

Apogee Results Background

Apogee Results is an online marketing services firm providing professional services across multiple online marketing disciplines. As a large independent marketing services agency we help our clients achieve significant results in the areas of search engine optimization, paid search marketing, social media, website effectiveness, quantitative research and web analytics. Through client collaboration, intense focus and in depth industry expertise, we enable our customers to take their marketing programs to higher levels of performance and efficiency.

Apogee Results corporate headquarters are in Austin, Texas. Our team has been providing agency-side search marketing services since 2001 (9 years), and was performing client-side search marketing services (internal) since 1998 (12 years). In total, our company has been in business for 9 years (2001).

We have just over 50 clients and are large enough to be an industry leader but still the right size to give each of our clients personalized attention. We have successfully served Time Warner, PBS, NPR, Hearst, King Features Syndicate, Gannett, and several other smaller publishers and distributors of rich media content. Our client portfolio currently has many large SMB and Mid-Markets clients, as well as multiple marquee national enterprise brands in both the Ecommerce and Business to Business sectors.

We Deliver Results:

Apogee Results online marketing solutions are optimized to drive targeted, qualified visitors to your site to increase leads, customers, revenue and profits. We don't just track click-through or vague visibility metrics, all our programs are measured on the business metrics that determine sales and profitability. We're successful when you're successful. We're here to be your trusted business partner helping you get the most from your marketing investments and take your marketing performance to a higher level.

Fast Results With Paid Search (PPC) Advertising

In the last 10 years, Paid Search advertising has grown into the dominant form of online advertising with total spending expected to exceed \$40 billion



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by 2014, nearly a 40% increase from 2010. The success of Paid Search advertising is primarily due to its Pay Per Click pricing model and the ability it gives advertisers to optimize campaigns to ROI metrics.

Apogee Results can provide your company with a complete, fully managed Paid Search advertising program, as well as one time a la carte services. Through our PPC offerings, you will gain more qualified visitors to your site which ultimately leads to increased revenue.

Our experienced team of PPC specialists works closely with each client to define ROI goals and optimizes campaign variables to achieve those goals. We provide support for every step of your Paid Search campaign, from comprehensive campaign management to stand-alone services such as PPC start-up, PPC audit and PPC training, providing you with the tools and knowledge you need to successfully manage your campaign in-house. The end result is a highly successful PPC campaign and a long list of satisfied clients.

Paid Search advertising with Apogee provides a variety of critical business benefits, including:

- Rapid gains in leads and sales within your target markets
- Maximizes the return on your monthly Paid Search investment
- Dramatic increases in qualified visitors to your site
- Precise metrics to test, analyze and optimize keywords and keyword phrases for your site
- A large number of keywords generated based on search volume and competitive analysis
- More time to spend on other mission critical activities, with the assurance that the PPC advertising will be professionally managed
- Accelerated ROI, with costs tied directly to performance
- Improved customer relations
- World-class Paid Search management to create more revenue, faster



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Expert Search Engine Optimization Solutions

Improvements to your website's search rankings can be achieved through Search Engine Optimization (SEO). Properly managed SEO will not just increase web traffic volume on your site. It will drive highly qualified visitors who will most likely convert into sales.

Apogee Results' team of skilled experts will take time in understanding your company and your specific business needs, both immediate and long-term. We can also analyze your competitors' SEO and develop the best online marketing strategy for you.

Apogee utilizes our tools and expertise, gained from years of repeated success, to manage a list of keywords and ad copies customized to your unique business needs. We will submit your website to the appropriate directories and ensure proper indexing by all major search engines including Google, Yahoo! and MSN.

We also benchmark, measure and report how specific keywords are performing, constantly improving your search rankings for maximum ROI.

Apogee's portfolio of services will enhance your SEO efforts at any stage. Our services include:

SEO Campaign Management:

At Apogee, we provide excellent comprehensive SEO campaign management that will bring you high returns on your investment. Our specialists will launch your campaign and consistently monitor and measure its performance.

Your Benefits From Apogee's Expert SEO Management

With Apogee's SEO, your site will be ranked at the top of today's most popular natural search engines, including Google, Yahoo!, MSN, and Ask.com. This results in:

- Dramatic increases in qualified visitors to your site
- Increased conversions for more sales
- Accelerated ROI



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- Stronger, longer-lasting customer relationships
- Improved sales in target markets
- Strong growth in market share
- Increased web presence

The Importance of an Effective Website

Paying for increased traffic to a website with a poor conversion rate is like pouring water into a leaky bucket. Apogee Results's Website Effectiveness offerings stop this drain on your resources, leveraging your existing traffic to generate more leads and revenue.

Increase the profitability of your website through Apogee's Conversion Rate Improvement offerings:

- Landing Page Creation & Testing
- Google Website Optimizer Testing & Consulting
- Heuristic Conversion Consulting
- Strategic Persona Modeling

Generating quality data to provide a baseline and a view into visitor behavior is a key factor in making sustainable, lasting conversion improvements. If you need help choosing, implementing or troubleshooting an analytics program, we can help. For additional insight into an offline sales process, Apogee can help integrate this data with your CRM system, giving you visibility into the long term ROI of your online marketing efforts.

Our team of skilled specialists will take time in getting to know your business needs, develop a plan for success, and provide the results you want for your site.



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APOGEE RESULTS MARKETING

What You can Expect

Through this portfolio of services, you can expect the following results:

- Improvement in your conversion rates
- Analytics data you can rely on
- Enhanced visibility into the ROI of online marketing programs
- Expert strategies and continued support

Whether you need help testing a couple of ideas or a complete solution to make your website more effective, we can accommodate your needs. Apogee's Website Effectiveness services will help you maximize your online marketing results.



ABOUT APOGEE RESULTS:

Apogee Results is a leading online marketing agency that develops and manages customized search engine optimization, paid search, and website effectiveness consulting programs for B2B and B2C clients. Apogee Results uses proven techniques, powerful web analytics tools, and a deep expertise in statistical evaluation to generate solid, measurable results at every stage of the search marketing process.

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