



ADROIT

**YOUR STRATEGIC
MARKETING PARTNER**

[PROSPECT COMPANY]

YOUR MARKETING GOALS

- You said on the discovery call you want to close X deals this quarter.
- Schedule more demos (at least 30).
- Increase email signups (at least 500-1k).
- Increase site traffic (at least 100k).
- Successfully launch new SaaS platform.

**STRUGGLING
TO FIND EXPERTS?**



TYPICAL AGENCY COMPOSITION

MONTHLY BUDGET

<\$2-5K

\$5-20K

\$50K+

YEARS OF EXPERIENCE

1-3

3-7

10+

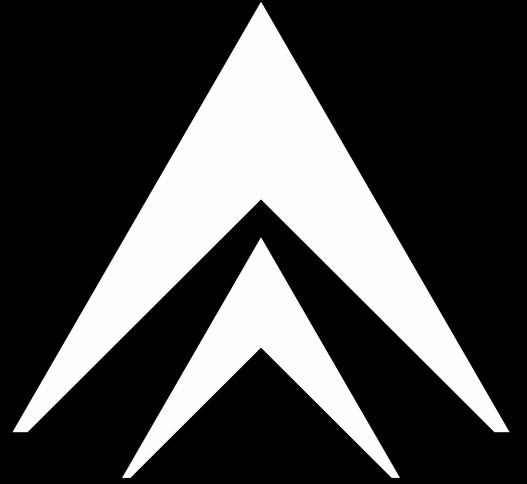
COMMON AGENCY ISSUES

- Managing 30-60 accounts
- No one person understands the full strategy
- Cherry-picked data for reporting
- Only receives full attention when escalated
- Marketing packages designed by Sales
- High employee turnover (Multiple account handoffs)

**OUTMANEUVER
YOUR COMPETITION**



YOU CAN'T BEAT THEM
IF YOU'RE DOING
EXACTLY WHAT THEY DO



**WE DO IT
DIFFERENTLY**



THE TEAM



DARREN FABER,
CXO

11 YEARS

SEO
CONTENT
CLIENT EXP.

PROJECT MGMT
MESSAGING



TODD BROWN,
COO

11 YEARS

SEO
DATA
AUTOMATION
REPORTING

AD MGMT
OPERATIONS
WEB DEV
LEAD FLOW

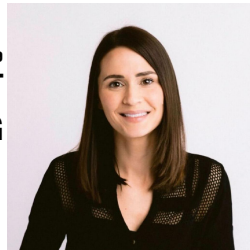


LINDSAY FORD,
VP, GROWTH MKTG

15 YEARS

ADVERTISING
SOCIAL MEDIA

AFFILIATE
MESSAGING
CONTENT



MEGAN JANNETTY,
**DIRECTOR, PRODUCT
MKTG**

16 YEARS

CRO
PRODUCT MKTG
NURTURE

CONTENT
B2B
BIZ DEV

OUR SPECIALTIES

Adroit is a digital marketing agency that emphasizes strategies and sales funnels. Through a holistic approach leveraging innovation and creativity, your investment directly drives revenue.

Our specialties include:

**DIGITAL AD
MGMT**

**SEARCH
ENGINE
OPTIMIZATION
(SEO)**

**CONVERSION
RATE
OPTIMIZATION
(CRO)**

**SOCIAL
MEDIA**

We strive to be a marketing thought-partner that you can rely on to take ownership of the success of your marketing efforts.





**REVENUE-CENTRIC
STRATEGIES**



**EXPERT-ONLY
MARKETING**



**RESPONSIVE
COMMUNICATION**



**TRANSPARENT
REPORTING**



**INTEGRATE WITH
EXISTING TEAMS**



**SCIENTIFIC
METHODOLOGY**

HOLISTIC MARKETING



AWARENESS

INTEREST

CONSIDERATION

ACTION



SOCIAL MEDIA | DISPLAY | VIDEO
| BRANDING

SEO | DIGITAL ADS | WEBSITE
| LANDING PAGES

CONTENT | LEAD HOOKS
| NURTURE

CRO | SALES SUPPORT
| RETARGETING

1. What can make money right now?
2. What can help make the best decisions in the future?
3. What can capture the most value from existing assets?
4. What bottlenecks need to be addressed?
5. How can we drive more revenue?
6. How can we lower marketing costs?

START WITH STRATEGY



IMMEDIATE RECOMMENDATIONS



PROBLEMS WITH YOUR AD ACCOUNT

- Way too many Ad Groups in 1 Campaign
- All splitting a budget that is too small
- Ad strength is only adequate
- 71% Loss of Impression Share due to poor Ad Rank
- Only 1 ad per group (should be 2 for A/B Testing)
- Ads are missing headlines
- Ad Groups have too many keywords (should cap @ 30)
- Bid Strategy is set to Maximize Clicks
- No Conversion Tracking in place
- No landing pages - all traffic sent to site home page
- No location filters (should be USA-only)
- No time of day or device bidding
- **No changes have been made to the account since May 23**



1. Set up proper conversion tracking
2. Start with only the top performing Ad Group (Proof of Concept)
3. Create a specific landing page. Match the page content to the ad content to improve Ad Rank & Ad Relevance
4. Cap Keywords/Ad Group at 25 (Improves Ad Relevance)
5. Create 2 new ads to A/B Test
6. Ensure Ad Strength is “Excellent”
7. Bid to Maximize Conversions (instead of Click)
8. Add additional Audience Segments (beyond just Business Professionals)
9. Add images, business name, and logo to ads
10. Fix Sitelinks

IMMEDIATE CHANGES



WHAT WE WANT TO LOOK AT

Our audits are done intentionally. We are looking at **X** so we can find **Y** to make a decision on **Z**.

The areas we want to audit for you are:

- CRO & Sales Funnel
- Gaps in Your Content
- SEO & Valuable Keywords
- Brand Messaging & Competitor Messaging



DEFINING SUCCESS

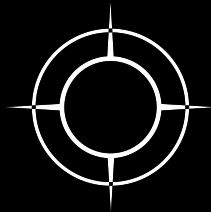


AD MANAGEMENT

swipeclock



INITIAL



TARGET



WITH ADROIT

COST/LEAD

\$193.99

\$150

\$109.35

- \$40.65

LEADS/MO.

92

120

137

+17

AD SPEND

\$18,000

\$18,000

\$14,469

- \$3,531

WHAT CLIENTS SAY ABOUT US

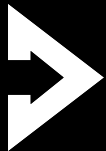
swipeclock

Daniel Saunders,
Director of Growth & Performance Marketing



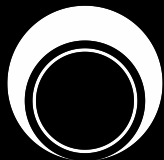
GROWTH

“Adroit has helped us improve both lead quantity and lead quality. In the past year we nearly doubled the number of Google Ad leads coming in per month while staying under our set CPL number.”



QUALITY

“Conversion to opportunity and win have also jumped in that time, helping us hit an overall goal of 35% lead to opp and 12% lead to win.”



COMMITMENT

“Adroit acts an extension of your team. Helping set strategy and goals and executing on that strategy with you.”

PRICING & NEXT STEPS



AD MGMT

\$2K/MO

- AD CREATIVE
- LANDING PAGES
- EXPERT OVERSIGHT

FULL SERVICE

\$2-7K/MO

- EXPERT STRATEGY
- WEBSITE MGMT & SEO OPTIMIZATION
- CONTENT CREATION
- DATA & ANALYTICS
- AGILE SERVICES

PRICING

OUR PRICE: \$4,000

This provides us with an estimated 40 hours of time for researching, auditing, synthesizing, and strategizing.

It will generate the following deliverables:

- CRO audit (est. 35-45 page slide report)
- Keyword Research (est. 2,000-8,000 keywords)
- Content Calendar (est. 15-30 page topics & keywords)
- Strategy Report (est. 40-50 page slide report)



NEXT STEPS

- Send proposal & sign agreement
- Kick-Off Call & Account Access
- Ads acct initial optimization (3-5 days)
- Analytics & Crucial Infrastructure Setup (3-5 days)
- Strategy research & report (~3 weeks)
- Deliverables (first month)
 - Strategy Report
 - Content Calendar
 - Analytics & Reporting
 - Landing Page(s) & Ad Creative



ADROIT

-END OF PRESENTATION-
[BACKUP SLIDES]

YOUR SALES FUNNEL



TARGET BUDGET RANGE

\$3,400-6,800/MONTH

TARGET RESULTS TIMELINE

1-3 MONTHS - SOME RESULTS

3-9 MONTHS - SIGNIFICANT RESULTS

9+ MONTH - REFINED RESULTS

STRATEGY CONSTRAINTS



We recommend starting at the sale and working upstream from there. After all, getting leads but no sales does nothing to help your business.

This step may include a CRO audit, reviewing any nurture campaigns already in place, and outlining the path your leads will take to becoming clients.

Once your sales funnel is seaworthy, we can start guiding leads into it.

WHY START HERE



CRO AUDIT

Our CRO audit is a heuristic look at your site, key objectives, and how your target audience is expected to move from one page to the next in pursuit of those key objectives.

The goal of CRO is to ensure you can make the most of all of the traffic that arrives at your site. With new, untested sites, conversion rates can often be negligibly small, meaning it could take thousands of site visitors before you get your first conversion.

By implementing best practices, anticipating the users' needs, and creating an intuitive flow, you can create the framework needed for later testing and refining.



CONTENT GAPS



SITE CONTENT OBJECTIVES

Your website should answer all of the questions a user may have before they're ready to begin the sales process. This might include the pain point you solve, how you integrate with their current processes, your pricing, or why they should trust you.

When you have gaps in your critical site content, users are significantly more likely to seek out a competitor than schedule a time for you to answer those questions directly.



Critical site content is the content necessary to illustrate the value you provide. We can structure this content a few ways, including analyzing your product features, speaking with existing clients, identifying top search terms around relevant pain points, or looking at what your competitors prioritize on their sites.

CRITICAL SITE CONTENT



SEO & KEYWORDS



SEO & KEYWORDS

SEO is a mid- to long-term strategy, so prioritizing an audit upfront can feel like putting the cart before the horse. However, SEO is primarily comprised of technical website elements and content elements.

Because of these two main elements, SEO audits can give us plenty of information needed to achieve the goals we have already outlined. From a technical standpoint, SEO audits will give us an idea of the website's usability, which ultimately lends itself to CRO. On the content side, research (such as keyword research) can give insight into the existing landscape of the market, terms already used by your target audience, the relative importance of topics, and questions that may be beneficial to answer.



[CLUSTER NAME]

NO. KEYWORDS: XX

AVG. DIFFICULTY: XX

TOTAL TRAFFIC: XX

[TOP KEYWORD]

VOLUME: XX

DIFFICULTY: XX

RECOMMENDED KEYWORD CLUSTER



MESSAGING & DIFFERENTIATION



With other audits looks at *what* needs to be said, messaging & differentiation look at *how* it could be said.

By taking the research already completed in the prior sections of the strategy, we can help identify key talking points that can resonate most clearly with your target audience.

MESSAGING & DIFFERENTIATION



3 MONTH STRATEGY



3 MONTH STRATEGY

[TASK NAME] [NO. HOURS]

[TASK NAME] [NO. HOURS]

[TASK NAME] [NO. HOURS]

[TASK NAME] [NO. HOURS]

[TASK NAME] [NO. HOURS]

[TASK NAME] [NO. HOURS]

[TASK NAME] [NO. HOURS]

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[TASK NAME] [NO. HOURS]

[TASK NAME] [NO. HOURS]

[TASK NAME] [NO. HOURS]

12-MONTH STRATEGY



12 MONTH STRATEGY

SEO [PRIMARY GOAL]

SEARCH ADS [PRIMARY GOAL]

CONTENT [PRIMARY GOAL]

SOCIAL MEDIA [PRIMARY GOAL]

WEBSITE [PRIMARY GOAL]

AUTOMATION [PRIMARY GOAL]

EXPERIMENTATION [PRIMARY GOAL]

OUR FULL SUITE

Marketing Strategy

Account Management

Agency Management

Link Building

Website Content Strategy

Lead Gen Content Strategy

Content Creation

SEO – Technical Execution

SEO – Optimizations

Citation Management

Influencer Marketing

PPC Management

Advanced Reporting

Landing Page Creation

Social Ad Management

Email Marketing

SMS Marketing

Conversion Rate Optimization

Lead Conversion Analysis