

# Managed SEO Marketing

Confidential and Proprietary

# 4 Examples of Successful Branding in Fashion Marketing through Organic Rankings

- **Localized Branding** – Working up favorably with suitable wear for a specific location such as a city or town.
- **Limited Branding** – Produce limited quantities and rarity the top appeal factor.
- **Factory Branding** – Educating the buyer on the origins of where it is made.
- **Quality Branding** – Emphasize the quality of the material and/or extensiveness of the effort to produce the clothing.

# Localized Branding - FIRST RITE



- <https://firstriteclothing.com/>
- Nikki Garcia designs and produces her clothing collection in a city known for its fastpaced, tech-driven start-ups – **San Francisco**. But with quality design and careful production – not to mention Nikki's dedication to working with **only natural fibers**.
- Revenue increased nearly 3X through organic search rankings

Organic Keywords Trend i

☒ Top 3 ☒ 4-10 ☒ 11-20 ☒ 21-50 ☒ 51-100 ☒ Total | Notes ▼

1M 6M 1Y 2Y All time



# Limited Branding - HACKWITH DESIGN HOUSE



- <https://hackwithdesignhouse.com/>
- This Minneapolis-made women's clothing line gives new meaning to the phrase "small batch" – **only 25** of each style are produced.

- Revenue doubled through organic search rankings

### Organic Keywords Trend *i*



## Factory Branding - EVERLANE

- <https://www.everlane.com/>

- Revenue increased nearly 2.5X through organic search rankings

☒ Top 3
 ☐ 4-10
 ☒ 11-20
 ☒ 21-50
 ☒ 51-100
 ☒ Total
  Notes

# Quality Branding - ELIZABETH SUZANN



- <https://elizabethsuzann.com/>
- This Nashville-based label was “born out of a dislike for excess and a desire for **quality.**”
- Revenue increased 400% through organic search rankings

# Organic Keywords Trend i

☒ Top 3
 ☒ 4-10
 ☒ 11-20
 ☒ 21-50
 ☒ 51-100
 ☒ Total
 | 
 ◆ Notes ▼

1M 6M 1Y 2Y All time



# Multi-Channel Marketing Approach



# These Could Be Your Results.

3000%

Increased in lead generation  
for a high-tech B2B company

716%

Q-o-Q increase in qualified leads  
for a telecom management company

400%

the number of sales-ready deals  
for a SaaS IT company.

79%

Increase in the number of MQLs & SQLs  
for a B2B IT company.

500%

Increased in online sales  
for a nonprofit organization

3x

ROI within first month  
for a national destination

+622

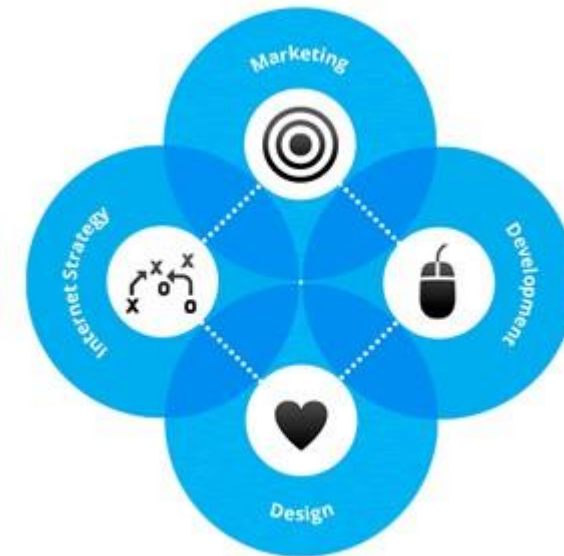
B2B 622 SQLs across US, UK and Brazil  
markets over 4 months.

300%

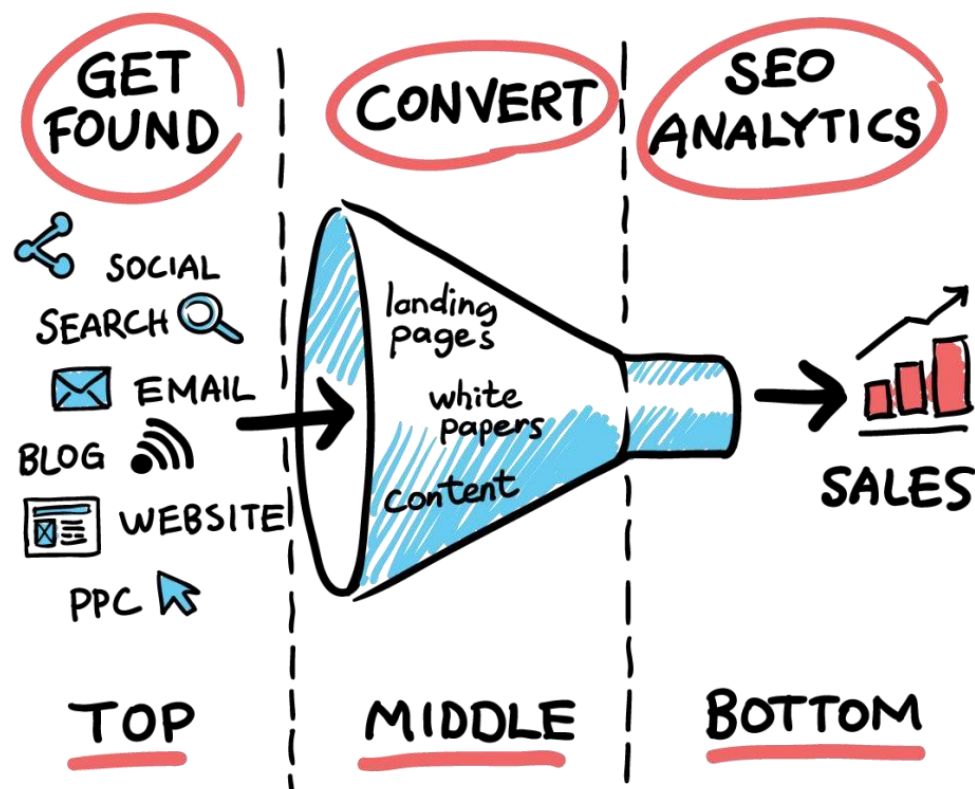
SQLs and customers conversions  
for a B2B SaaS company

# Goal Setting to Target Potential Clients

- Website lead generation
- Build traffic and visibility for a brand
- Increase new user sales
- Build retention with existing customers
- Build brand and website engagement
- Increase accessibility and usability of web properties
- Define short and long-term business strategy for the web
- Increase search ranking and traffic
- Identify top performing marketing channels
- Ability to act on new insights



# How We Will Develop Your Marketing Funnel



# Multi-Channel Marketing Approach



Our marketing team will utilize appropriate digital marketing channels with an integrated, iterative and data-driven methodology. We provide left-brain/right-brain thinking for complex campaigns--merging the art and science of web strategy.

# Improve your monthly lead conversion rate

- We help you improve your lead conversion rate and sales-qualified conversion rate. We improve conversion rates from inbound marketing sources, allowing clients to migrate away from costly and ineffective lead sources.
- Build traction with pilot campaigns
- Cut wasteful efforts
- Optimize and iterate to maximize lead quality
- Scale successful efforts

Source	Visits	%	Contacts	%	Customers	%
 Organic Se... Google, Bing, ...	571,037	1.5%	8,488	0.3%	24	0.0%
 Referrals Links on other...	99,812	2.4%	2,401	0.1%	2	0.0%
 Social Media Facebook, Twi...	137,527	2.3%	3,105	0.1%	4	0.0%
 Email Mark... Email links	288,165	1.8%	5,141	0.3%	18	0.0%
 Paid Search Paid search a...	4,187	3.1%	128	2.3%	3	0.1%
 Direct Traffic Manually ente...	637,514	1.2%	7,483	0.5%	39	0.0%
 Other Cam... Other sources	168,079	9.2%	15,436	0.2%	31	0.0%
Total	1,906,321	2.2%	42,182	0.3%	121	0.0%

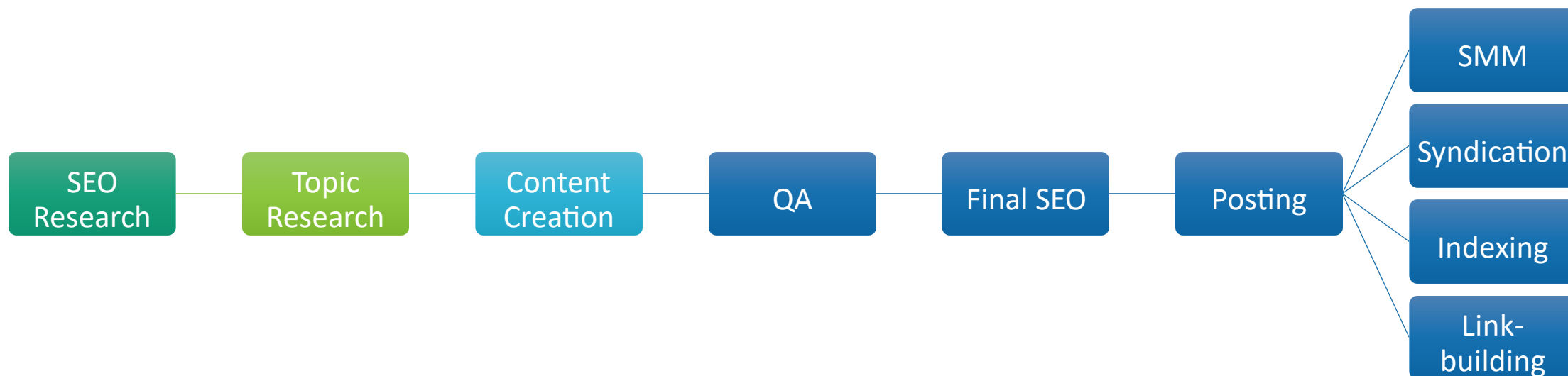
- Drive short and long term planning and strategy

# Why SEO & Content Marketing?

- Build long-term ROI through content creation that's optimized for search engines
- Build traffic and visibility for a brand through high Domain Authority websites
- Establish and prepare content of value for educational and branding purposes which can be utilized as landing pages for your target audience
- Build retention with existing customers by connecting with other campaigns such as Social Outreach or Email Newsletters
- Increase search ranking and traffic
- Integrate your SEO, Content Marketing, and Social Media Management with SEO VENDOR's Organic Marketing Campaigns



# Regulated Content Marketing Pipeline



Our content creation process has been trusted by over 7000 clients and is proven to develop residual traffic to your website over a long duration. Every piece of contents serves a purpose as we carefully craft each piece with your branded toned, SEO, and content structure.

# Introducing S-SERIES Exclusive Planning

## Month 1

- Keyword Research Package
- On-Page Optimization Package
- Competitive Audit Package
- Content SEO Installations
- Technical SEO Installations
- Search Engine Package
- Foundational Link-building Package

## Month 2-5

- CORE AI Strategy Package
- Content Writing Package
- Content SEO Updates
- Reviews/3rd Party Post Acquisitions
- Link-building Package
- Analytics/Reporting
- Search Algorithm Updates
- On-Page Updates

## Month 6-24

- CORE AI Strategy Package
- Content Writing Package
- Content SEO Updates
- Link-building Package
- Analytics/Reporting
- Detox Analysis
- Search Algorithm Updates
- On-Page Updates