



PRIMAL DIGITAL MARKETING

When you want to generate more leads,
close more sales, and beat the competition.



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The Big Idea

Businesses in every market are investing in their online presence and digital marketing. The companies that get it right are stealing market share, boosting revenue, and becoming the leaders of tomorrow.

What Is Changing Today?

- 1 | Little-to-No ROI On Website Rebuilds**

5 years ago, this wasn't true. In certain markets having a website could give the perception of being an innovator and leader regardless of how good the site was. Today, content marketing, video, search optimization, interactivity, and great copywriting are all factors in the impact a business has online.
- 2 | Digital Strategy Is Unique For Each Business**

Gaining attention, building interest and desire, and closing sales is all possible online, but there is no set strategy that any business can use. You need to create a specialized digital presence to communicate with your prospects.
- 3 | Digital Strategy Is Making The Difference Between Competitors**

Most businesses will abandon their marketing and digital efforts in less than six months of implementing a new site because they don't produce any measurable ROI. Those that set powerful strategies and measure their efforts can realize the ROI potential of their efforts. The result is being the authority of that field.

THE NEW MARKET FORCES

The rise in digital culture is driving audiences in all market sectors online for products and services.



Google & Search Marketing

66% of searches are performed on Google and the results presented in the top ten listings across all search engines are trusted as authorities in their category.



Mobile Everywhere

A comprehensive website used to be enough. Today demand for mobile access is being driven by smartphone growth which is over 100M users in the US today.



Social Media Marketing

Most small and mid-sized businesses have yet to figure out how to leverage social networks effectively. With billions of users, effective engagement can introduce your business to thousands of prospects.

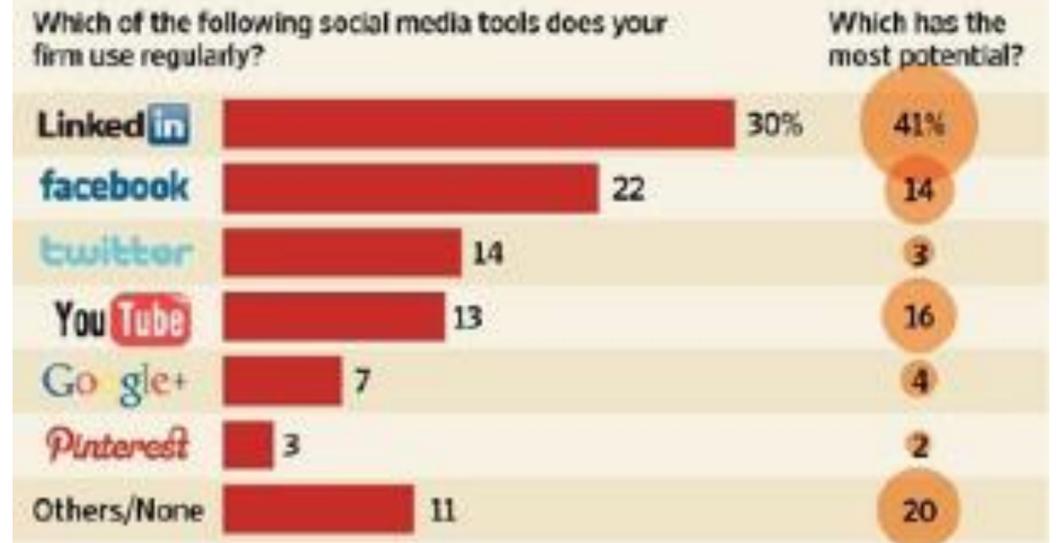


Demographics

Gen X and Gen Y today make up over 50% of the workforce. These two generations grew up with video games and digital gadgets as priority activities. They are the new buyers and up and coming business leaders.

Use vs. Usefulness

Small-business owners said in a survey that LinkedIn was the social-media tool with the greatest potential to help their firms. Twitter was viewed less favorably.



Source: WSJ/Vistage Small Business CEO Survey, January 2013

WHAT COMPANIES ARE DOING TODAY

Tactics, tools, and solutions abound but navigating the how and when may not be obvious

98% of businesses have tried at least one out of a variety of digital solutions in attempts to get new customers.

Most businesses have a website, blog, e-newsletter or all three. Firms today will typically use one of three methods to create and deploy a digital web solution. They include:

- Build It Yourself
- Hire a Recent College Grad
- Hire a Marketing Agency

DIGITAL ASSET CREATION

There are three primary methods companies use to build and deploy their digital and web assets.

1 DIY

Some firms have the internal resources to do this, when they do, they often will use templated solutions built off of the wordpress platform.



2 I Know a Guy

This is often an independent contractor who has some website development experience, copywriting, video content, blog, and newsletters are out of scope.



\$ ROI Varies and is dependant upon skills in copywriting, design, and lead capture expertise.

3 Website Co

Most businesses will turn to a website development firm who will typically build a custom website, additional expertise may be needed for copywriting, video, newsletters.



STRATEGY | EXECUTION | MARKETING

Businesses today require more than just a new and improved website

Our strategies and tactics are designed to provide clear and measurable ROI. Lots of businesses can build you a website.

We aren't one of those. We build digital sales funnels.

We start with the goals of your business, analyze the competition, research the traffic opportunities, identify missed opportunities, and create custom-tailored strategies accordingly. We don't just build websites, we create online narratives that moves visitors into leads and leads into buyers. We do this acting as an in-house marketing resource to drive new opportunities into your business. Digital strategy is not a deliverable, it is a business generating opportunity.

case-by-case

long term

patience

relationships

Traditional website shops will work with anyone. We won't, we only work with companies we can help grow through better digital strategy, websites, and other digital assets. If you are just looking for someone to build you a new website and move on, we are probably not be a good fit for each other.



HOW DESIGN & COPY IMPACTS LEAD GENERATION

Clear communication, strong calls to action, easy navigation, and contact information are all elements of a well designed site. This is not a mystery to anyone in the business but knowing where to place those elements, the balance of white space, and other factors is more art than science. If you want your website to convert visitor traffic to sales leads you must get it right.



- 1 | Phone Number**
Make your sales funnel as simple as possible for your visiting prospects.
- 2 | Call-to-Action**
Telling your visitors what to do in a way that makes them want to take action towards a sale.
- 3 | Clear Navigation**
Make navigating your site clear, easy, and helpful to your visitors and your sales funnel.
- 4 | Headlines**
Like when you read the newspaper, you skim headlines to see if you want to read more, or move on.
- 5 | Continue the Relationship**
Give the visitor valuable content they want to continue your relationship and move them towards a sale.

OUR APPROACH

THE VALUE OF OUR METHOD....MORE LEADS

For small and mid-sized businesses who sell services to other businesses or consumers and are dissatisfied with the performance of their website and digital marketing efforts or want to grow them.

Primal Digital Marketing is an agency focused on driving business through digital assets. Unlike other firms who invite anyone to build them a website or handle social media networks, we focus on custom-tailored strategies for specific businesses (more on that on the next slide).

We want to become a member of your team as we help grow your business online.



WHO ARE WE FOR?

We work with a small number of clients that are a good fit for us.

We are interested in long-term relationships and growing revenues for our clients. We are built on a passion for what we do – inspire growth.

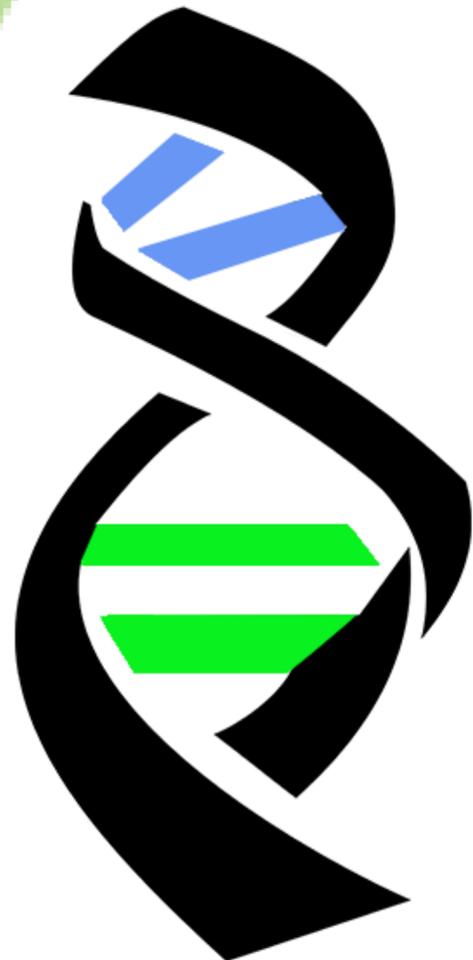
If you are seeking:

- *To grow your business*
- *To effectively automate your marketing efforts*
- *To take the next step forward with your business*

And you are:

- *a Big Thinker*
- *an Expert seeking to establish your authority*
- *a Professional Service Provider*





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