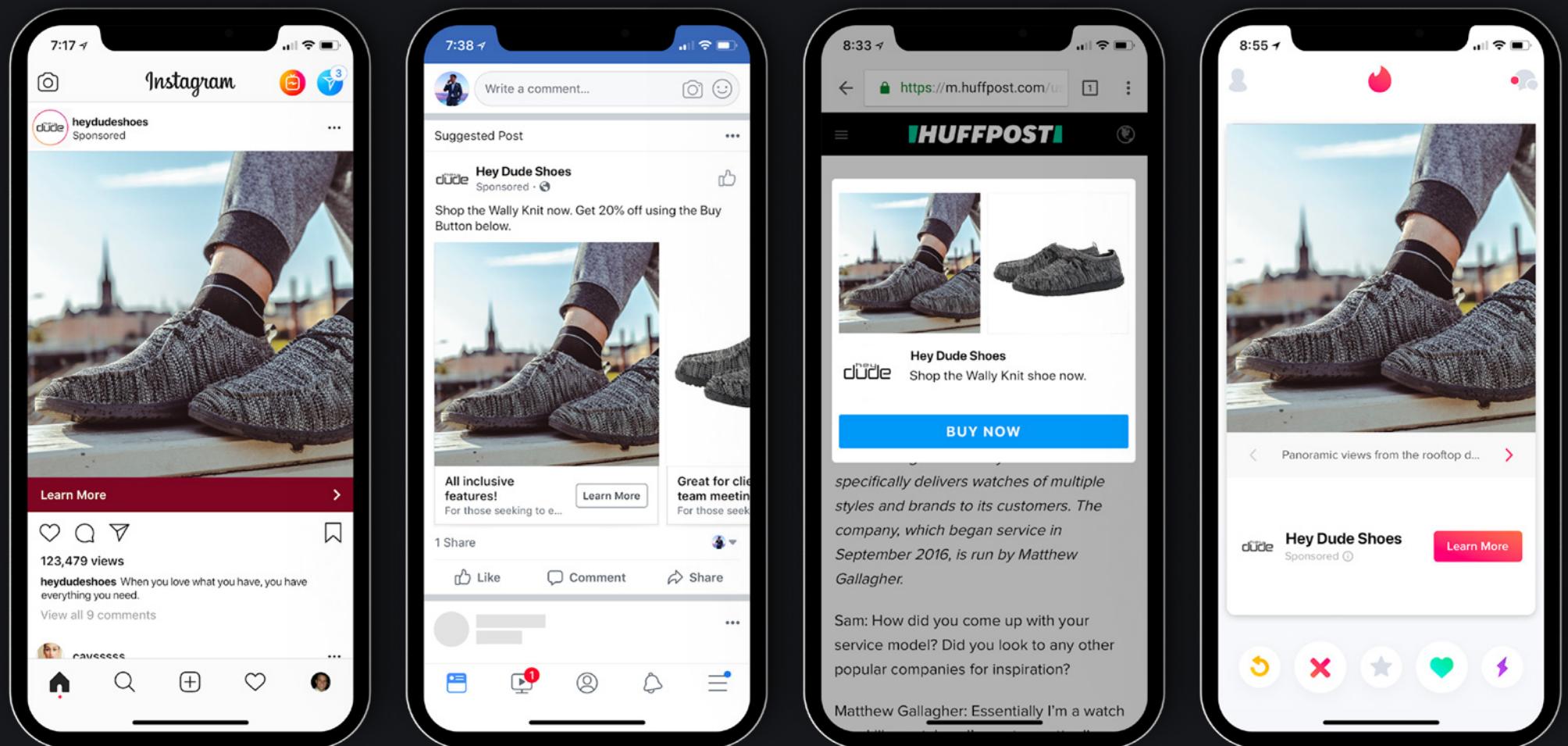


audience  
network  
by facebook

HUFFPOST ESPN The New York Times US WEEKLY

And Thousands of Desktop & Mobile Websites

# Your Ad Across the Facebook Audience Network



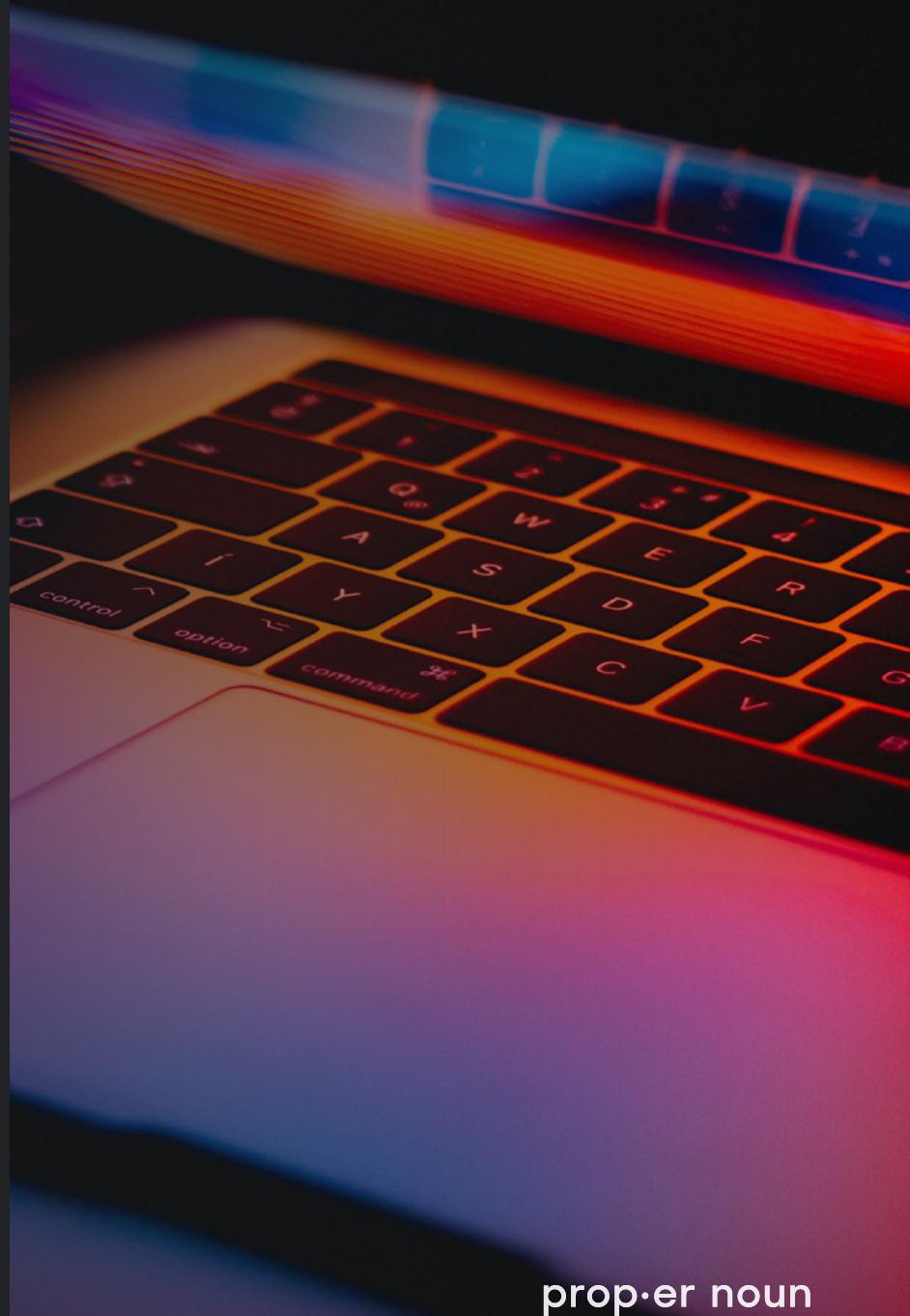
# Our Campaigns



# Optimized for ROI

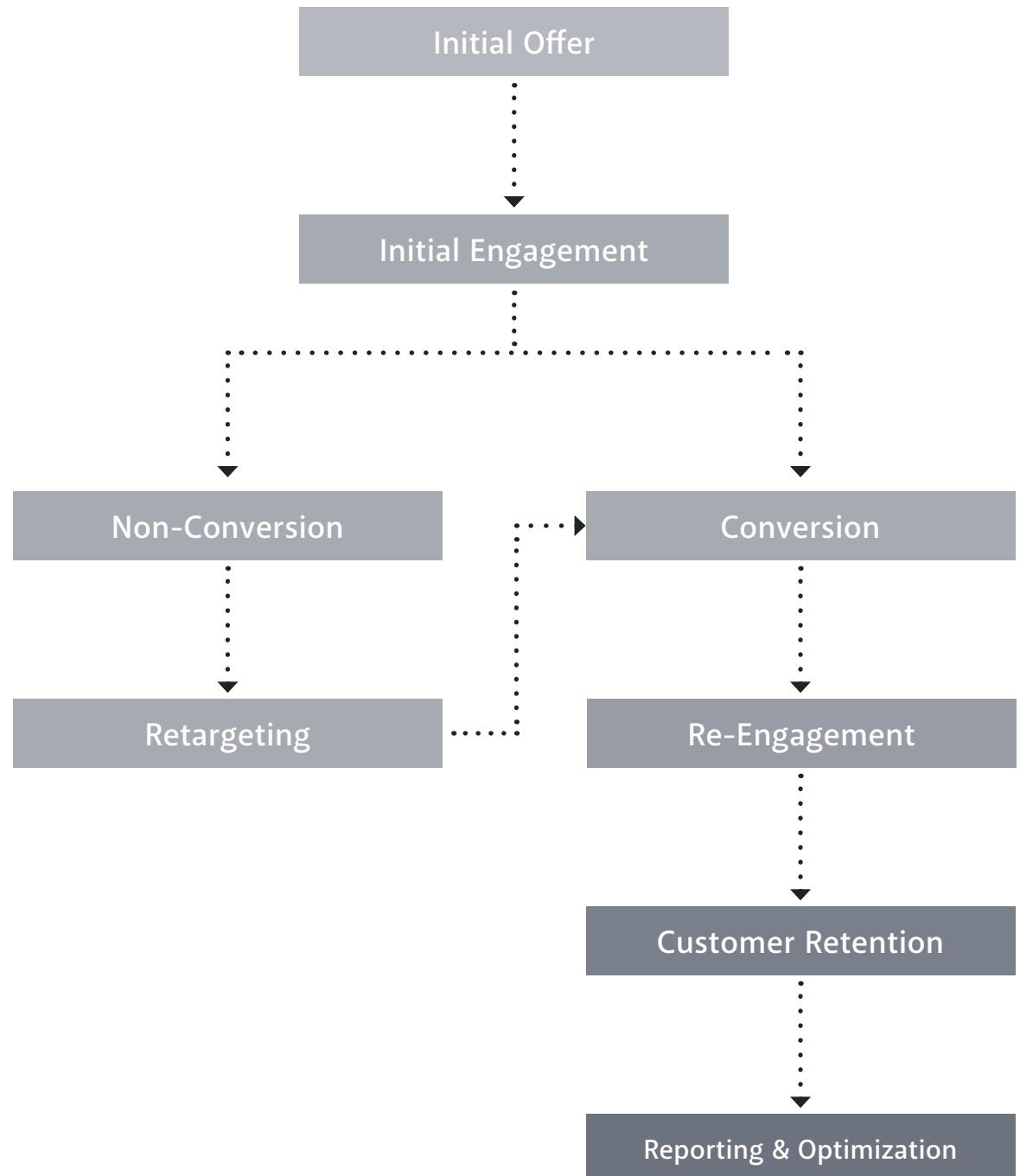
When it comes to digital marketing we understand it's crucial to **maximize the value of every dollar spent** creating awareness for your brand, and as such we've created a full marketing work flow with this in mind.

While campaigns always differ from client to client, we apply the same overall strategy and focus to all of our campaigns - to strategically funnel targeted users into pages highly optimized for conversions and continuously retarget and re-market to this audience.



# The Funnel

OUR CAMPAIGNS



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## OUR CAMPAIGNS

# Digital Marketing

By bringing your message directly to a highly targeted audience we are able to begin building awareness for your business or brand, which is the first and most crucial step in overall brand growth through marketing.

We utilize Social Media Marketing and as the primary tools in our customer acquisition process. By positioning your brand's message in front of the right audience at the right time, it is considerably more effective and less expensive to acquire conversions via Social Media Marketing than traditional Internet marketing channels.



# Customer Acquisition

# Our Toolkit

## Advertising Platforms We Work With

Facebook Audience Network	Google Adwords & PPC
Instagram Ads	Display Ads (via AdRoll)
LinkedIn Ad Network	Retargeting Ads (via AdRoll)
Reddit Ad Network	

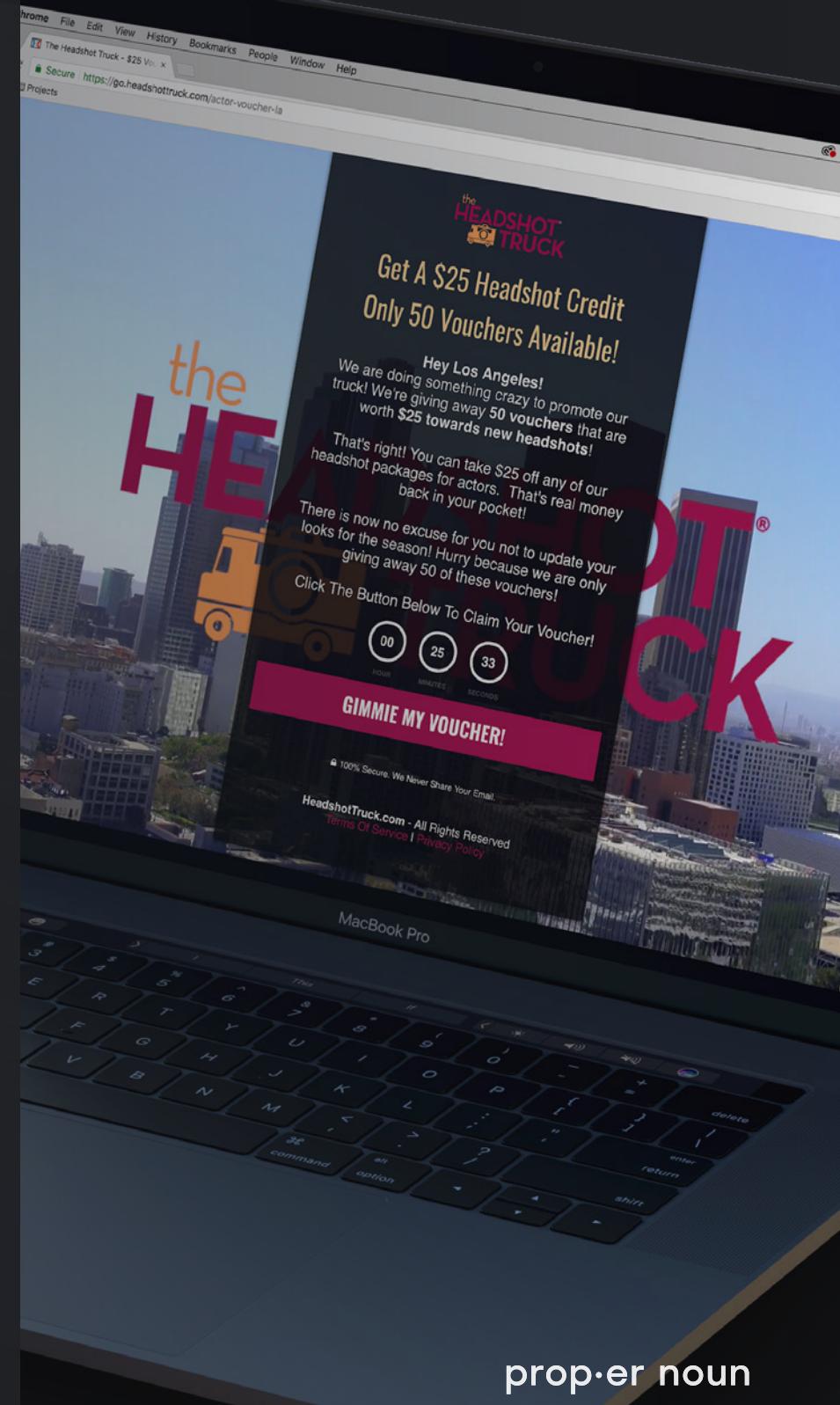
## Premium Marketing & Digital Content Services

Article Writing	Video Editing
Copywriting	Brand Videos
Website Content	Social Media Management
Webinars	SEO Website Analysis
Explainer Videos	On-Page Optimization
Vlogs	Keyword Strategy
Audio & Video Podcasts	Link Building
Motion Graphics	

# Landing Pages

The next component in our campaigns is to drive the traffic from the initial offer into an optimized landing page. The landing pages are configured to reinforce the same message or offer delivered in the initial ad and entice the user to take an action relating to that message, for example enter an email address.

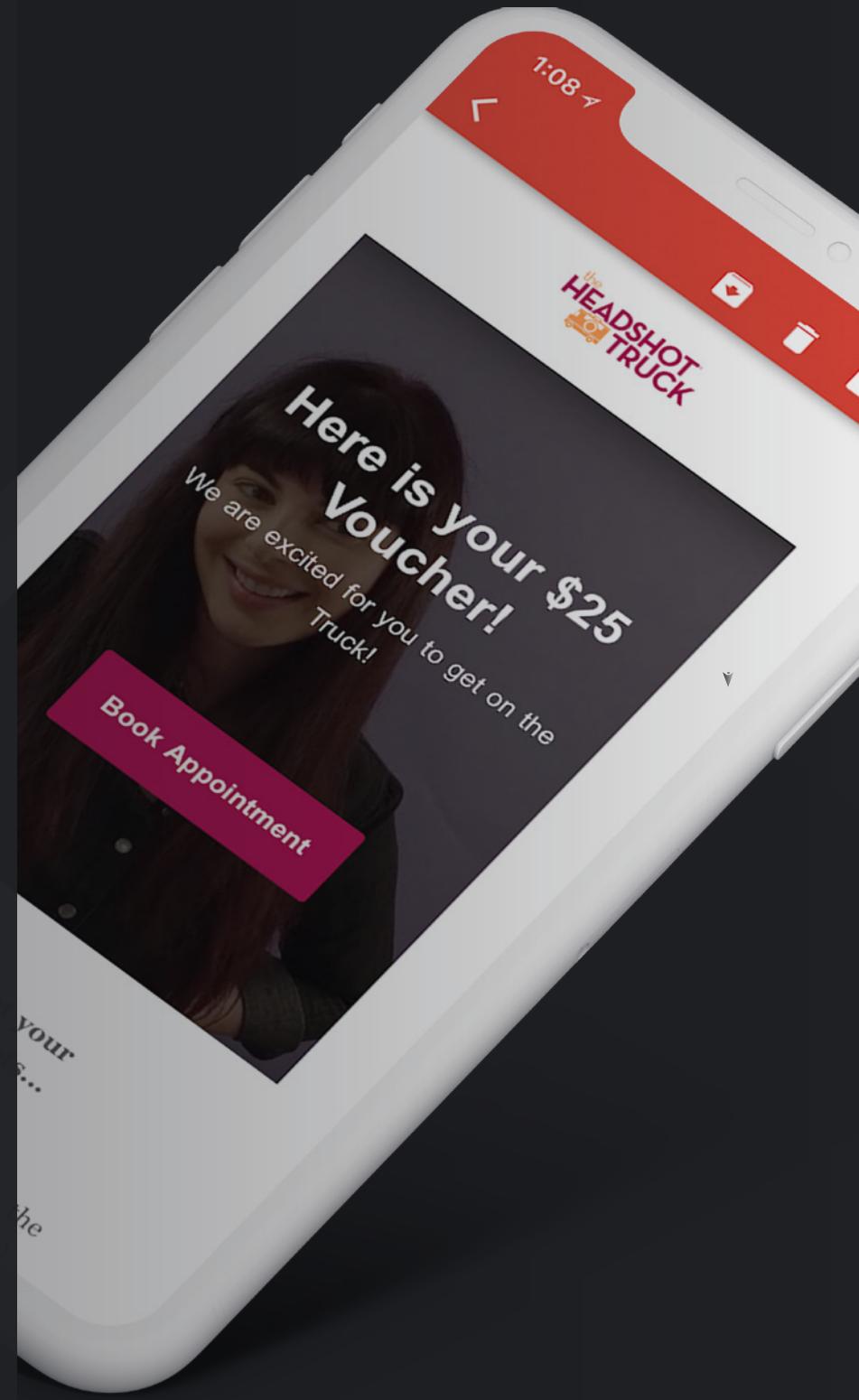
By optimizing the landing page content to reinforce the message and providing an incentivized action, you are reducing the opportunity for any non-essential contact to distract the user as well as maximizing your opportunity to successfully engage the potential customer.



# Email Funnels

No matter whether the user completed a purchase conversion, or simply enters their email address in exchange for a small incentive, any user who provides an email address will be entered in to one of many email funnels depending on the exact action they took.

Depending on the specific business, the incentive(s), and the objective of the campaign, email automations can be configured to trigger once per week, or some other frequency to keep moving a potential customer towards the action you'd like them to take.



# Initial Customer Engagement

# Lead Capture & Generation

## Initial Engagement Tools & Services

Click Funnels Landing Page  
Custom Landing Page Solutions  
Facebook Lead Ads  
Optimized Conversion Pages  
Conversion Optimization  
Sales Page Content Creation

Incentive Strategies  
Engagement Strategies

## Email Marketing Automation Tools & Services

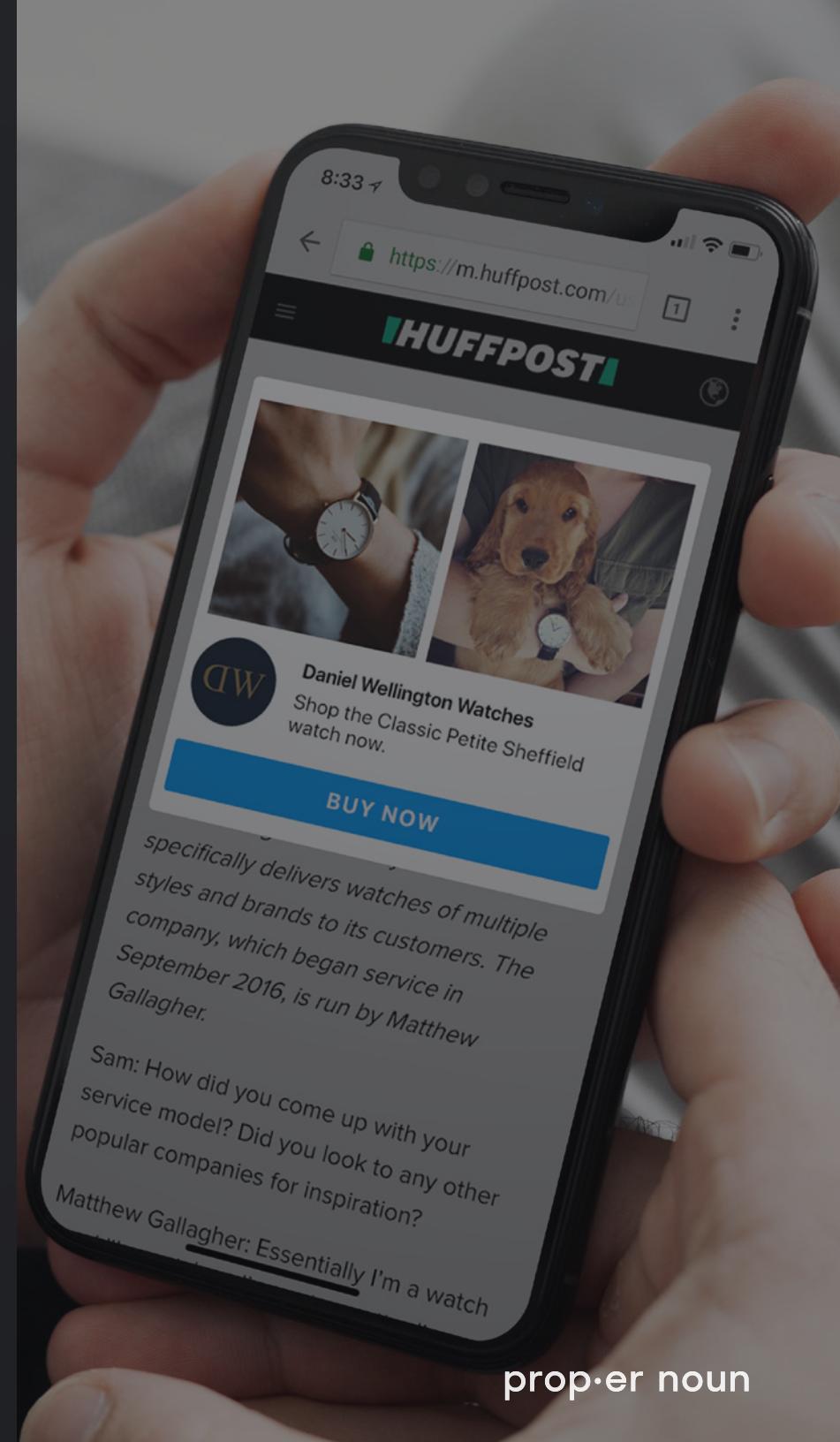
MailChimp  
ActiveCampaign  
Constant Contact  
AdRoll

Marketing Funnel Strategies  
Email Campaign Design

# Retargeting & Display Ads

For users who simply exited the landing page or product page without converting, we continue to place your brand message in front of them through retargeting.

Retargeting ads are designed to follow your users around the internet, delivering through social media channels as well as thousands of website properties and applications, continuously putting your brand & offer in front of your potential customers.



# Retargeting

# Our Toolkit

## Retargeting Tools & Services

AdRoll Retargeting

Email Campaign Design

FB Custom Audience

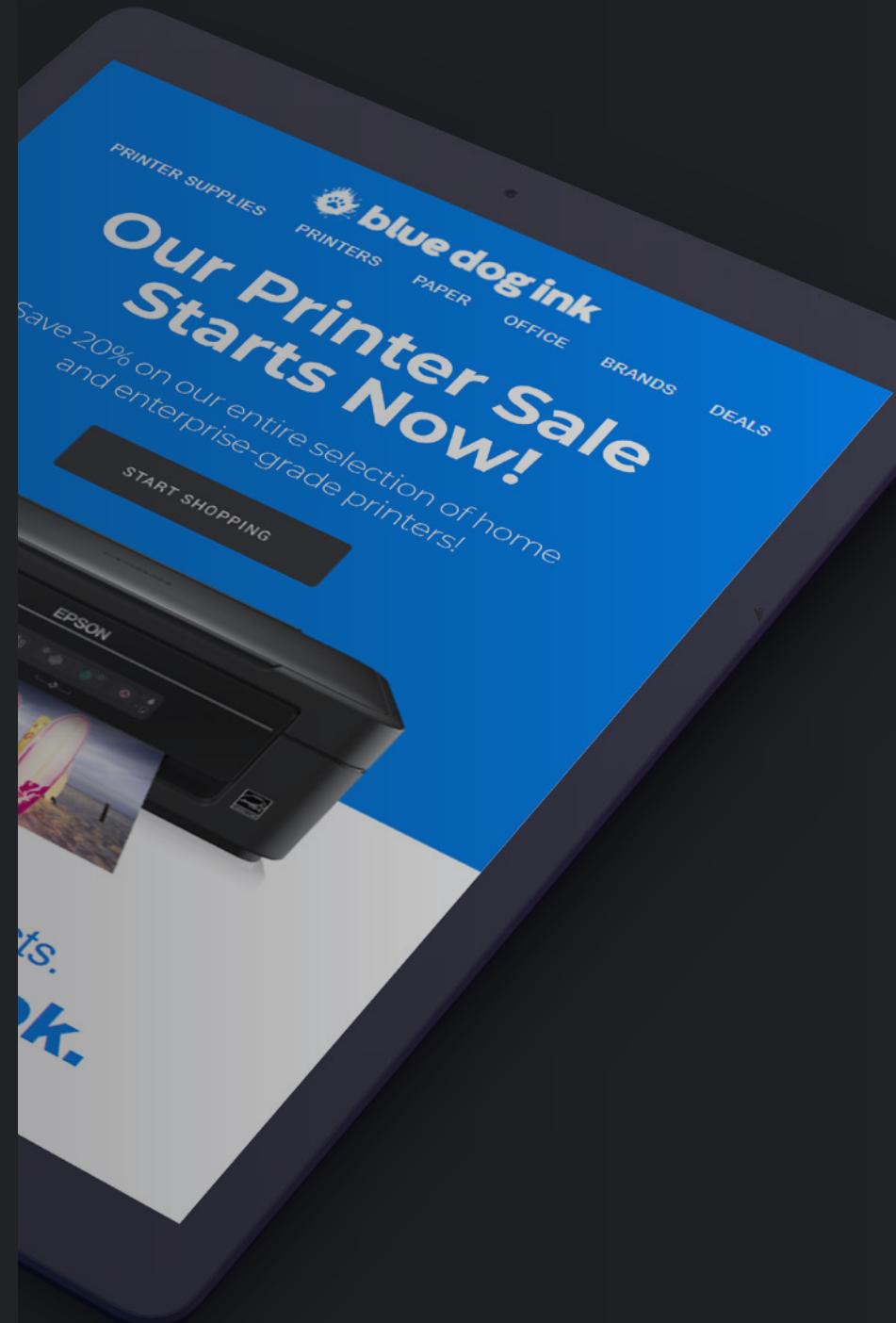
Email Retargeting via AdRoll & Mailchimp

Retargeting

# Email Marketing

No matter how many new digital marketing methods are introduced each year, the greatest driver of customer retention and ongoing customer engagement is without question email marketing.

Each customer on your email subscriber list represents the potential for months, if not years, of repeat sales, making the ROI you will see from email marketing considerably larger than any other digital marketing strategy.



# Re- Engagement

OUR CAMPAIGNS

## Our Toolkit

### **Service & eCommerce Email Marketing Campaigns**

Product Recommendations	Success/Thank You
Service Promotions	Order & Shipping Confirmation
Product Promotions	Purchase Follow-Up
Sales & Discounts	Win-Back Programs

### **Customer Engagement Email Marketing**

Content Marketing Emails

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## OUR CAMPAIGNS

# piggyback

Piggyback is our proprietary software that allows you to place your advertisement on virtually any page on the web for free.

Currently only available to Proper Noun clients, Piggyback extends our clients the ability to add an advertisement or call-to-action to a piece of content relevant to their audience, share the unique link, and drive conversions.

Share your content to popular networks like:

**facebook**



**reddit**

**Instagram**

**LinkedIn**

**MailChimp**



A photograph of a laptop screen showing a news article from Healthcare Dive. The article's headline reads "The health, nursing face job shortages, report finds". Below the headline is a "Dive Brief" section with a bullet point about labor shortages. To the right of the article, there is a sidebar titled "GET THE NEWSLETTER" with a sign-up form, and another section titled "MOST POPULAR" with a thumbnail image of a video. A piggyback advertisement is overlaid on the bottom right of the news article, featuring the Proper Noun logo and the text "Need To Break Down Saline Bags? We Have The Solution. SHOP NOW". The laptop is resting on a dark surface with a keyboard and mouse visible.

# Reporting & Optimization

We pride ourselves not only on providing our clients with comprehensive campaign data reports, but also on our ability to create reports that present our clients with actionable data that they can then utilize to further maximize their profitability.

We provide clients with reports on general website performance and traffic, search engine performance, e-commerce conversion tracking and e-commerce performance reports, digital marketing analytics and ROI reports, email marketing ROI and engagement reports as well as customized reports for our clients that tie all of these individual metrics together.



# Reporting & Optimization

# Our Toolkit

## Reporting & Actionable Analytics

Site Analytics	ROI Tracking
SEO Ranking	Call Tracking
Lead Conversion	App Downloads
Sale Conversion	Custom Business Analytics
Social Clickthrough	

# Packages & Timelines



# Core Digital Marketing Package

Initial Site Audit		Social Media Marketing Content Posts	
Domain Health Check		Social Content Posting (Via Piggyback)	4/month
Page Analysis		Social Content Share (Applicable Channels)	4/month
Content Analysis		Instagram Story Content	2/month
Media Optimization Analysis		<b>Landing Pages</b>	
Page Speed Analysis		Landing Page Template	1
<b>Ad Campaign Deliverables</b>		Landing Page Variations	Up to 3
Facebook / Instagram Ad Groups	3-5	<b>E-Mail Automation</b>	
Facebook / Instagram Ads Per Group	10-15	Content Email Template Setup	1
Social Retargeting Ads		Content Email Blasts	4
Email Audience Import	1 Time	Product Recommendation Email Template Setup	1
<b>Social Advertising Content Creation</b>		Product Recommendation Email Blasts	4
Facebook & IG Static Image Ads		<b>Campaign Reporting</b>	
Facebook & IG Carousel Ads (When Applicable)		Monthly Digital Marketing Report	1

# Premium Services

<b>Digital Media</b>	
Facebook & Instagram Motion Graphic Ads	
Facebook & Instagram Photo & Video Content	
<b>Backlink Creation &amp; Building</b>	
Media Optimization	
Page Speed Analysis & Optimization	
SEO On-Page Optimization	
<b>Content Marketing</b>	
Article Writing	
Webinar (Content creation, design, campaign)	
<b>Backlink Building</b>	
Standard	DA10 - DA20
Premium	DA20 - DA40
Ultra	On Demand
<b>Search Engine Optimization</b>	
Content Analysis	
Keyword Strategy	
Article Writing	
Backlink Building	
<b>Video Production</b>	
Explainer Videos	
Brand Video	
YouTube Preroll	
Vlogs	
Video Podcasts	
SEO Article Video	

# Timeline

Month 1		Month 2	Month 3	Month 4
<b>Formalization of Strategy &amp; Messaging</b>		<b>Campaign Launch</b>	<b>Ongoing Campaign</b>	<b>Ongoing Campaign</b>
<b>On-boarding</b>	<b>Ad/Brand Strategy</b>	<b>Import Email Audience</b>	<b>Campaign Optimization</b>	<b>Campaign Optimization</b>
1-2 Weeks	1-2 Weeks	Day 1	Ongoing	Ongoing
<b>Brand &amp; Site Audit</b>	<b>Brand Messaging</b>	<b>Launch Social Ads</b>	<b>Modify Ad Creative as Needed</b>	<b>Modify Ad Creative as Needed</b>
1 Week	2-3 Weeks	Week 1	Week 3	Week 3
<b>Ad Creation</b>		<b>Ad Sprint Optimization Testing</b>	<b>Modify Ad Messaging as Needed</b>	<b>Modify Ad Messaging as Needed</b>
2 Weeks		Weeks 1-4	Week 3	Week 3
<b>Landing Page Setup</b>		<b>Launch Email + Retargeting Campaigns</b>		
1 Week		Weeks 1-3		
<b>E-Mail Setup</b>				
1 Week				