

ADAPTIVE DIGITAL MARKETING, LLC

DIGITAL MARKETING CONSULTING

“DIGITAL MARKETING MATTERS
MORE NOW THAN EVER”

- FORBES (2020)

93% of all online experiences begin on a search engine like Google or Bing

41% of all clicks are on the top 3 paid ads on a search results page, on average

clicks on paid ads are 50% more likely to end in purchases than clicks on organic listings

paid search ads can increase brand awareness by 80%

ABOUT ADAPTIVE

Deciding when and how to start or increase your business' digital presence can be a daunting task - that's where Adaptive Digital can help. Adaptive Digital is a resource that seeks to become an integrated part of your team to guide your digital strategy in a way that is not only effective, but that fits into your holistic business goals.

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THE SERVICES



Competitive
Analysis



Google
Ads



Microsoft
Ads



Social Media
Ads

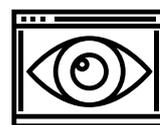


Website Content
Optimization



Analytics +
Reporting

THE BENEFITS



More Website
Traffic



Brand
Awareness



Highly Interested
Prospects



Effective
Campaign
Optimization



Cost
Efficient

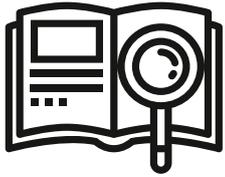


Data Driven
Insights

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THE PROCESS



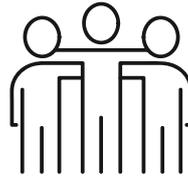
DEEP RESEARCH

- of your digital standing
- what your competition looks like
- how you can stand out + win



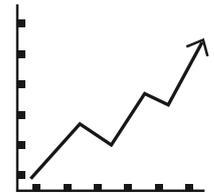
CUSTOM APPROACH

- no "one size fits all"
- strategy tailored to your needs + goals
- matches your internal strategy



STRONG RELATIONSHIP

- I become a part of your team
- your needs + goals are priority
- I am a resource for you



SCALABLE TO BUDGET + GOALS

- flexibility + experience to meet your needs
- can successfully manage any budget + goals

CASE STUDIES

B2B CLIENT

INDUSTRY
CHEMICAL DISTRIBUTION

GOAL
EXPOSURE + EARN NEW CUSTOMERS

- RESULTS**
- 22% INCREASE IN VISITORS OF CONTACT PAGE
 - 6% INCREASE IN TOTAL NEW WEBSITE VISITORS

B2C CLIENT

INDUSTRY
E-COMMERCE RETAIL

GOAL
SALES GROWTH + COST EFFICIENCY

- RESULTS**
- 7% INCREASE IN SALES
 - 6% ROAS IMPROVEMENT

B2B CLIENT

INDUSTRY
HOSPITALITY

GOAL
EXPOSURE + EARN NEW CUSTOMERS

- RESULTS**
- 46% INCREASE IN OVERALL WEBSITE TRAFFIC
 - 56% INCREASE IN NEW WEBSITE USERS

TESTIMONIALS

“...we are out there innovating in a way practically none of our [competitors] ever have - dedicated digital campaigns with a dedicated website and even [downloadable] PDFs [Adaptive] creates for it. Yes, [competitors] may run ads, but they will simply link to their home page. Also - please notice that the number of people we reached on [project] came from ONLY the states we cover (see map on that landing page [built by Adaptive]). So imagine if we ran the ads globally. It's pretty staggering actually.”

- Client CEO on their first project with Adaptive