

# MEDIA KIT





## MISSION STATEMENT

WebIntermix partners with agencies and advertisers for their digital media strategy and marketing needs. We are driven by our passion for understanding the evolving digital marketplace and by our curiosity to explore new strategies.

We create out-of-the box digital marketing solutions that inspire business growth and generate ROI. We strive to create campaigns and solutions that are compelling, innovative and to harness an energetic, resourceful, and responsive philosophy for success. We strive to achieve partnerships with clients that accomplish goals through integrated solutions and forward-thinking strategies.



## ABOUT US

WebIntermix is a full service digital marketing agency located in the Washington D.C. metro area. We love solving design, technology, and marketing challenges that help propel our client's success to their next level!

### **OUR CORE PRINCIPALS:**

- COMMITMENT TO EXCELLENCE
- TRUSTWORTHINESS
- HONESTY
- RESPECT
- RESPONSIBILITY
- FAIRNESS
- CARING

We view our company success and core principals are directly correlated. We have a motto that illustrates our customers come first, "you talk and we listen". As a digital marketing agency we strive to understand our client's business goals first. Then all decisions are made with those goals in mind.

For example, a shiny new web site is worthless if it doesn't help you reach your goals. Our "team-collaboration" is a key component that helps us flourish while providing the best possible results for clients. We understand that digital marketing, advertising, and media strategies are constantly evolving and that it is vital to adapt to these changes and meet the needs of our clients.

***YOU TALK, WE LISTEN... THEN WE THROW IN LOTS OF IDEAS FOR IMPROVEMENT.***

# SERVICES OFFERED

WEB DEVELOPMENT



DATA



LIST BROKAGE



E-COMMERCE



SEO

DIRECT MAIL



SALES CONSULTING



DESIGN



SOCIAL MEDIA





# DIRECT MAIL

Direct Mail is unsolicited advertising sent to prospective customers through the mail. A lot of people think Direct mail is dead but that is hardly the case, here are some stats for you to consider:



18- TO 34-YEAR-OLDS PREFER DIRECT MAIL

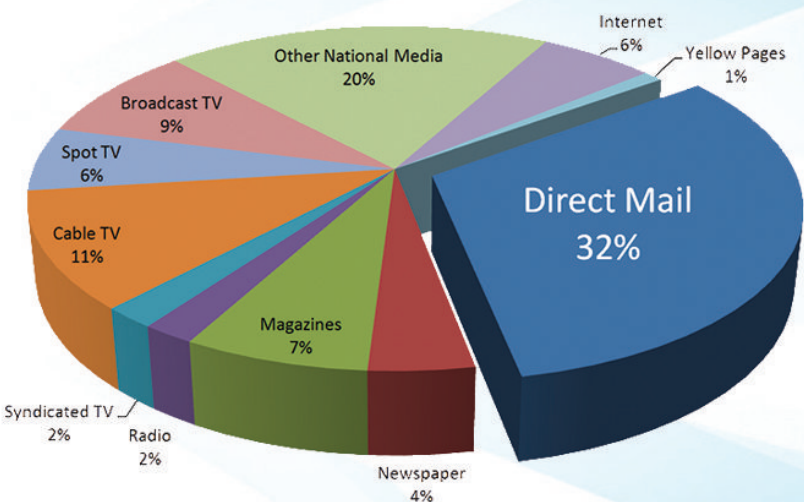
MOST MARKETERS DON'T KNOW HOW TO ENGAGE IN DIRECT MAIL CAMPAIGN

ROI IS HIGHEST FOR DIRECT MAIL CAMPAIGNS

RESPONSE RATES CAN REACH AS HIGH AS 6.5%

DIRECT MAIL COMPOSES 52.7 PERCENT OF THE NATIONAL MARKETING BUDGET

**WebIntermix** has years of experience with Direct Mail and can accommodate your needs. We offer several different products like postcards, classic packages, newsletters, magnets, flyers, self-mailers, and catalogs. Additionally, we can identify the appropriate potential customers for your product and demographic you're targeting and send them your offering.





# DATA

With the market becoming more complex and customers demanding a personalized experience, data-driven marketing is the only way forward. As we head into 2021, marketers are more focused than ever on using data-driven insights to better understand their customers and boost their overall competitive advantage.

Data-driven marketing is the future. Data enables companies to more effectively target, engage and connect with consumers, which is what consumers now expect. 88% of companies use data to enhance their understanding of each consumer. With easy and often free tools like Facebook and Google Analytics, we have a better understanding of each visitor, customer, and prospect. The majority are using data to better focus their messaging and content, making sure what they say resonates with their target.

The results, aside from better engagement (75%) is that those companies who adopt **data-driven marketing** are more likely to have an advantage over the competition and increase profitability. In fact, they are six times more likely to be profitable year-over-year. That's quite an endorsement. And yet, there is still opportunity in this emerging marketing strategy. 87% say *data is the most underused asset in their marketing departments*. Based on early results, it may be time to increase your data in 2021.





# LIST BROKERAGE

The process of selecting and procuring mailing lists and other sources of names (for use in sending bulk emails) for customer acquisition.

*Here are some eye-opening email marketing stats that prove email marketing is a valuable tool for any business:*

## **1. EMAIL IS USED WORLDWIDE:**

Email will be used by 3 billion people by 2021. That's almost half of the world's population. If you're doing business in the developed world, your customers are actively using email. Make sure you are as well.

## **2. BILLIONS OF EMAILS ARE SENT EVERY DAY:**

205 billion to be exact. And this number is expected to reach 246 billion by the end of 2021.

## **3. EMAIL'S RETURN ON INVESTMENT IS MASSIVE:**

Email makes money. For every \$1 you spend on email marketing, you can expect an average return of \$38.

## **4. EMAIL GROWS YOUR BUSINESS:**

The verdict is in. According to 80% of professionals, email marketing drives customer acquisition and retention.

## **5. BUSINESS COMMUNICATION RUNS ON EMAIL**

Email makes money. For every \$1 you spend on email marketing, you can expect an average return of \$38. Additionally, email runs on mobile devices so you'll be reaching a mobile audience as well.

## **6. CONSUMERS WANT TO HEAR FROM YOU:**

61% of consumers enjoy receiving promotional emails weekly. 38 percent would like emails to come even more frequently. Keep this in mind the next time you're fretting that customers will get turned off by sending emails too often.



# E-COMMERCE

## INCREASING STORE REVENUE REQUIRES A PROVEN FORMULA...

BUT, most owners and teams are wearing so many different hats that they don't have the time nor expertise to know what to change or how to change their site to convert more customers.

At WebIntermix, we help E-commerce brands leverage their stores to achieve the highest level of performance and profit by optimizing messaging, design layout, and automated systems that turn browsers into buyers.

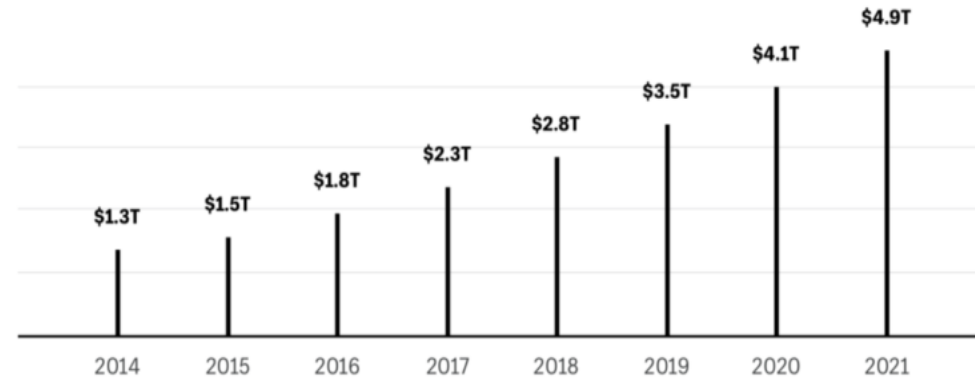
We can help your company grow, scale efficiently, increase revenue, and avoid issues.

## WebIntermix can help you in the following ways

- increase Conversions
- Increase Average Order Value
- Increase Repeat Purchases
- Build Automation Systems to Nurture Visitors into Buyers
- Design and Build a Beautiful E-Commerce store
- Loss mitigation due to upset customers

## Retail ecommerce sales worldwide

2014 to 2021 by trillions of USD



Data via eMarketer (Statista)



# SEO

Search engine optimization (SEO) is the process of affecting the online visibility of a website or a web page in a web search engine's unpaid results— often referred to as "natural", "organic", or "earned" results.

*Here are some little known facts that everyone who uses digital marketing should know:*

**160+ BILLION MONTHLY GOOGLE SEARCHES**

**51% OF SEARCHES ARE LONGER THAN 4 WORDS**

**66-70% OF SEARCHES ARE GOOGLE SEARCHES**

**1,200 WORDS COUNT AVERAGE FOR TOP CONTENT**

**90% OF ONLINE USERS TRUST REVIEWS**

**75% OF MARKETERS SAY SEO IS CONTENT CREATION**

**95.3% OF CLICKS GO TO THE TOP 4 RESULTS**

**40% OF STORE PURCHASES START ONLINE**



# WEB DEVELOPMENT

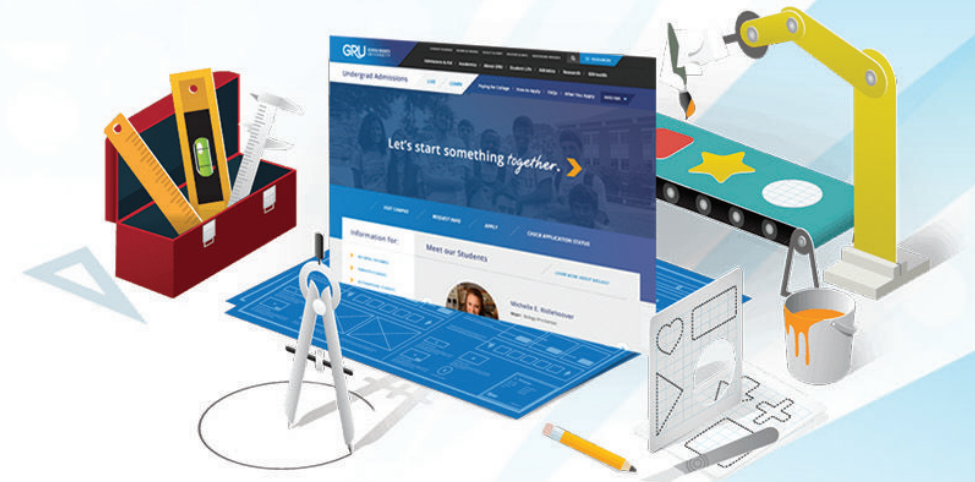
Web Development is a broad term for the work involved in developing a web site for the Internet (World Wide Web) or an intranet (a private network).

## **ALL WEB BROWSERS RENDER WEBSITES DIFFERENTLY**

A website may look different in Chrome than it does looking at it in Safari.

## **A TWO-YEAR-OLD WEBSITE MAY BE TOO OLD**

To remain current and relevant, digital professionals must stay on top of the latest coding standards, browser compatibility updates, and search engine algorithms.



## **DESIGN DICTATES WHERE USERS WILL FOCUS ON YOUR WEBSITE**

If a visitor can't skim through your website and identify key information quickly, they are likely to leave and visit another website instead.

## **TEMPLATES WILL RESTRICT WHAT YOU CAN DO WITH YOUR WEBSITE**

Companies can lose credibility by relying too heavily on templates, which typically include bloated code and unnecessary design elements.

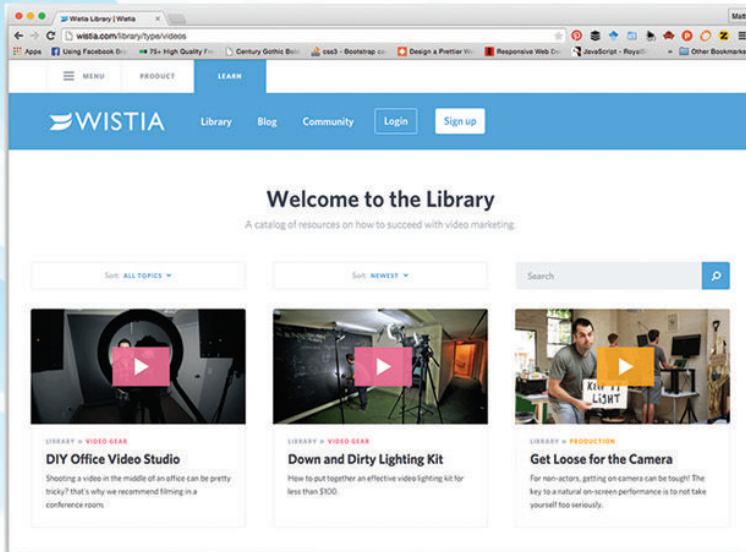




# WEB DEVELOPMENT

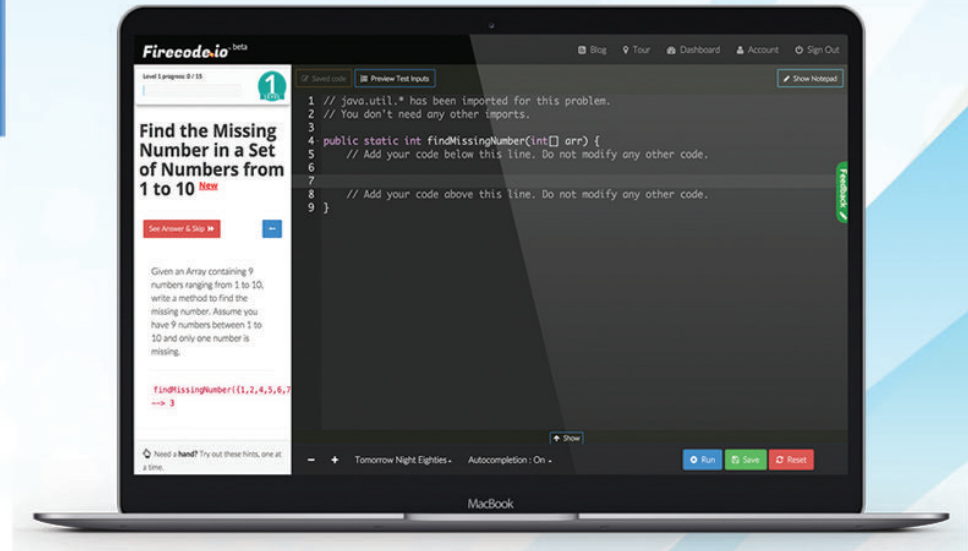
## ***YOUR WEBSITE'S CODE HELPS IT TO APPEAL TO SEARCH ENGINES***

Web professionals make sure that the way your site is coded will help an audience to find your website when they type certain keywords into Google or another search engine.



## ***THERE'S A BIG DIFFERENCE BETWEEN RESPONSIVE AND MOBILE WEB DESIGN***

Responsive design is extremely flexible, allowing websites to resize and reflow their layout based on the visitor's screen size. Mobile design is restrictive. It serves up a separate, and often limited, version of your website that can be used on smartphones and tablets.



## ***IMAGES AND VIDEOS CAN HAVE A POSITIVE OR A NEGATIVE IMPACT ON YOUR WEBSITE***

Large image and video files can dramatically slow down the loading time of your website. To ensure that any multimedia content that is used on a site engages visitors rather than drives them away, web designers must use images and videos that are optimized for websites.

# SALES CONSULTING

Sales consultants are the middlemen between companies and clients, promoting products and services and building long-term commercial relationships

## WHY HIRE A SALES CONSULTING FIRM?

Sales consulting firms can offer a fresh perspective: Many times a neutral third party view of a situation can reveal challenges or opportunities that are not obvious to those within your organization. The diagnostic approach that a good sales consulting firm can offer identifies gaps and accelerates the improvement of results.

*YOU HAVE A DAY JOB*

*YOUR COMPANY IS UNIQUE*

*SALES CONSULTING FIRMS CAN COMBINE INTERNAL AND EXTERNAL BEST PRACTICES*

*SALES ORGANIZATIONS ARE COMPLEX*





# SOCIAL MEDIA

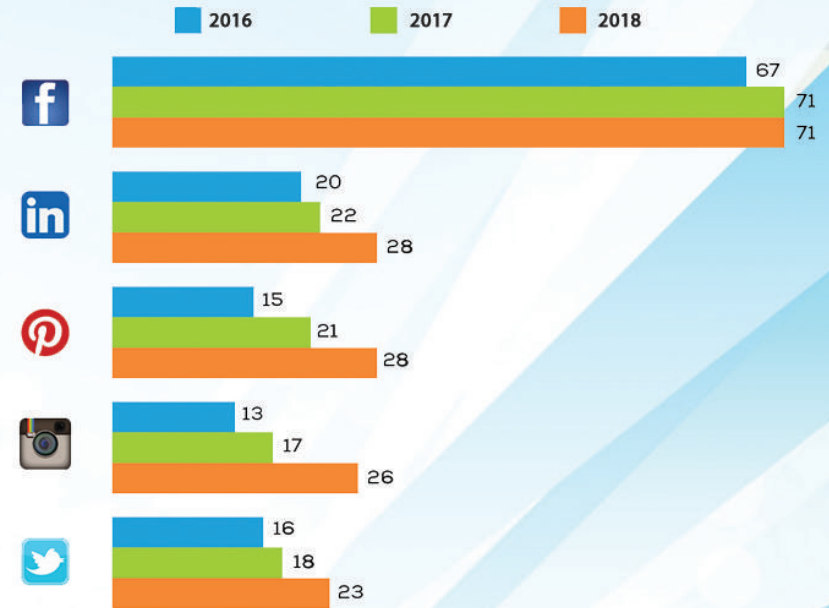
Websites and applications that enable users to create and share content or to participate in social networking.

- Online adults aged 18-34 are most likely follow a brand via social networking
- 71% of consumers who have had a good social media service experience with a brand are likely to recommend it to others

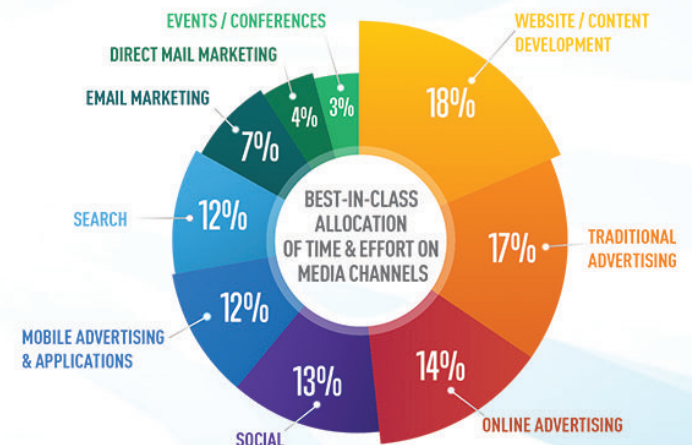


- Companies need to go beyond their own channels and monitor those unbranded conversations to gain valuable insights and manage brand health.
- Visual content is more than 40 times more likely to get shared on social media than other types of content

## SOCIAL MEDIA USAGE BY ONLINE ADULT POPULATION



- 2.56 billion global mobile social media users, equaling 34% penetration; globally with 1 million new active mobile social users are added every day
- 96% of the people that discuss brands online do not follow those brands' owned profiles





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