



WHERE DO YOU WANT TO GROW?

If you're looking to grow your customer base, increase revenue and improve ROI, you've come to the right place. Sproutbox Media is an integrated marketing agency that helps businesses grow by combining strategic planning, creative ideas and flawless execution into campaigns that produce results.

Our unique blend of talent and experience enables us to provide the solutions that are right for you, whether you need support for an existing marketing team, an ad agency, or a fully-outsourced marketing department.

AGENCY SERVICES

We offer services to help you be successful, both online and off. At Sproutbox, we'll help you find the right mix of online and traditional marketing tactics to help you accomplish your goals and give you the most bang for your buck. Here's an overview:

Strategy

- Marketing audits
- Strategic planning sessions
- Plan development + execution

Advertising

- Print
- Web + electronic
- TV + radio
- Outdoor
- Direct

Creative

- Branding + identity
- Logo development
- Graphic design
- Copywriting

Web

- Website design + development
- Email marketing campaigns
- Pay-per-click (PPC)
- Social media marketing

Optimization

- Keyword research + analysis
- National search engine optimization (SEO) with local emphasis
- SEO web pages
- Monthly SEO promotions

LET'S GROW

We'd love to buy you a cup of coffee and learn more about how we can help your business grow. To get started, give us a call or shoot us a message and we'll follow-up with you right away.

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AGENCY SERVICES CONT.

Marketing Strategy

At Sproutbox, we don't believe in a cookie-cutter approach to marketing. Your circumstances are unique, and your marketing strategy should reflect that. That's why we take time right up front to learn all about your business, your products/services and your competitors – and provide recommendations on the best ways to increase revenue, generate new business and improve ROI based on our analysis of your situation.

- Marketing audits
- Strategic planning sessions
- Marketing plans
- Short-term action plans
- Campaign briefs
- Media planning
- ROI projections + analysis

Advertising

The goal of advertising is to generate interest. And that's what our advertising does. We'll recommend an advertising mix designed to get people in the door and on the phone with your salespeople – and we'll do it within your budget. We have the ability to produce just about any kinda of media:

- Print ads
- Billboards + other outdoor
- Radio commercials
- TV commercials
- Online videos
- Web ads
- Emails
- Newsletters
- Social media ads
- Search engine ads
- Promotional products

Branding

Your brand is more than a polished look and a cool logo. It's the essence of who you are. At Sproutbox, we consider all factors – your story, people, company culture, messaging and yes, your design and logo when helping you shape your brand and identity.

- Branding + identity materials
- Logo development
- Story strategy
- Culture change + alignment
- Positioning + messaging
- Graphic design
- Copywriting



AGENCY SERVICES CONT.

Social Media

Social media sites such as Facebook, Twitter and LinkedIn have become popular mediums for engaging customers and generating new leads. We help our clients implement social media strategies that bring in more clients and facilitate more communication with existing customers.

- Social media strategies
- Profile setup + customization
- Best practices training
- Social media marketing (SMM)
- Facebook application integration
- Custom fan page campaigns, promotions and contests

Website Design + Development

Website design and development can be done by nearly anyone these days. What sets Sproutbox apart is our ability to produce professionally designed, high conversion, easily navigable websites - on budget and on time.

- Integrated content management platforms
- High-end custom websites
- Third-party API integrations
- Social media integration
- Analytics + tracking
- Email marketing integration
- E-commerce + shopping carts

National Search Engine Optimization (SEO)

The importance of SEO in promoting your business has grown exponentially. At Sproutbox Media, we understand that one of the keys to a successful business lies in its online visibility. High search engine rankings bring targeted visitors to your website. We use up-to-date optimization techniques to help you gain an edge over your competitors and increase ROI. Our ranking services include:

- Keyword research + analysis
- Canonical issues + redirects
- Competitive analysis
- SEO web pages
- Google Analytics
- Meta tag optimization
- HTML validation
- Page size + load time
- Spider simulation
- Monthly SEO promotion



AGENCY SERVICES CONT.

Local Search Engine Optimization (SEO)

To effectively rank for local markets, combining Google Places optimization with local SEO is a current best practice. Recently, Google made changes to their ranking algorithm that “merged” website results with Google Places results for many prime keyword search phrases. There are over one billion searches each month for local products and services, and first page ranking for local search can help your business capture a sizeable share of those searches. Our local SEO services include:

- All of the National SEO services with local emphasis
- Google Places profile optimization
- Add reviews + review facility
- Local directory citations

Paid Search Marketing

Pay-Per-Click (PPC) advertising is a part of paid Search Engine Marketing (SEM). With PPC advertising, your business bids for advertising slots on search engines such as Google and Bing. PPC ads appear at the top and to the right of your search engine results pages. Your business is charged for each click on your ad. We view PPC as a quick-start strategy, where we can generate new business for you in a matter of days vs. SEO which uses a longer-term strategy, typically measured in months. We typically use PPC strategies for quick starts, seasonal business, and special promotions.

- Keyword research + analysis
- Professional PPC campaign setup
 - Keyword related ad groups
 - Landing page optimization
 - Split tested ads
- Monthly campaign management
 - Keyword management
 - Ad management
 - Bid management
 - Optimal initial bids