



Media Kit



# OVERVIEW

## **DIGITAL MARKETING THAT WORKS**

Blue Digix uses cutting edge digital marketing techniques to increase your growth.

We don't just provide marketing services, we provide a full marketing funnel with strong branding, social media foundations, and ad campaigns that work for you.



# HOW WE GROW YOUR BUSINESS

Here at Blue Digix, we provide marketing services for a wide range of clients, but here is what we can do for your business.

We deliver results oriented digital marketing that helps you sell more, stand out and beat the competition.

We achieve this with our custom marketing system that automatically attracts and cultivates new clients by building a personal connection with your customer before the initial consultation or appointment.



**MARKET RESEARCH**



**LANDING PAGES / SALES FUNNEL**



**DETAILED TARGETING**



**FOCUSED ADS**



**LEAD GENERATION / CONVERSION**



**ROI / SCALE RESULTS**

# Consider Blue Digix:

Performance Based Marketing with a  
Focus on ROI



- + **SPECIALIZED KNOWLEDGE** We understand that you get pitched digital marketing services on a daily basis, and frankly, that gets pretty annoying; especially when you have no idea who can deliver results. Our team has extensive experience and results to back up everything we say.
- + **DETAILED PLANNING** Every marketing campaign we launch follows a custom planning process that builds a system that delivers you consistent, steady leads and clients.
- + **PROVEN RESULTS** We generate a steady stream of new clients each month without taking time away from your business, so you can focus on the work at hand.

# OUR EXPERIENCE





# OUR PROCESS

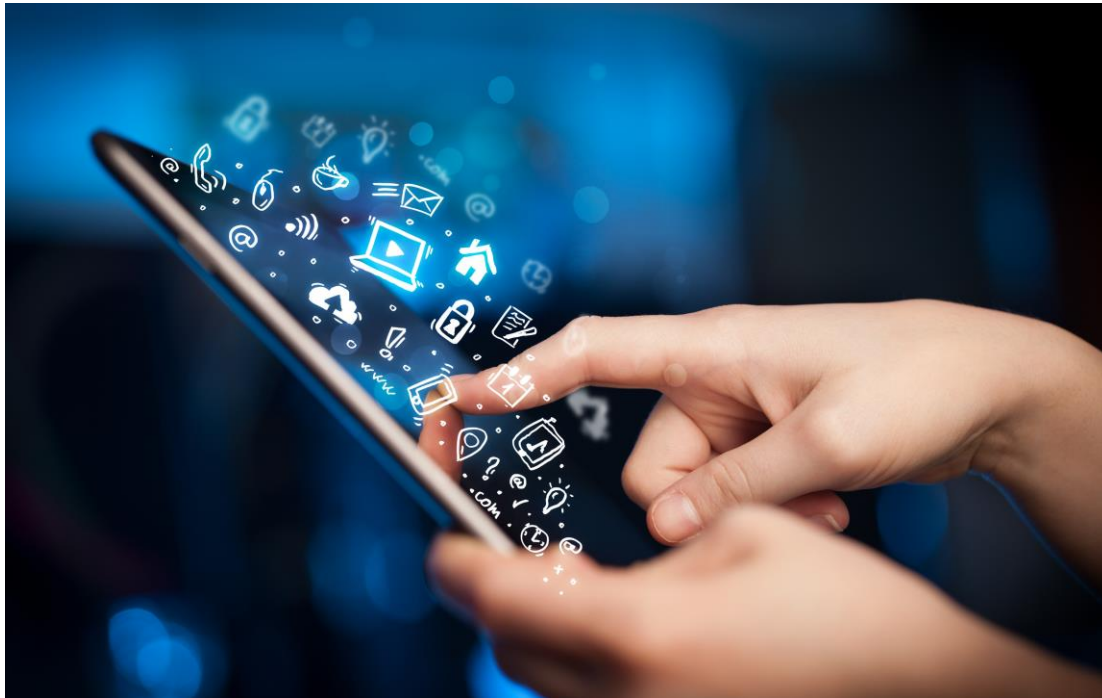






# MARKET RESEARCH

**Before we recommend any specific strategy from a marketing standpoint we first learn about your specific goals and your ideal customer**



- + **GOAL KPI** if your goal KPI is sales, let's start there. Too often we see companies that have fallen prey to flashy ad agencies that are simply optimizing for clicks instead of *actual* customers and sales
- + **TARGET CUSTOMER** by having a clear understanding of your target customer we will be able to craft an offer that speaks directly to their needs
- + **PRODUCT OR SERVICE** once we have a solid understanding of your core offer we can then determine the right avenue to drive traffic





# LANDING PAGES/SALES FUNNEL



- + **WHY FUNNELS?** We all understand having a website for your business is a must. But *websites* are not designed to sell or to get customers to take a desired action.
- + **GOAL** The goal of the sales funnel is to guide your customer through a series of steps along the customer journey that leads to your desired conversion event (typically a lead, sales meeting or a sale).
- + **RESULTS** When we start with the end in mind, we can then re-engage the customer based on where they are in the customer journey (awareness / interest / consideration / intent / purchase).





# DETAILED TARGETING

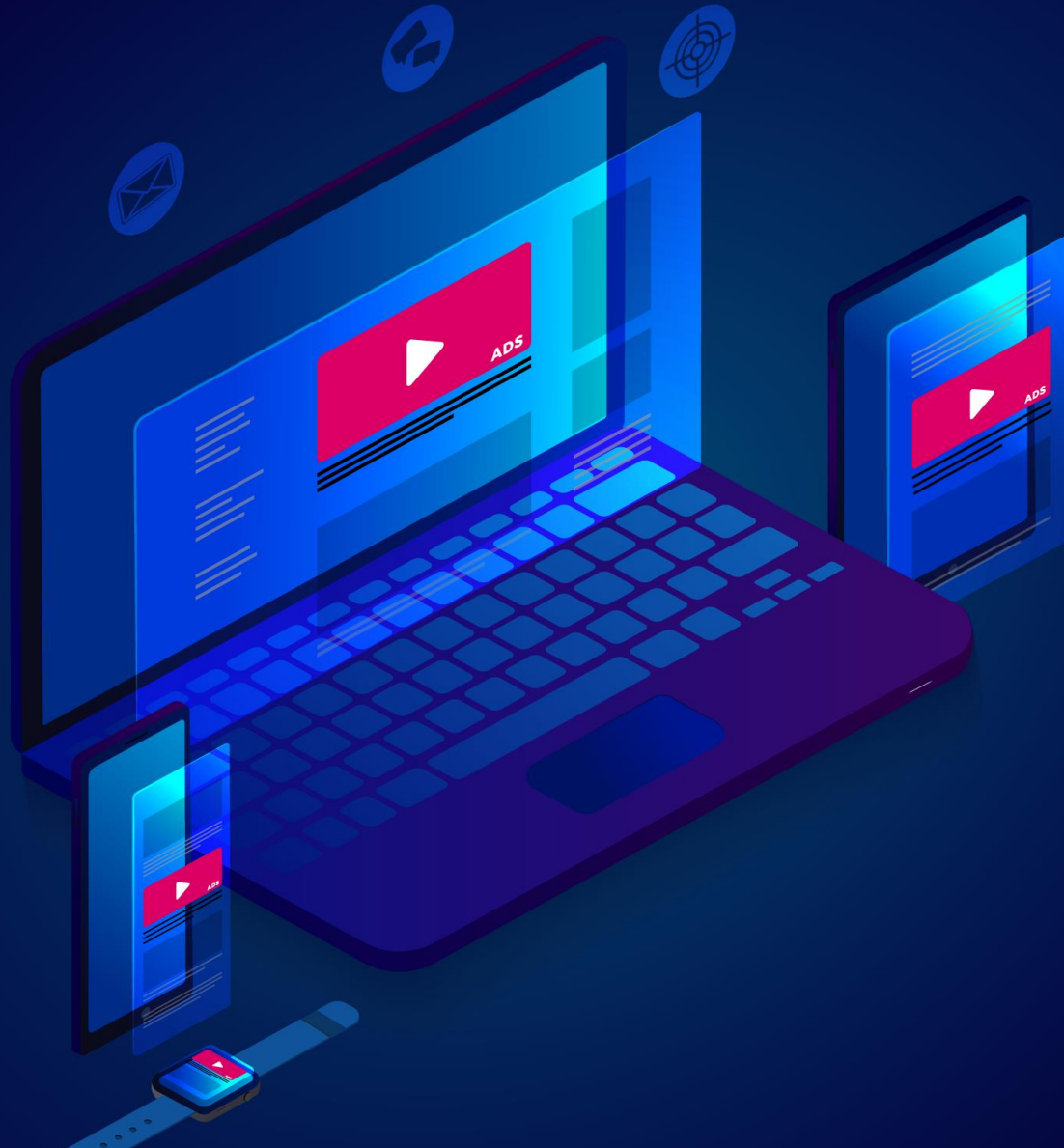
Every action we take is part of a proven data-driven process



- + **TARGET MARKET** Initial segmentation: Demographic, Psychographic, Behavioral and Geographic
- + **PLATFORM** Depending on what product or service you offer will determine the best platform to reach your audience
- + **ANGLE** When targeting your ideal customer it's imperative we tap into the problem that you solve and craft a solution that is wrapped around an irresistible offer



# FOCUSED ADS



- + **CREATIVE** The product or service that you offer will determine the best creative strategy to get your audience interested to learn more
- + **GOAL** The goal of our ad is to get your ideal customer to raise their hand and say, “that’s me!” And take the first action in our funnel to learn more
- + **ALGORITHMIC MEDIA BUYING** Once we have identified which ads are working best, we then lean on the power of algorithmic media buying to hone in on our ideal customer to find them at scale





# LEAD GENERATION / CONVERSION

## The Key Performance Indicator in Action



- + **THE CONVERSION** This is the part where things get interesting. We've captured the lead, booked the meeting, or closed the sale. Every campaign is unique so the end conversion will be different depending on the goal. But here our target customer has completed the desired action.
- + **FOLLOW UP** Once we have the conversion, the automated follow up sequence begins. This will vary from campaign to campaign depending on the goal, but here you will begin to nurture the relationship with your customer.





# ROI / SCALE RESULTS



- + **SCALING RESULTS** By far the most exciting piece of the entire process. Here we implement the scaling phase where we use all the data collected paired with the power of AI technology to put jet fuel on your campaign and send your results into the stratosphere.
- + **GOODBYE** This is also the point at which you reevaluate your past and present marketing partners. Whether or not you choose to work with us, please don't allow another media agency to tell you that they delivered "High Engagement," "High Click-Through-Rates," or "Increased Time on Site" as if they were doing you a favor. Results are the only thing that matters.





# OUR SERVICES



# OUR SERVICES

Every campaign is different and may require a variety of tactics, but here are the main services we provide for our clients

## ADS CREATIVE AND MANAGEMENT



GOOGLE ADS



FACEBOOK ADS



INSTAGRAM ADS



LINKEDIN ADS

## ADDITIONAL SERVICES



SEARCH ENGINE OPTIMIZATION



ONE-ON-ONE CONSULTING



LANDING PAGES AND FUNNEL DEVELOPMENT



ECOMMERCE / SHOPIFY STORE DEVELOPMENT



DISPLAY, PRE-ROLL, NATIVE, EBLASTS CTV/OTT,  
BROADCAST TELEVISION ADS



# OUR RESULTS



# CASE STUDIES AND TESTIMONIALS



## COMPANY:

DonorCure

## CHALLENGE:

New DNA program needed participants that qualified for a research study focusing on the effects of inflammation on cancer.

## SOLUTION:

We set up a lead generation campaign and landing page funnel that returned a **12x ROI in the very first month.**

## A WORD FROM THE DIRECTOR:

*"Working with Paul and his team has been an absolute game-changer for our company. When Paul tells you his focus is ROI, he means it! This team is just incredible"* - Stephen Abrams, Director, DonorCure



# CASE STUDIES AND TESTIMONIALS

## COMPANY:

Noon Whistle Brewing Co.

## CHALLENGE:

Looking to leverage social media presence to bring new customers into the brewery tasting room

## SOLUTION:

We helped take Noon Whistle Brewing's **Instagram following count from 3,234 to over 16,000+** by building a campaign that engaged with craft beer enthusiasts in the Chicago market.

## A WORD FROM THE OWNER:

*"Working with Paul Matarelli has been amazing for building and growing our social following. I can't tell you how many customers have told us they found us through Instagram when visiting our tasting room. Highly recommended!"* - Michael Condon, Co-Owner, Noon Whistle Brewing Co. @noonwhistlebrewingco



# CASE STUDIES AND TESTIMONIALS



## COMPANY:

Iryna Stepanchuk, CPA

## CHALLENGE:

Selling clients a new service her company was offering.

## SOLUTION:

After meeting with Iryna to learn about her sales process, we were able to implement a small but impactful change that **brought in revenue the very next day.**

## A WORD FROM THE OWNER:

*"I met with Paul to discuss my business and left the meeting with a specific plan that has been bringing in additional revenue every day. I am so thankful, you have helped me so much!" - Iryna Stepanchuk, Owner, Iryna Stepanchuk, CPA*



# CASE STUDIES AND TESTIMONIALS

## OBJECTIVE

Maximize **DYMISTA**'s reach among Allergists, Ear Nose & Throat specialists, and PCPs primarily driving brand advocacy and Rx write-offs for HCPs Treating Severe-to-Moderate Allergenic conditions

## TACTICS

Target specialists focusing on the treatment of Severe-to-Moderate allergies reaching across Allergists, ENT's and Primary Care Physicians, via email blast (HTML)

## THE RESULTS

The DYMISTA campaign successfully reached HCPs treating asthmatic conditions by specialty via eBlast on desktop & mobile screens bringing an industry high **6.3%** open rate and CTR of **2.2%** overall.

In addition, we've also driven a **CTOR** (Clicks-to-Open Rate) high of 34.43% for DYMISTA. \***CTOR** reveals the *effectiveness* of email content particularly the design; with CTOR, unique clicks are divided by the total unique opens and then expressed as a percentage.





# LET'S TALK



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