

Building Momentum

GETTING YOU MORE MARKET SHARE



Where we are.

MOMENTUM STARTED IN 2014.
SO, WE'RE 70 IN DOG YEARS.



Most Agencies Care more about cash flow than their clients.

What began as a dream of one has grown into a team of 8+ marketers who help clients reach their goals and have a lot of fun along the way. And these "old dogs" are still learning new tricks.

The secret to our success is CARING about our Clients and WORKING best practices for them in our research, messaging, branding and growth.

Finding your unique position.

Brand is about your position in the market. Your perceived value and your promise.

See some examples:



- ▶ The BRAND is first.
 - ▶ Building a brand is more than just designing a logo. It's a deep dive into understanding your company's DNA. We conduct thorough research among internal and external stakeholders, including competitors and, most importantly, your end users.
 - ▶ This research helps us craft compelling messages that resonate emotionally and connect with your target audience. We then translate those messages into a cohesive visual identity – a design that not only looks good but also effectively communicates the unique value proposition that sets you apart.

We bring best practices to these strategies.

Some of the tasks that come from our strategies for you.

- ▶ **Digital Advertising** - Send relevant ads to customers who are searching for what you're offering. **Digital advertising** includes both Google Ads and Social Media Advertising.
- ▶ **Search Engine Optimization** Show up on search engines when people look for your products and services online. **SEO** involves auditing, content writing, and other web-based services.
- ▶ **Web Development** Present what you make or what you do online with a website that's branded, easy to navigate, and set up for conversions. **Website development** is the foundation of many marketing efforts.
- ▶ **SharpSpring Marketing Automation and CRM** Collect warm leads and review your marketing performance on **SharpSpring**. Marketing automation and CRMs are the bread and butter of measurement and results.

Much of our
focus in digital.

Technical tactics only work
with real research, audience
targeting, and absorbable
messaging.

- ▶ **Marketing in a Digital World.**
 - ▶ Everyone is online, but no one has time for all the content they find there. While digital marketing technically involves any online marketing, our approach isn't about advertising to the masses.
 - ▶ Instead, Momentum's mission is to research your audiences through search engine marketing.
 - ▶ We find how they're searching for your products and present your Momentum-developed marketing to them while they're looking for you or your competition.

Reach our audiences.

We find out what leads your prospects to your competitors and what terms your audience is using that you are not. And we bring authentic users and prospects to your site.

- ▶ Reaching your audience online.
 - ▶ We use digital marketing services to bring customers to you, but we also know things work best when they work together. Our best-case-scenario proposals always include integrating our services to achieve a common goal: bringing your audience to you.
 - ▶ Digital ads and search engine optimization bring people to your site. Website development and SEO copywriting ensure your ad quality scores stay high and your site visitors have a good experience. Lead generation and tracking allow us to measure our success and provide you with authentic results.

We work with
you.

We strive to be partners
where our clients have a
team in place.

- ▶ **Agency Partnership**
 - ▶ Your talents and skills among your in-house teams may be stretched thin. You may have a small group of specialists, a few do-it-all generalists, or even just a marketing department of one. For those who need more bandwidth and additional support, we come on board as your agency partner.
 - ▶ Momentum provides a focused set of digital marketing services, direction, and insight you need to be successful as your agency partner. This could include social media advertising, Google Ads, SEO, graphic design, website development assistance and more.

We work for you.

We strive to be partners where our clients have a team in place. And we can do more for you as your team.

▶ Ful-Service Marketing

- ▶ Not every business is blessed with an in-house team. If that's your situation, we're happy to step up to the plate and bring in our digital marketing knowledge and our other skilled marketing partners who can assist with additional traditional marketing initiatives.
- ▶ We'll propose "good, better, best" strategy options for automated lead generation, mid-sales funnel PPC, gaining online reviews, and our foundation skills in SEO and content creation. You choose the level.

What if we told you?

87% of Marketers said videos helped increase dwell times on their site.

53% found video reduced their support requests.

92% said video gave them a good return on their investment

Check out our case studies where we've made video a priority.

<https://momentumboost.com/digital-marketing/video-services/>



Thank you!
We're helping YOU
Build Momentum

CONTACT

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