

marketizeit



+Company Profile

Brand integration marketing from A to Z

WHO IS MARKETIZEIT?

Hello, and welcome to Marketizeit, LLC. Marketizeit is a full service brand integration and marketing agency headquartered in Austin, Texas. Our portfolio consists of brand definition and online marketing campaigns for a variety of companies nationwide.

Our mission is to increase our client's visibility and profitability through comprehensive marketing campaigns including: web and brand development, mobile development, online advertising, search engine optimization, social media, video production, and overall brand syndication. At Marketizeit we understand that marketing dollars do not grow on trees, therefore each marketing package has a direct return on investment (ROI) featured in our monthly client reports.

+ What We Do

Web Development

Mobile Development

Landing Page Design

Remarketing

Web Enhancements

PPC Management

SEO Management

Email Management

Newsletter Management

Social Media Management

Video Production

+ Web Development

Experience has taught us that web trends come and go while our core values of elegant design, intuitive interfaces and client-driven content creation remain the foundation of every project. Our team provides comprehensive planning, design, development and maintenance services to a diverse cross section of industries. An eye-popping first impression only takes you so far. Advertising giant David Ogilvy said, "If it doesn't sell, it isn't creative."

Effective web page designs require a careful blend of creativity and adherence to best practices for conversion optimization and search engine optimization. A winning design turns browsers into buyers and at times, occasional buyers into brand evangelists.

Our creative process is highly collaborative, with the first step always being to listen carefully. We want to understand your business objectives, your brand, the needs of audience and the competitive landscape. Our designs are never created in a vacuum. Instead, we want them to be the perfect reflection of who you are, what you do – and what you want your website visitors to do next. In order to have a profitable purpose, website designs must balance the needs of human readers and search engines. Often, these needs can come into conflict, but Marketizelt, with expertise across all Internet marketing disciplines, is ideally positioned to help you resolve those conflicts. We create web pages that are capable of both ranking well and converting well.

+ Mobile Development

Smartphone technology enables B2B and B2C users to do business on the fly. They can source new items, research products, search for vendors, get pricing and place orders. What does this mean to you, a seller? Simply this: Every marketing activity you're used to doing on a computer now needs to be done on a Smartphone.

Sound challenging? It is. But Marketizelt can assist you in translating computer-based success into mobile success.

Search engine optimization (SEO): Make your site visible and readable on major search engines as viewed on mobile devices, along with establishing a presence on mobile-specific engines.

Mobile display of PC / Mac websites: Our design team can modify your existing site to create a stronger mobile user experience (UX).

Mobile website development: A true mobile site must be built from the ground up. If mobile is a critical component of your strategic marketing plan, it doesn't pay to take shortcuts.

Paid mobile search: We have adapted our traditional PPC management expertise to the mobile environment, creating ad campaigns that strike the right chords with mobile users. Whether or not you have found PPC to be an effective online tactic, it very well could be on mobile.

+ Landing Page Design

An Internet marketing campaign can only be as good as its landing page. We build landing pages that convert browsers into buyers.

For any Internet marketing campaign – PPC, email, social media, etc. – the landing page is where the rubber meets the road. A landing page is a true marketing workhorse: It must explain, persuade, provide a clear path to action, visually engage the reader, and convey all of this in a matter of seconds. A great landing page means high conversions, more leads, and more sales.

Knowing the importance of landing pages, MarketizeIt unleashes all its creative power into building page designs and content. We apply industry best practices to our layouts to make sure visitors find the key information and know exactly how to say “yes.” Because of our experience in landing page design, we can share with you many examples of what is proven to work and apply the underlying principles to your project. Using a solid design for launch, we conduct ongoing testing to further refine the landing page and improve its effectiveness.

+ Remarketing

Studies show that remarketing – marketing to existing customers and unconverted website visitors – can increase conversion rates 50% or more. Anyone with sales or marketing experience knows your best prospect is an existing customer. Almost as good is the prospect who has had some interaction with your brand. A distant third – prospects who never heard of you.

Strangely, most Internet marketing strategies focus entirely on converting those third level prospects, while ignoring existing customers and previous site visitors. As a result, a conversion rate of 2% -- failing 98% of the time – is considered stellar performance.

Retargeting solutions allow companies to redefine success by targeting ads specifically to people who know your brand, like your brand and buy your brand. Remarketing programs have boosted conversion rates by 50%, 100% or more. Increases of that magnitude generate explosive sales growth and transform marketing ROI.

Because Marketizelt is committed to producing outstanding marketing ROI for clients, we have become expert in the science of remarketing. Get an edge on the competition, improve conversions, and increase sales now by adding a remarketing program to your marketing mix.

+ Web Enhancements

We live and breathe conversion – and have the strategic, creative, and technical expertise to convert more of your visitors into leads and customers.

E-commerce and lead generation sites must convert if the firms behind them intend to prosper. Our team not only provides the technical support to test and measure visitor behavior, we create and deploy new page designs and other inputs that are needed to conduct your conversion optimization tests. Our conversion testing services include:

- A/B split testing
- Content targeting
- Conversion process mapping
- Data collection
- Data tracking
- Detailed reporting and analysis
- Landing page design and optimization
- Multivariate testing services
- Website and landing page conversion analysis

Our strong design and development teams set us apart. Once a testing strategy is defined, we create and manage test elements to provide you with a one-stop conversion optimization shop.

Speaking of strategy, it is never a good one to put up a website and imagine that the job is done. Success in Internet marketing comes from continually improving site performance and ROI. Systematic testing, utilizing industry best practices, is one of the best ways to put distance between you and the competition. Let us help you create some space!

+ PPC Management

Paid search: Still the fastest way to generate sales and leads – if you have a partner like MarketizeIt. Our PPC team has been together since 2009 and consistently delivers strong results.

Reasons for our success include:

Adherence to Best Practices. We apply best of class techniques to all phases of PPC management, including keyword research, keyword management and testing.

Transparency. We provide answers as we guide you through your campaign's strategy and summary of results.

Range of Services. Our programs are scalable. We can integrate your PPC program with search engine optimization (SEO), conversion optimization and email campaigns.

History of Success: We are a digital agency with a proven track record, focused on results.

+ SEO Management

Our Austin-based SEO company services include site architecture optimization, keyword research, link management following industry best practices, content creation, optimization and syndication. Unless a firm is visible on Google and other major search engines, its days could be numbered. Clients with lead generation and e-commerce websites rely on us to improve rankings for relevant search terms in order to boost traffic and capture a greater share of Internet leads.

SEO programs are highly complex and ever-changing. Our methodology is designed to break down activities into manageable and understandable pieces, so that clients can easily see what activities are being done and why they are important. Our process also streamlines workflow while ensuring that all SEO factors are given full attention – thereby delivering superior value to clients.

Our veteran team keeps its finger on the pulse of SEO industry developments, ensuring that our programs employ the best practices necessary for success.

When it comes to producing high quality, well optimized content, our writers stand second to none. More than ever, creative web writing is essential for organic link building and social media syndication.

Our analytics and reporting are disciplined, detailed and thorough, enabling us to continuously improve your program – and your results. We love crunching the SEO numbers, because that's what allows us to get creative with our strategy.

+ Email Management

Goals for email marketing campaigns vary widely, from brand awareness and company news to promotional offers and lead generation. In every case, email marketing offers firms a valuable opportunity to touch customers and prospects with useful and actionable information. Our Approach to Email Marketing Management

MarketizeIt is equipped with the talent and project management skills to manage campaigns from start to finish: strategy, template design, landing page design, HTML coding, copywriting, conversion optimization, list management, syndication, tracking, reporting and testing. Rely on our experience and expertise to execute email campaigns with precision and persuasion. In today's environment of hypersensitivity to spam, an email campaign that comes up short – in terms of design, distribution and message – drives away potential business and relegates future messages to the spam folder. We will help you make money with email rather than lose it.

+ Social Management

Do you have a strategy?

Once upon a time, websites were a one-way street to carefully edited, limited information. Today's social internet is creating a communication revolution, and customers expect to see beyond the corporate façade of yesterday: they want to see companies as the individuals behind the scenes.

Marketizelt develops effective strategies that bring people and products closer together.

+ Video Production

Nothing creates more buzz around a brand than online video. How's your video doing?

Posting video on YouTube, Facebook and your own site attracts qualified leads and makes light bulbs go off about your brand, your products and your services. Given the enormous popularity of social media and the explosion in mobile Internet use, video is a tremendous way to expose your firm to the biggest possible audience. Video works - but not without expert strategy and execution.

MarketizeIt concentrates on either side of video production, helping clients select the right video themes, creating stories that captivate the imagination, and optimizing video for maximum search engine exposure. We offer video strategy, scripting, editorial review, graphic overlay, YouTube video optimization, Google video optimization.



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