



SmartSearch Marketing

full-funnel digital marketing to drive B2B sales

AGENCY BRIEF
2018



SmartSearch Marketing

who we are



A trusted partner delivering bottom-line business results

We are.....

- A firm that specializes in serving B2B companies with a complex sales cycle.
- A demand generation & lead management partner who drives qualified leads to increase sales.
- A strategic partner who develops a customized strategy and plan for each client.
- One of very few B2B digital agencies recognized as a *Premier* Google Partner.
- A team of digital marketing specialists with 10 years average experience.
- A B2B agency with a 19-year track record of success.



Your B2B Digital Partner

what we do



SMARTSEARCH
marketing



Holistic marketing solutions to maximize your ROI

- Our omni-channel approach reaches prospects across the customer journey.
- As stewards of your brand, we support your market position, value proposition and messaging.
- We integrate with your martech stack and manage programs to drive qualified leads and generate sales.
- Data-driven optimization drives efficiency and maximizes ROI.

A Proven Methodology

how we work

1. We manage highly-targeted, data-driven programs to **acquire quality leads**
2. We implement a rigorous testing and optimization process to drive **marketing efficiency & improve conversion**
3. We integrate with your marketing technology to enable lead nurture, **increase funnel velocity, and close sales**



Integrated Solutions

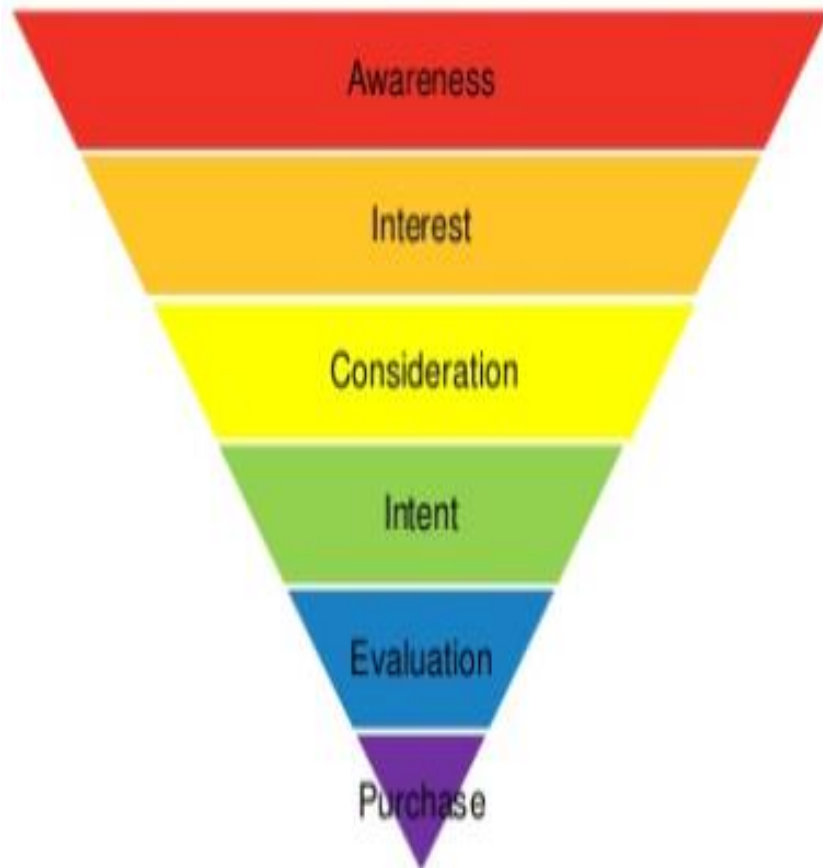
services we provide



Ask to see
2018 Rate Cards

Full-Funnel Marketing

results we ensure



Move beyond traffic and inquiries...

- Data-driven testing & optimization drives **Marketing Qualified Leads**
- Lead nurture programs accelerate **Sales Accepted & Sales Qualified Leads**
- Martech integration ensures accurate measurement of **marketing contribution to revenue** and ROI.

Ensuring Your Success

challenges we address



Generate demand

brand building programs designed to generate interest, establish a competitive market position, and increase “share of voice”

Drive quality leads

customer research and audience segmentation; highly targeted media buys; ABM strategy and execution; conversion testing and improvement; personalization; optimization of messaging and content

Convert into sales

lead nurture campaigns; ABM and retargeting programs; predictive marketing analytics; sales enablement to increase funnel velocity; optimized content across all buy phases

Prove ROI

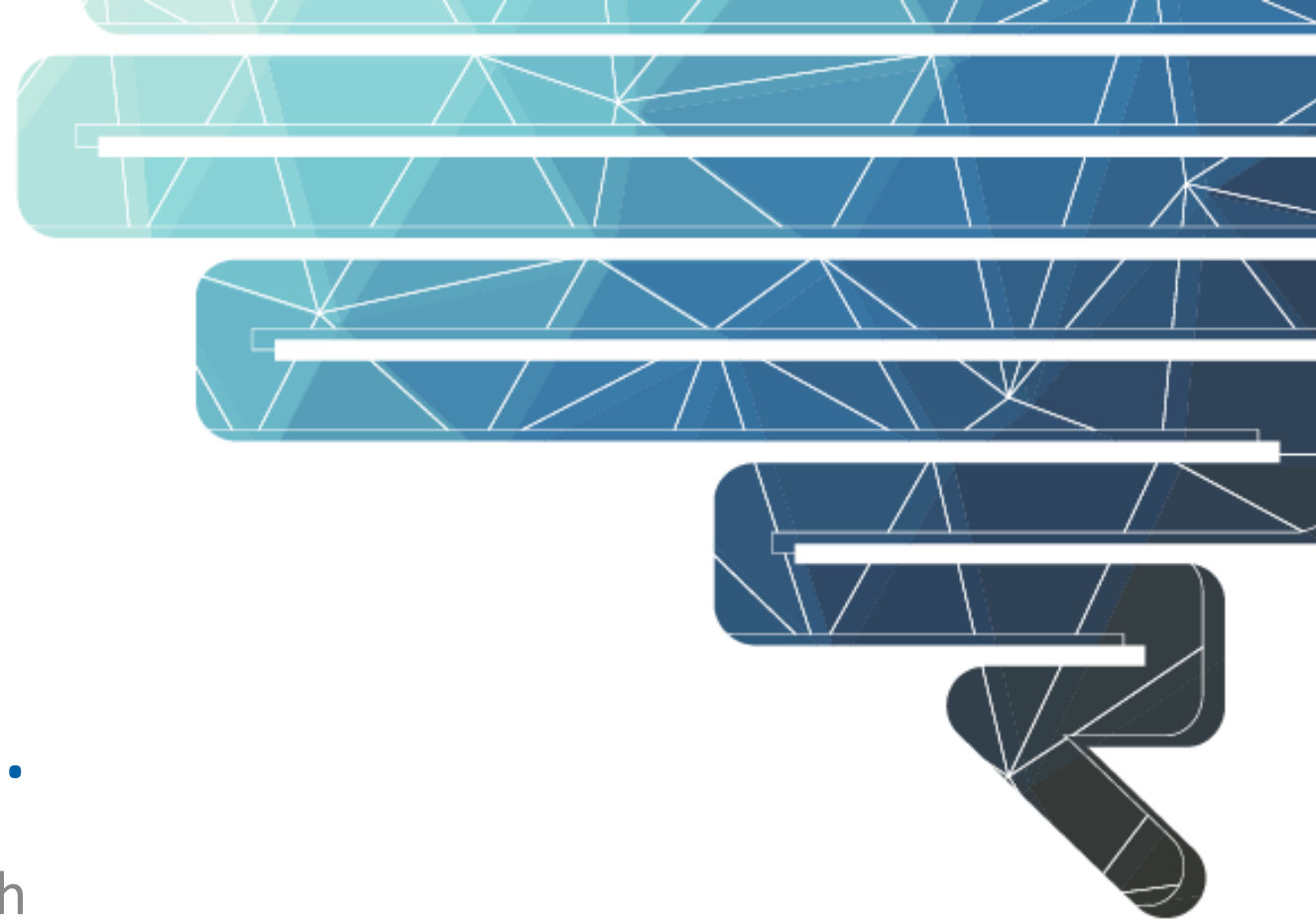
integration with martech platforms; full-funnel analytics used to optimize digital strategy; reporting that demonstrates contribution to revenue and ROI

Let's Get Started...

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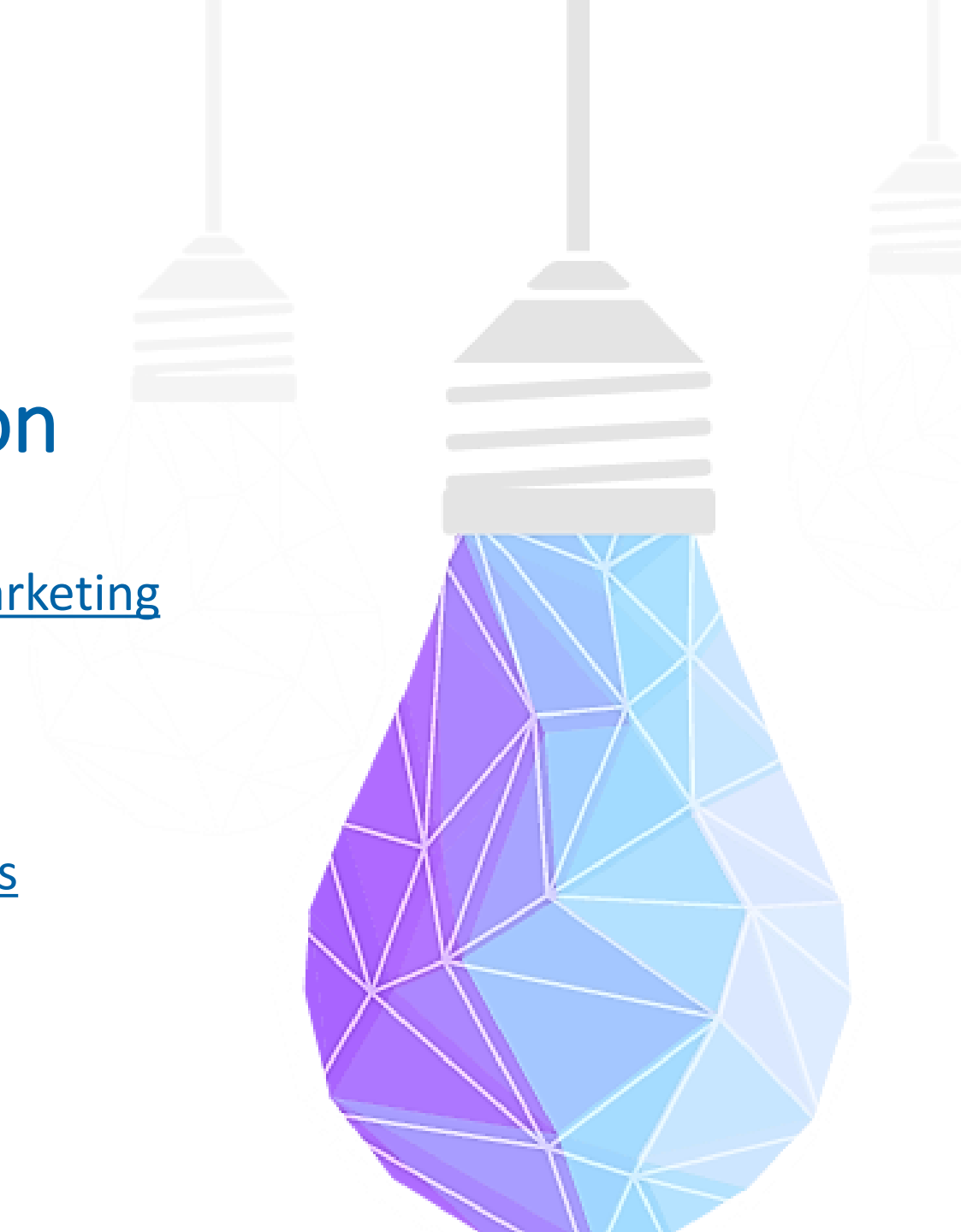
APPENDIX

- Additional Agency Information
- Client List
- Client Success Stories



Additional Agency Information

- [What clients' say about SmartSearch Marketing](#)
- [Meet our team of experts](#)
- [Agency credentials & certifications](#)
- [Whitepapers, case studies, articles, blogs](#)



Clients

since 1999, b2b marketers have trusted SmartSearch Marketing



View Our [Full Client List](#)

Client Feedback

what clients say

Here is a summary of recent anonymous client feedback...



100% rate our **digital marketing knowledge**, skills and expertise as above average.

100% are happy with the **quality and timeliness** of our deliverables.

100% are satisfied with our **service** and responsiveness.

100% say our **project management** and communication skills are above average or excellent.

SEO / Content Results

a client success story

Optimized Blog Content Increases Quality Leads by 3X



The Challenge

- Our client, a Business Process Management software company, needed to improve brand awareness and competitive positioning.

The Solution

- We analyzed searcher behavior and identified top-, mid-, and bottom-funnel topics.
- We created an editorial calendar for blog posts to address customer needs across the entire buy cycle.
- We optimize blog content to support the overall SEO strategy.

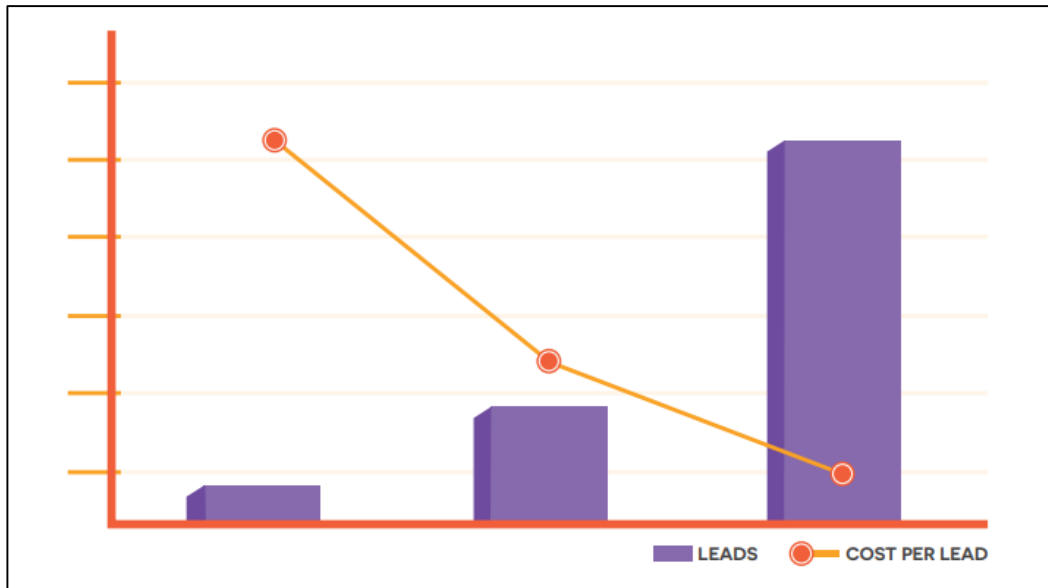
The Results (year-over-year)

- **Search visibility increased 38%**
- **Organic traffic increased 42%**
- **Organic leads increased 3X.**

Paid Media Results

a client success story

Rigorous Campaign Optimization Dramatically Improves Digital Advertising ROI



The Challenge

- Our client, a DDoS solutions company, was concerned that their paid media results were stagnant.
- They hired us to reduce lead cost and improve ROI.

The Solution

- We analyzed search queries, online behavior, and competitive campaigns.
- We improved ad messaging, bid strategy, and targeting.
- We implemented a landing page testing & optimization program.

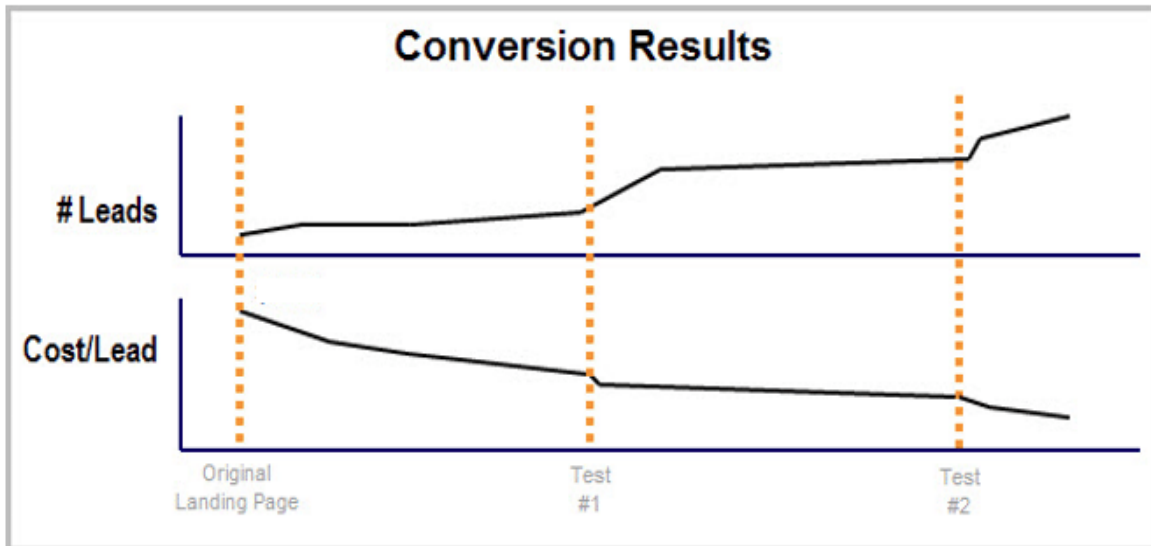
The Results

- **1st year: leads increased 173% and CPL decreased 120%**
- **2nd year: leads increased 714% and CPL decreased 411%**

Conversion Results

a client success story

Landing Page Testing More Than Doubles Conversion



The Challenge

- Our client, a leading ERP software company, asked us to increase *quality* leads while at the same time decreasing Cost-Per-Lead.

The Solution

- We analyzed site visitor behavior.
- We developed valuable assets and compelling “calls-to actions”.
- We provided clearer paths to conversions.
- We tested landing pages and registration forms.

The Results

- **Phase I: Conversion improved from 5.8% to 10.6%**
- **Phase II: Conversion rate increased further to 12.2%**