

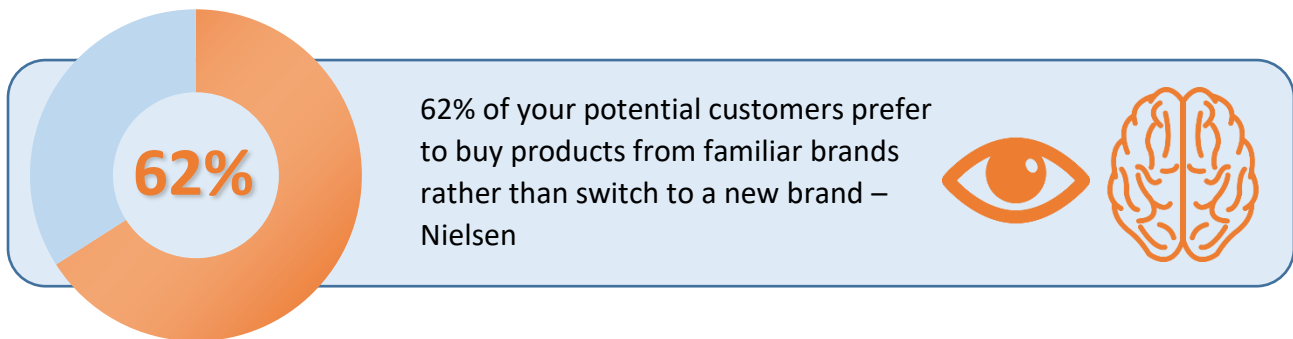
BRAND OPTIMIZATION

*Expand your Brand's Visibility
for more Customers and Sales!*



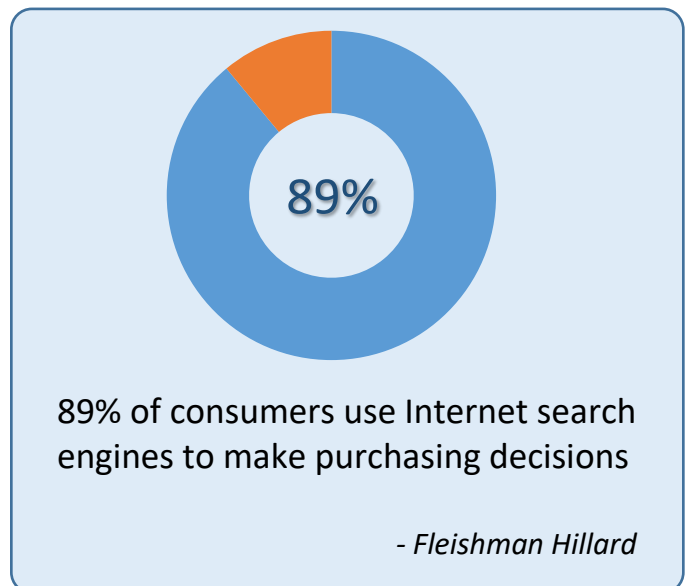
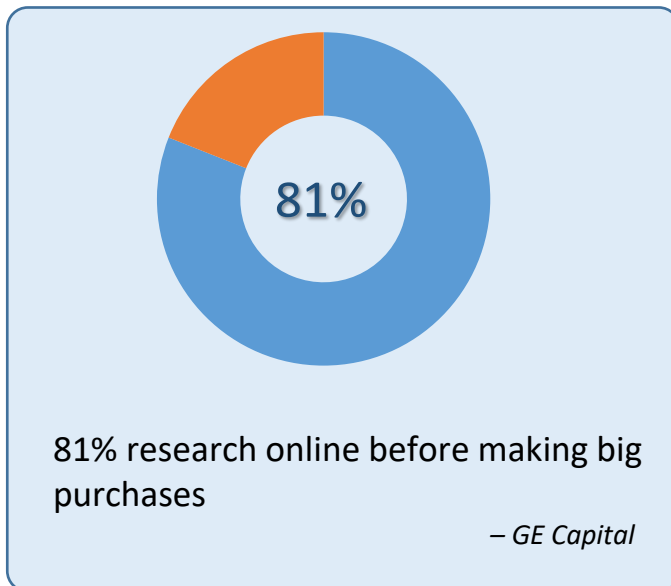
Why Do You Need Brand Optimization?

You Need Potential Customers to Become Aware of and Familiar with your Brand



How will my brand become more familiar with my potential customers?

You Need your Brand to Get More Visibility Online!



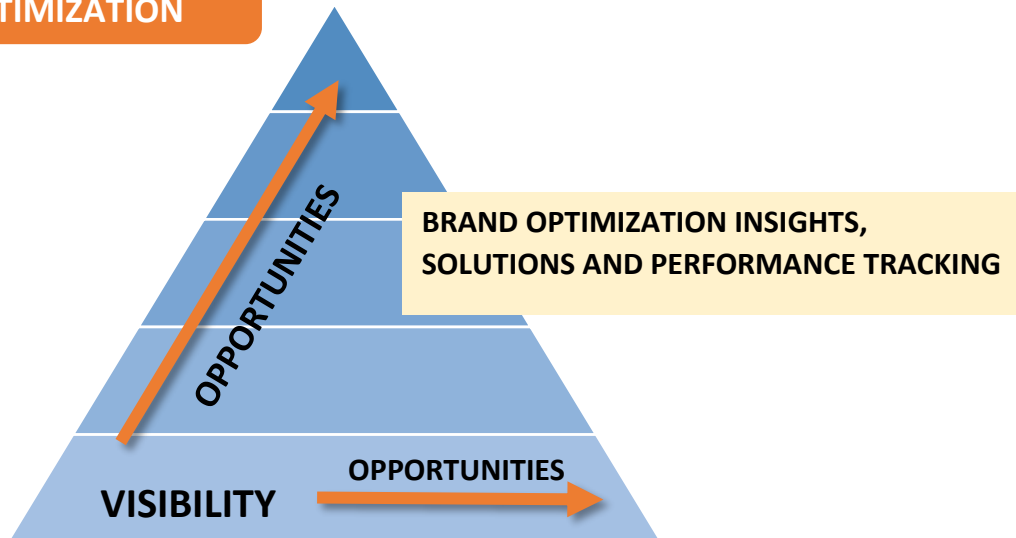
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What is our Brand Optimization Service?

BRAND OPTIMIZATION



Our Brand Optimization Service provides:

- **Insights** on your Brand's Online **Visibility** and **Opportunities** through **Advanced Marketing Research and Analysis**
- Turn-key **Brand Optimization Solution and Implementation**
- In-depth **Performance Tracking and Reporting**



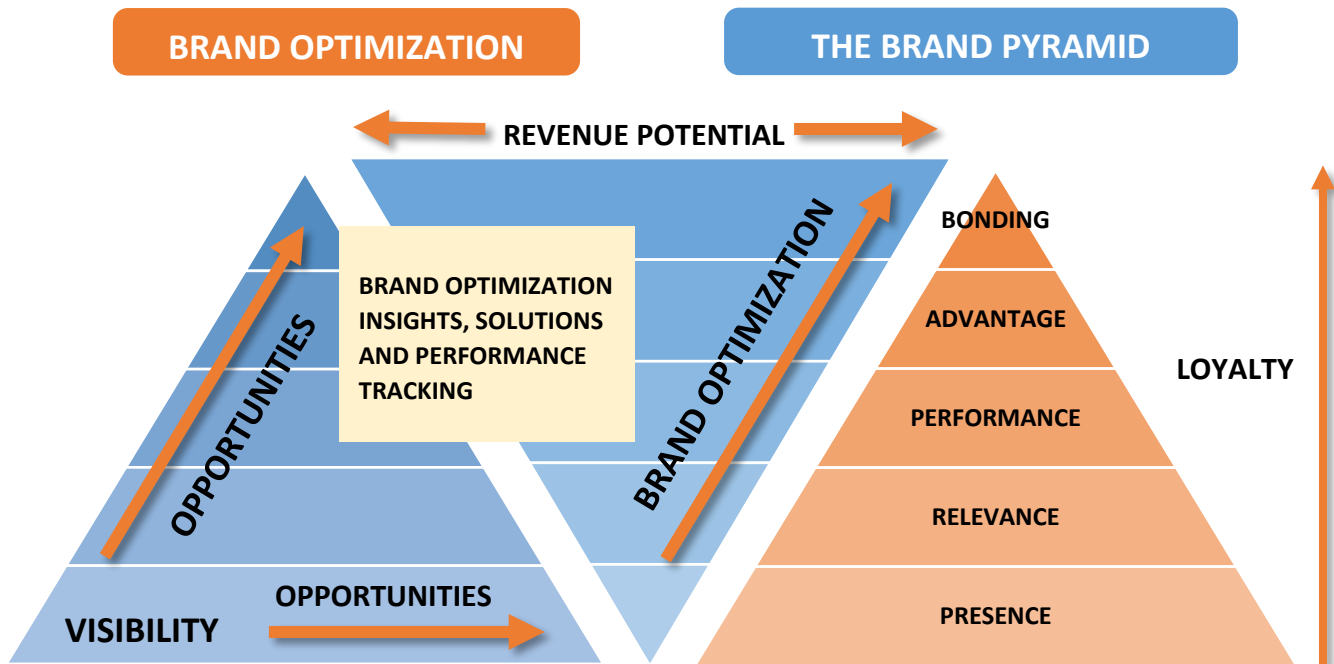
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Grow your Business with Brand Optimization!



Millward Brown's brand pyramid shows that a brand's strength is inversely proportional to the "share of wallet," or share of category expenditure. Brands at the initial phase of optimization (also known as "presence,") eat up only 12% of spending for that phase. On the other hand, brands that have reached the peak of the pyramid, or brands that have bonded with consumers, account for 40% of wallet share.

How will I have a strong brand?

To increase your brand's strength, your visibility must expand.
You must seize your brand's online visibility and expansion
opportunities through our **Brand Optimization** Service!



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Grow your Business with Brand Optimization!

You Need to Represent Your Brand Coherently and Consistently via your Web Properties and Execute Content Marketing

Your web properties are your point of presence on the Web that represents your company, professional identity, or brand. Examples of web properties, aside from your website, are your blogs, social media accounts, business directories, and many others.

			
			
Blogs	Social Sharing Sites	Business Directories	Press Release Sites

Professional Design

Your brand must be well-represented across various web properties with professional design.

Professional design impacts consumers in the following areas:

Perception Value	79%	Performance Value	34%
Strategic Value	42%	Financial and Accounting Value	16%



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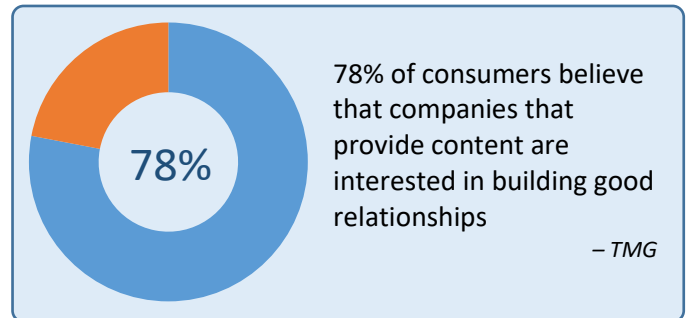
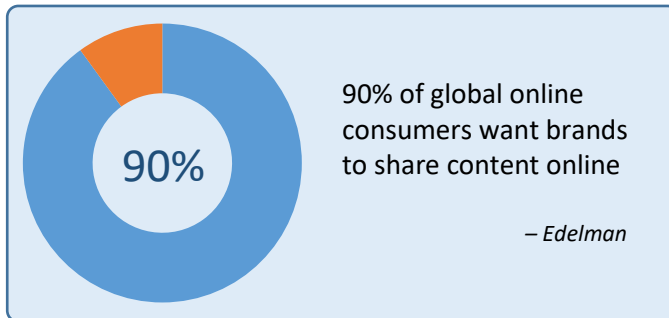
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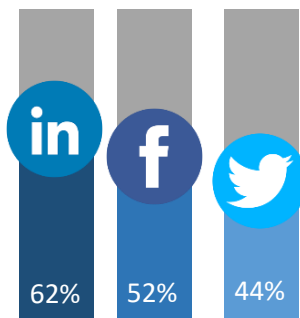
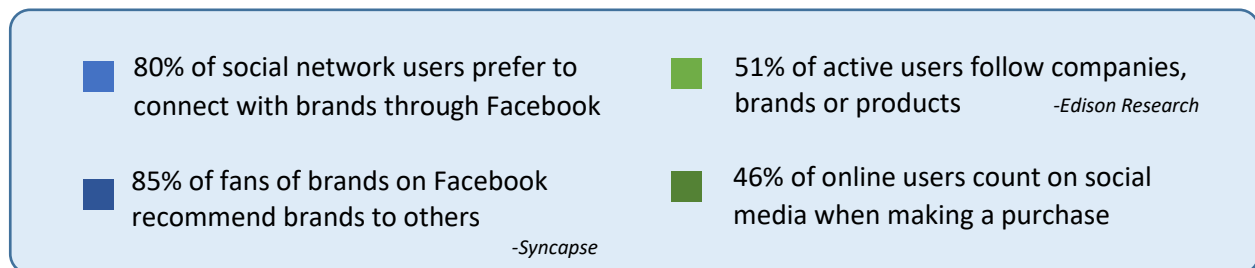
Blogging

You must be blogging!



Social Media

You must be active and engaging potential customers in social media



Customer acquisition on social networks:

- LinkedIn – 62%
- Facebook – 52%
- Twitter – 44%



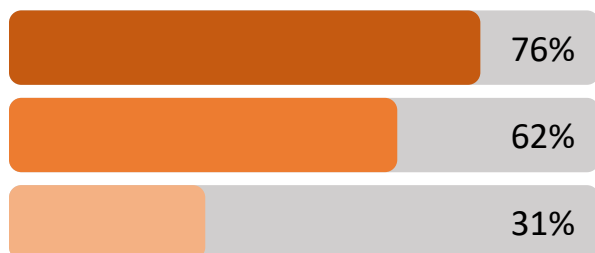
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Business Directories



Searches done in online business directories result in:

- a purchase, or an intent to purchase – 76%
- a contact to a business by phone – 62%
- a contact to a business in person – 31%

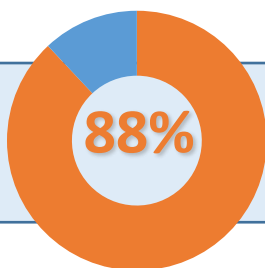
Press Releases



80% of business decision makers prefer to get company information in a series of articles – *GfK*

70% of consumers prefer articles over advertisements when it comes to getting to know a company – *ContentPlus*

Online Reviews



88% of consumers trust online reviews as much as personal recommendations

– *BrightLocal*

Video Marketing



96% of consumers surveyed found videos helpful for making online purchase decisions - *Econsultancy*

59% of executives would rather watch videos than read text - *Forbes*

Internet video traffic will be 69% of all global consumer Internet traffic by 2017 - *Cisco*



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What We Do?

We possess cutting-edge technology to provide you with:

Insights on your Brand's Online Visibility and Opportunities through Advanced Marketing Research and Analysis



We will provide you insights on your *search traffic visibility* and *opportunities* based on **marketing categories**, **geo-targets** and **competition**.

We analyze up to **750 search terms** and identify **500 search patterns and trends** across more than **100,000 web pages** to bring you an in-depth marketing report.

This will help you identify what marketing categories and locations to target and prioritize for a solid **brand optimization** strategy!



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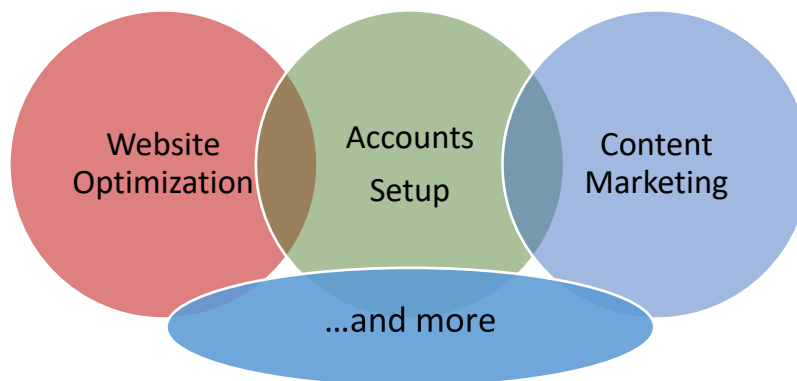
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Brand Optimization Solution and Implementation

The proposed custom solution will now be generated based on the analysis, insights and strategy that we have discussed.

Our Brand Optimization solution is composed of the core services: Website Optimization, Accounts Setup, and Content Marketing designed to progressively expand your brand.



Our service allows for:

Brand Optimization for Multiple Locations



Content Writing based on US or UK English



Content Topics and Outline Proposals



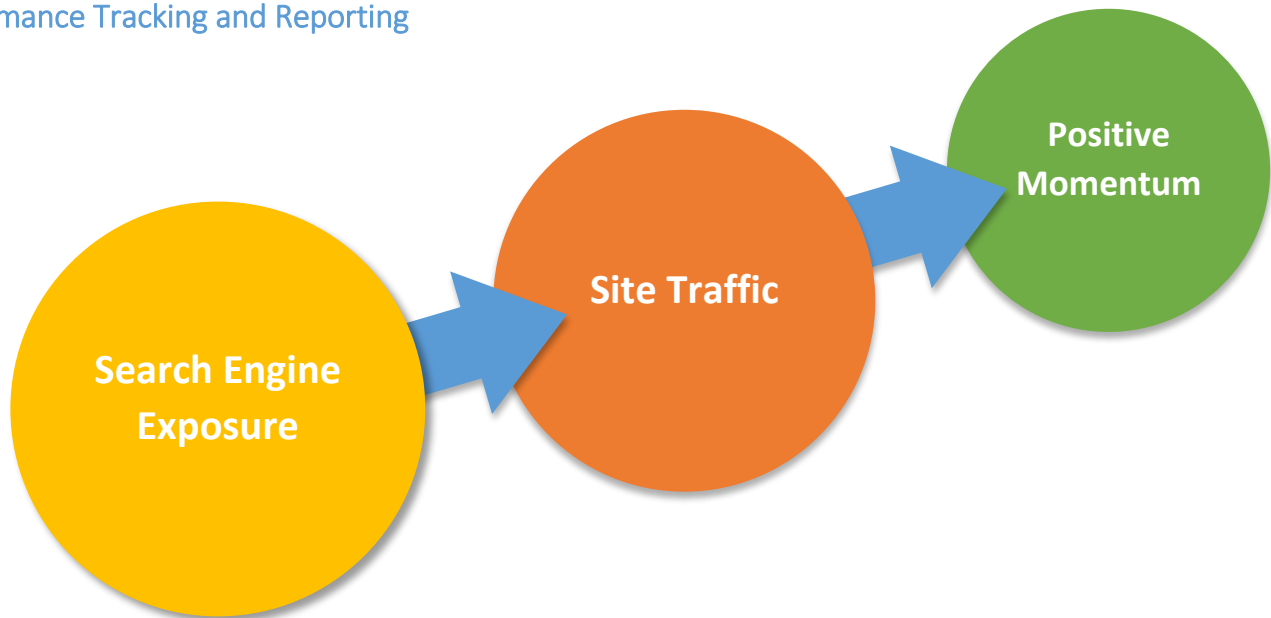
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Performance Tracking and Reporting



Search Engine Exposure

The Search Engine Exposure Report shows your brand exposure or impressions in the search engines broken down by Search Type, Page Rankings, and Keywords Breakdown.

Site Traffic

The Site Traffic Report shows how much traffic you are getting from Organic, Referral, Social, Direct and Paid Sources. It also shows Site Page Performance comprised of Average Ranking, Page Views, Bounces, Bounce Rate and Time on Page.

Positive Momentum

Through the Positive Momentum Report, you'll see the positive results on your campaign performance that are bound to influence and boost other performance metrics that need improvement. You'll understand the strengths that we will capitalize on through this report as we continue with your campaign Optimizing your Brand further and further.



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What are the Benefits of Brand Optimization?



Improve Search Engine
Rankings



Expand your Brand's Visibility
Online



Increase Online Traffic



Increase Brand Recognition
and Authority



Gain more Conversion
Opportunities



Boost Brand Loyalty



**Send us an email or give us a call
to schedule an appointment.**



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