

1.0 Executive Summary

The Company

████████████████████ performs digital advertising and marketing services that analyzes the data requirement for a client website then creates keywords, taglines, and back-links that bring customers to the site that holds the content they are searching for.

Within their marketing area the company provides a myriad of services such as web design/development, Graphic design, Video, Content creation, advertising like with PPC, retargeting, display ads, etc. Additional services of SEO. Email marketing, SMS marketing, Postcard marketing, Mobile and push notice marketing, and social media marketing can also be acquired with ████████████████████.

██████ has provided top-notch web development services for many startups & small businesses, it is the core of the company's service menu and what it is most recognized for. ██████ approaches each client and addresses the reason for their website and the campaign around it. Every project is based on the specifics of the problem which is to be filled by the specific need.

██████ executes their stepped-out process to recognize the demographics which are coming to the site, develop the content to their need, and set the goals of the marketing campaign to make sure each user's needs are clearly displayed in a visually compelling manner.

Whether it's head of marketing, website administration, or the business owner themselves, ██████ develops the collaboration process that best suits the mission and message of the client company. The meter for success is the active engagement of site visitors/users that seek their need fulfillment from the clients website.

One free consultation is offered to clients in order to establish the scope of work for the project and lead generation needs. Specialists for ████████████████████ design operational websites that engages views with little to no lag and ensures a pleasant experience while viewing its content.

████████████████████ also creates advertisement campaigns for client companies in order to target customers in search of their market product. This results in a top-ranking website with top search page placement.

The company is currently based in Spokane, WA but plans are being reviewed to launch offices in Portland, OR, Boise, ID or Missoula, MO. We started our short branding and sales funnels for these areas as well like, ████████████████████ etc.

The Industry

In 2018, new anti-spam legislation pushed marketers to find new avenues and make bolder marketing choices. Up until this point email campaigns were the primary means to reach

potential clients/customer for digital marketers. Only 56% were making use of a corporate website in their marketing, with an additional 29% not using a website at all.

This figure jumped to 70% over the next year as marketers sought to link different internet based media portals to client sites, and discovered the cost effectiveness in the process.

Mobile platforms have been the first to embrace new marketing techniques as smartphones and tablets became the primary devices for communications and viewing the internet. Innovations that power the growth of mobile marketing add an addition 18% to the overall metrics for digital marketing during the next two years.

By 2020, all metrics tracking digital campaigns may spread far beyond email, advertising banners, pay-per-click adverts, social media, and video ads on viewing platforms such as Vimeo or YouTube. All of which raised the effectiveness and overall success of digital marketing campaigns.

Total organic search visits produced by Google fell 2% Y/Y in Q1 2019, down from 3% growth a quarter earlier. On mobile devices, Google organic visits grew 6% Y/Y in Q1 2019, down from 12% in Q4 2018. (Merkle, Digital Marketing Report Q1 2019). In the past year, organic search visit share is down about a point, with paid search and social media seeing the most significant visit share gains among major channels.

Thinking specifically about inbound marketing projects, what are your company's top priorities?



HubSpot Research

The overall market in the US is \$46 billion in revenue, it is the intention for [REDACTED] to capture 0.008% percent of the market. At the current industry growth rate

of 3.39% CAGR we expect to grow our revenue between \$213,228 and \$3,708,973 over the next five years.

The Market

Spokane is currently a solid launch pad for [REDACTED] as it has and expansive population as well as an economy that is friendly to new enterprises. The city has over 195 small businesses that seek to contract marketing services such as social media content development as well as advertisement can promote client contacts for years to come.

By tapping into .03% of the city's business sector, [REDACTED] can generate the capital to become a self-sustained operation and expand into other markets. The number of small enterprises supported by the local economy is encouraging to the company's business model.

The city's population that seeks a new outlet that will benefit them personally will purchase services, and if exceeding client expectation, will provide opportunities for [REDACTED] to acquire a dedicated client base.