

# THE LEADERS GLOBE

An Aspiring Beam of Light

www.theleadersglobe.com  
March 2019

## Techage

Virtual Reality-  
Reshaping Digital  
Marketing

## Leaders's perspective

2019: A year of big  
impact on Digital &  
Commerce Marketing

-Siddharth Dabhade

criteoL.

## Opinion

7 Best Digital  
Marketing Must-have  
Tools in 2019



## The 10 Most Successful Digital Marketing Companies in 2019

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## The 10 Most Successful Digital Marketing companies in 2019

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# Digital Marketing

## an Era of Innovative Marketing Strategies

Innovating marketing strategy is witnessing a dramatic shift in Digital Marketing. Rapid engagement of digital marketing are evolving in the recent high-tech, web-based world and the use of them to succeed in their efforts as the emergence of the latest marketing trends make the media agencies more competitive.

In today's Omni channel marketing world, a big pool of marketing agencies are claiming to be mastery in the digital land. They are striving to be in the top list and the trend will continue to rise in the upcoming years. The Leaders Globe Media has listed out 'The 10 Most Successful Digital Marketing Companies in 2019' to help you determine where the trajectory is heading over in 2019, we've listed out 10 successful digital marketing companies that you can take advantage of to improve your marketing strategy and meet the desired outcome.

Marketers are eager on taking more intellectual decisions based on earlier knowledge in order to deliver more personalized campaigns to their target audience. This can be possible with the help of AI and big data which are two of the most emphasized trends in 2019.

Artificial intelligence also gives information and tips to users by getting into conversations. According to Gartner, by 2022, content creators will produce more than 30% of their digital content with the aid of AI content-generation techniques, increasing productivity and advertising effectiveness but also disrupting the creative process. By 2022, profitability will replace customer experience as the CMO's No. 1 strategic priority, reducing investment in marketing-funded CX programs by at least 25%. By 2023, consumers will watch 20% fewer minutes of video advertising per day than they do today. Brands will adapt by embracing short-form video ads. By 2023, autonomous marketing systems will issue 55% of multichannel marketing messages based on marketer criteria and real-time consumer behavior, resulting in a 25% increase in response rates.

2019 assures to be just as volatile, but for marketers open to new ideas and committed to delivering better customer experience. A blend of personalization and innovative offerings will make the marketers stand out from their competitors in the coming year.



*Rajesh K*

**Rajesh K**

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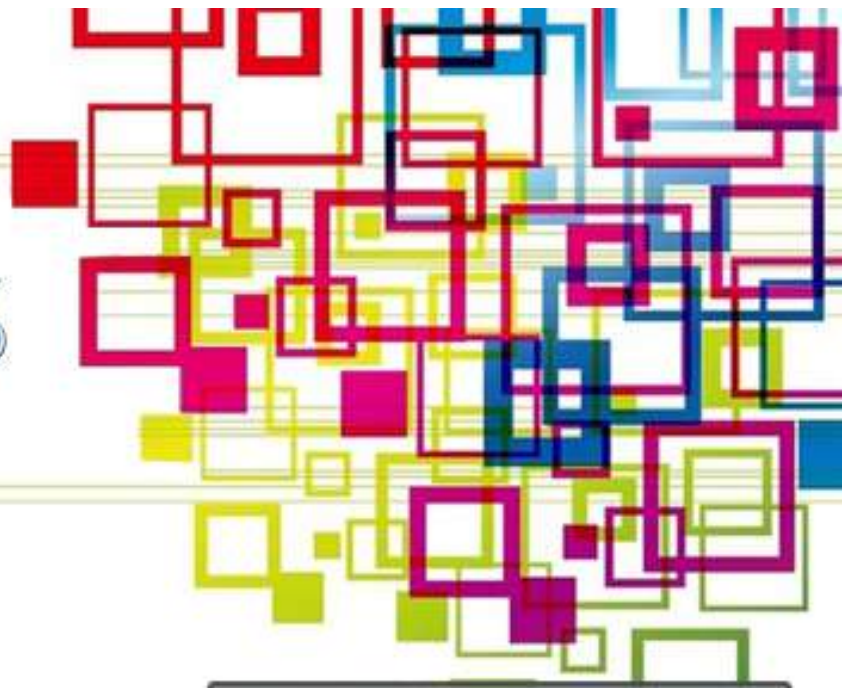


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**WiFi Rental**

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**Company Name**

**Management**

**Brief**

**AdEngage**  
adengage.in

**Namrata Banerji**  
Director of Operations

AdEngage is one of the most awarded and accomplished Digital Marketing company with an razor sharp focus on utilizing creativity for performance marketing. Their services include: Conversion Rate Optimization, Branding & Design Solution, E-Commerce Development, Off-beat and integrated online-offline marketing campaigns and Social Media Marketing.

**Adxotic**  
adxotic.net

**Chris Spenner**  
Founder/ Digital Strategy Expert

Adxotic is a Website Marketing Company Provides SEO Services & Website Design

**Apex Digital Media**  
apexdigitalmedia.com

**Dustin Peterson**  
Founder & CEO

Apex Digital Media is a digital agency / audience development firm.

**Boostability**  
boostability.com

**Gavan Thorpe**  
CEO

Established in 2009, Boostability began with an idea that SEO services should be affordable to everyone in the small business marketplace.

**Concrete Blonde Consulting**  
concreteblondeconsulting.com

**Lindsey Myers**  
Founder

Concrete Blonde Consulting is a full-service consulting and marketing firm in NYC specializing providing custom profit and growth solutions.

**Cyber Infrastructure**  
cisin.com

**Abhishek Pareek**  
Founder & CEO

CIS's is a leading One-Stop Information Technology Company for Business IT Solutions & Services.

**Colorado Digital Experts**  
coloradodigitalexperts.com

**Demetrios Tzortzis**  
Founder

Colorado Digital Experts is one of the best Leading Digital Agency,who specialize in getting targeted people toyour website

**INVVIO LLC**  
innvio.com

**Breyann Hammons**  
Founder & CEO

Innvio is a Growth Marketing Agency that specializes in increasing revenue through optimization, automation, and digital strategies.

**No to the Quo**  
notothequo.com

**Kyle Willis**  
Chief Strategist

No to the Quo is a full spectrum marketing agency in Seattle helping mid-sized businesses continually know where their next client is coming from by leveraging digital marketing systems to streamline lead gen and brand awareness.

**Roundpeg, Inc.**  
roundpeg.biz

**Lorraine Ball**  
Marketing Strategist

Roundpeg is an Indianapolis digital marketing strategy agency. They provide marketing strategy, web design, graphic design, inbound marketing, content development, email marketing and social media.



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# AdEngage

## Your Creative Catalyst

In today's rapidly evolving consumer behavior, being a creative catalyst for growth isn't easy. However, AdEngage is one such company with a razor sharp focus on measurable growth from Digital Media giving Indian Brands; the competitive edge through Performance, Analytics and ROI.

AdEngage is a bunch of young, dynamic, data-driven and subject matter connoisseurs strenuously in love with making success stories! Based in Mumbai, they work meticulously with the brands, to build exclusive digital experiences. The Leaders Globe Media Team was excited to learn how this creative agency is leading Digital Marketing for its plethora of clients from across India.



**Namrata Banerji**  
Director of Operations

“I believe Digital Marketing is going through a tech-revolution where we're inclining towards marketing automation, artificial intelligence and use of data science. Looking at the growing content consumption in India and the rise of vernacular audience, we're very positive in our approach to make AdEngage a leading

content creator, distributor and a platform for brands where they can easily create and implement integrated offline-online marketing campaigns using our services”, says **Namrata Banerji, Director of Operations**

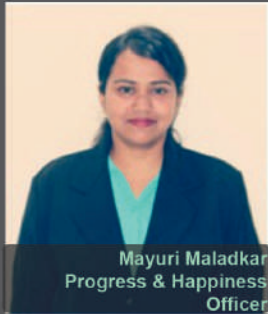
While asking for the strategies the company emphasized on interactive engagement on the Digital Platform.



**Jobin V Chacko**  
Senior Content Writer

### A Need of Concise and Creative Content

“With more than million pieces of content shared online on day to day basis, stand out copy-writing is the way forward to level up the social media game. We believe that the social media generation finds concise & creative content more interesting. And this is what we do at AdEngage. We follow “make every word count” mantra to engage with the audience. It surely takes a lot of research first, then right lingo & usage of words which can easily resonate with the users. Another effective way is to be always in the know with the current trends & smartly create quirky content. This is impactful & really boosts engagement,” says **Jobin V Chacko, Senior Content Writer**



Mayuri Maladkar  
Progress & Happiness  
Officer



Pritam Salvi  
Senior Graphic  
Artist



Pankaj Shivaji Shingte  
Senior SocialMedia  
Marketer



James Singh  
Senior Social Media  
Marketer

### Create and implement a clear growth strategy while hiring Millennial

“Most important aspect is to recruit the right people and deploy them effectively, utilizing their strength, efficiency and liking. Most often companies compromise with mediocrity due to non-availability of right people & hurriedly look to fill the required positions. A single bad hire could possibly ruin the whole team's motivation. This will negatively affect productivity, and the bottom line. This need not be so. Moreover, we at AdEngage believe that the appreciation and recognition of the duties & creative ideas must be encouraged in open. A growth strategy for every employee has been built in our system which further amplifies growth. After all, happy people create happy clients, says **Mayuri Maladkar, Progress and Happiness Officer.**

### Their Graphic experts believe Video is the king of all content

“GIFs are just easy to consume. These are the most effective, convenient and appealing way as it enhances a brand's message and engagement with visual content. Moreover, the impulse of sharing a GIF is instant, which is precious at a time where attention is harder than ever. I believe it is an apt way of informing the audience about any product and provoke curiosity in just a few seconds. On the other hand, video grabs the attention & engage like nothing else with movement and sound. Note that absolutely no other medium has the ability to convey an efficient message as videos. This makes video the king of all content at AdEngage. Being both versatile and profitable, videos are perfect to boost conversions for clients, says **Pritam Salvi, Senior Graphic Artist**

### REAL TIME marketing, a game changer

REAL TIME marketing is a game changer. Our tech enabled marketing operations allow us to analyze what people are talking about. Based on this, relatable content is created and this increases interaction with the brand. In 2018, we received more than 1,00,000 organic interactions and in 2019, we effectively used TINDER for organic ad placement and interactive engagement which got us hundreds of real time conversations eventually leading to sales for our client. We at AdEngage have always believed in creating a new trend which could bring both attention of the targeted audience and Return on Investment for our esteemed clients. This balanced approach between creative solution and ROI is the difference maker between AdEngage and rest of the agencies we know, says **Pankaj Shivaji Shingte; Senior Social Media Marketer**

### From a Digital Organization to a 360 Creative Solution Provider

Digital is evolving in India and so is our company - AdEngage. We are a dynamic new-age digital marketing agency leading in this field and a Think Tank from the very core. Progressing ahead, we are on the verge of transformation from a digital organization to a 360 creative solution provider. What excites about the future at AdEngage is the brain behind it which is backed by the passion for excellence and change. Our robust team has executed unconventional ideas in the past and we aim to continue the same passion. Along with the usage of latest technology at AdEngage; we are excited to offer our clients profound success in the future, says **James Singh; Senior Social Media Marketer**



# Techage

## Virtual Reality- Reshaping Digital Marketing

The VR market is ready to touch more than \$190bn by 2022, and this gifts an excellent opportunity for marketers to attract their consumer base again.

In advertising, there are comparatively few real innovations, and even though experts continuously struggle to innovate something fresh to engage their audience, it seems that the next big step has delivered itself from the outer marketing world.

Over the past few years, Virtual reality (VR) technology has been gradually growing to roll the tech community and is expected to touch a market value of \$192.7bn in 2022, according to Statista.

### Virtual Reality abilities

As this could be new to businesses to understand, the concept of VR is a bit fluid that many would initially assume. Virtual versatility is a very valuable piece of knowledge for those hoping to open its marketing potential. Brands like Lacoste, a French sportswear company successfully linking 3D product scanning with its AR app. When shoppers place their foot on a designated AR graphic area inside a Lacoste retail location and view it through their smartphone. The app will customize the size of the shoe to show how it might look on the buyer along with the display of product details. Lacoste's AR app has not only enriched the retail experience but also diminished the load on retail staff inside the store. This gained interest in their brand improves the engagement of the customers.

### A new frontier

While talking about marketing in the digital age, innovation is the most demanding concern than ever before. As the revenue of user interest in promotion increases speedily, brands are feeling the pressure for innovative solutions to this growing concern. At the same time, advertising professionals have always had to find ways around the hindrance of customer engagement, the rise of the internet in everyday's life has given us new ways for sales tactics.

### VR, Rare in Online Marketing

Consumers are excited about this new technology which opens up the global opportunities to those who wish to dive into this field. Keeping in mind the added benefit of prodigious media exposure, consumers are eager to experience VR in all of its models.

### Ingeniously Appealing Way

The most valuable asset of your product and services are your audience. VR has ability to fully immerse into your offerings. VR impacting the other marketing media and letting you that you are at the forefront of the respective field.

Recently Inflight VR has declared that SunExpress has become its latest airline customer. Inflight VR's entertainment content will be available on SunExpress' flights departing from Antalya from the end of May.



Passengers will be able to enjoy a 360-degree private entertainment experience on board with content varying from blockbusters to destination clips and meditative relaxation videos.

Whereas Nintendo is becoming the latest player in virtual reality. Last month, the company declared its new Labo: VR Kit, cardboard that video game players can mold into game accessories, like a bird and camera among others, and then use them with Nintendo's flagship Switch console. Those accessories include a blaster that shoots lasers and fruit, a bird that players can fly around within games, and a "wind pedal" that produces a draft as players jump in games to make the experience seem more realistic.

There is much more to expect in the upcoming years, and as virtual technologies continue to grow and change, we will definitely see some extraordinary innovations. Only time will let us how the world of digital marketing will develop with this software.

# Adxotic

## *A Full service SEO Agency*

**Y**our website is key to your businesses digital strategy and many businesses failing with their marketing due to a website that is outdated, hard to navigate and does not generate new business effectively.

That's where Adxotic's strength lives - on creating websites that are easy to use, gorgeously designed and work hard to generate leads and sales for your business 24/7.

Adxotic is an incredibly skilled group of designers, developers, branding, and marketing experts with large experience in different stages of digital media.

Adxotic is an incredibly skilled group of designers, developers, branding, and marketing experts with large experience in different stages of digital media.

The company take extreme pride in creating the most captivating yet practical website on the internet at extremely budget-friendly costs. They make every effort to achieve the outcomes you have to strengthen your online existence and grow your service.

The company credited a significant element of their continued success to their individual, individually service that assists them to specify your objectives and efforts to satisfy and surpass your expectations.

Their experienced group of specialists boasts years of combined understanding and experience, which in turn makes the whole procedure a breeze. The company says their supreme, complete satisfaction is your success.

### **Adxotic's capabilities**

#### **Business Consulting**

They advise to grow your team and build your processes to save you time and get more done.

#### **Marketing Strategy**

They Advise and planning for reaching new customers and achieving measurable growth.

#### **WordPress Websites**

Customized, mobile-friendly websites using the same website software used by New York Times, CNN and Time Magazine.

#### **Graphic Design**

Crafting complimentary marketing material such as flyers, banners, signage, and posters.

#### **Inbound Marketing & SEO**

Finding your target customers and funneling them to your website.

#### **Landing Page Design**

Creating lead generating machines.

#### **SEO Services & Website Design**

SEO Services & Website Design are imperative for any business.

Adxotic Internet Marketing Company gives your business an opportunity to compete in the most competitive online markets.

They help you achieve your goals by getting top placement and achieving your lead generation targets with an awesome customized website.



## Website Consulting Services

### WordPress Web Design

The functionality of your website is going to either intrigue your potential client or deter them from contacting you. It is important to develop content that you can update and the user needs to feel comfortable interacting with your website. Adxotic's customized WordPress websites provide content management systems which give the end user the confidence in contacting you or your business.

With Adxotic's web designing you will get benefit of: Strategic Designs That Include Mock-Ups, Mobile Friendly Websites, Increase Website Speed, On Page Optimization, and User-Friendly Designs.

### E-Commerce

Online shopping is a great industry to enter however if you do not have a shop that is easy to use with an online marketing strategy, you are destined to fail. Making an e-commerce site is very time consuming but can take your business to the next level. Adxotic's developers will integrate your payment processing, receive payments, and track your inventory with your website.

### Digital Strategy

Adxotic design a digital strategy for you that will continue to give you the support to stay ahead of your competitors.

The evolution of online marketing has changed over the past decade. The company set a goal to position your business to earn the trust of your customer by adding value and figuring out the customers' intent. Their strategy of inbound marketing, optimized design, and development services is the answer to getting the results you are looking to achieve.

With their digital strategy the company benefits you with Research on industry and competitive analysis, SEO, Content Brainstorming and Planning, Print Solutions, Email Marketing, Analytical Reporting, and Conversion PPC or Paid Search Optimization

In the initial meeting of the company, they ask a lot of questions to understand why you need a new website and what you are trying to achieve.

Next step, they get immersed in the analysis phase of the plan. The deliverable at this point is a project plan that sketches the strategic roadmap and web design production plan to accomplish your goals.

Then, they get into the weeds of the project here with design and web development. They build the strategic plan into a design and present to you the draft of your website, followed by the addition of these designs into an entirely functional and responsive WordPress website. They will continuously strive to launch your result driven website.

After they launched your new website, they implement their next phase of the plan which is inbound marketing. This type of marketing is going to help you capture leads. While they continue to optimize your site, they will be monitoring the campaign to increase in your leads, traffic, and sales.



**Chris Spenner**  
Founder/ Digital Strategy Expert

### Chris Spenner, Founder/ Digital Strategy Expert

Chris had BBA from University of Tulsa, and MBA from Maryville University of Saint Louis in the Field Of Study Marketing. He's been working in SEO and Marketing field for several years. He is passionate about his work and shown proven track record.

**“** Our Website marketing company takes pride in our unique custom web design, combined with search engine optimization and marketing instruments that get you the results. **”**

# Apex Digital Media

## *Developing Real Audiences*

**A**pex Digital Media is a digital agency / audience development firm. They work with clients to create a professional digital presence and get the right audience to it. This can include the use of multiple disciplines from search engine optimization (SEO) to social media advertising, pay-per-click, etc. They are experts at helping their clients find what works and then amplifying it for them.

Apex Digital Media at its core is an audience development firm. Anyone can build a website these days – there are all kinds of software that will allow you to drag and drop one together, but getting a large volume of people to visit it is an entirely different challenge. They do web design with even advertising.

### **Services Offered:** **Social Media Management**

Social Media Management has become a necessity for any modern business.

A big part of maintaining a successful brand today is *social proof*. You need to show people that there is interest in what you do. You can build this social proof by effectively cultivating an audience in social channels.

You also need to have a presence and engage with present and future customers. Whether it's positive or negative feedback, having a visible and authentic presence is a huge asset in today's world.

### **Online Video Content**

Online video content has quickly become your most important marketing asset.

You need to put out content to stay visible – just to keep up with everyone else really.

Don't despair though, it's quite easy.

Internet marketing is constantly changing but video content will always be valuable. Search engine optimization (SEO) is complex and algorithms are always changing. One thing is always true though: Video content is and will continue to be a big driver of traffic.

### **Video Content Helps SEO When Embedded in Pages**

Video Content not only does this help the user experience giving people in a hurry a way to quickly consume the content – it also helped greatly with the overall organic ranking of the page. Google tends to elevate content that is helpful to users and video is definitely helpful.

### **Strong Video Presence**

Creating strong video content not only makes for a better user experience, it also makes you visible in the world's 2nd largest search engine. As you can see, digital video content is the most important asset you have at your disposal right now.

### **Search Engine Optimization**

SEO is a marketing practice designed to make your site more visible in search engines. Accomplishing great SEO today is more a matter of being aligned with best practices and keyword optimizing your pages to the best possible queries. So getting into line with basic standards and best practices is a huge first step in the process.

### **Think About Your End Users First**

Good SEO is making your site friendly to users and actually providing something of value. Having content with real value is something that is more important than ever for organic search ranking.

### Online Audience Is Concentrated

Most of the traffic on the internet comes from a 2 different places social media platforms and search engines, i.e. Facebook & Google. Most part online traffic today lives on Facebook Google Instagram, Snapchat, etc. So if you're website owner and you want to get people to your pages to view ads or buy something you're going to need to be visible in these venues.

### Organic Search Is the Best Converting Source of Traffic

SEO it's a more of a long-term strategy, it's going to take 3 to 6 months sometimes for you to start seeing results. This is largely due to the amount of time it takes Google to index everything and update it's listings. Since organic search is the most trusted form of advertising it's also going to be the best return on investment for you.

### Self-Help SEO

The value we provide is their deep expertise and ability to move quickly. The average business owner doesn't really want to spend the amount of time it would take them to be as good as they are at Google AdWords.



### Dustin Peterson, Founder & CEO

Dustin's long and storied career in digital marketing started in 2000 when he joined a small digital firm in the San Fernando Valley. By 2005 He was working at ValueClick for their PriceRunner shopping website. Dustin moved within ValueClick (Now Conversant Media) to their digital advertising division where he helped publishers like Real Clear Politics and Forbes monetize their websites. He later went on to work with DM2 to create "WIN" The Women's Influencer network. Eventually founding Apex Digital Media with the focus of audience development in Aug. of 2014. After taking on several clients Apex quickly evolved into a full service digital agency.



Dustin Peterson  
Founder & CEO

“our mission is to provide real and measurable value for our clients in everything we do”

# Boostability

*A Global Leader in Online Marketing for  
All Shapes and Sizes*

**R**unning a business today becomes increasingly competitive as more and more businesses work to provide information and support to their customers across the Internet. Specializing in creating new and improved avenues for small businesses to succeed, Boostability providing marketing solutions for all shapes and sizes.

Established in 2009, Boostability began with an idea that SEO services should be affordable to everyone in the small business marketplace. Today, Boostability becomes a global leader in online marketing for small businesses and partners in value, affordability, service and scale by having more satisfied customers in more countries than any other provider. The company has over 400 employees based in three offices across the Silicon Slopes of Utah and satellite locations in Amsterdam and Berlin. They also have a physical presence in Montreal, Melbourne, and Sydney. With over 26,000 active clients throughout the United States, Canada, United Kingdom, Germany, Netherlands, Australia, and New Zealand, Boostability was recognized as one of Inc. Magazine's Fastest Growing Companies four years in a row.

## **Boostability Products**

At Boostability, they offer a variety of products to help push your online marketing efforts into overdrive, including search engine optimization, social media outreach and interaction, statistics and metrics analysis, or mobile-optimized website marketing.

## **BOOSTSEO**

With BoostSEO, they take your SEO strategy to the next level. They offer a comprehensive local search engine optimization (SEO) service through which they work with you to get your website listed on search engines and local search directories.

They make sure your site rises to the top of local search engine results, and they get your business listed with local review websites such as Yelp, Google+, and Foursquare, where applicable.

## **LAUNCHPAD**

Boostability's LaunchPad, a powerful software tool that lets you check in at any time and view important statistics on your SEO, social media, and web-related fulfillment. With this you will get a real-time view on the number of tasks remaining and completed for your online marketing strategy, and receive the latest breakdown of every hour spent on the success of your account.

## **BOOSTSITES**

With BoostSites, they make it easy for small business owners to choose a mobile-friendly design that is consistent with the brand. Their solutions are designed to meet your needs and help you promote your products or services online. BoostSites are extremely nimble, flexible and user friendly; they make changing photos and adding new content a breeze; Services online. Also easy to Change photos and fill in new content.

## **BOOSTPRESENCE**

BoostPresence gives you the complete package: a website that's a thing of beauty, that gets found online, and that gets you more customers.

## **BOOSTLITE**

BoostLite is a starter affordable SEO service that helps small businesses lay a strong online foundation, become visible on Google, and begin rising in rankings. It is an entry-level, affordable SEO service that is personalized to your business and goals.

There isn't a more affordable and effective way to get started with SEO in the marketplace. You get SEO results without breaking the bank.

As part of their award-winning growth, Boostability has expanded its suite of online products to include search engine marketing, social media marketing, and mobile web design, servicing a variety of small businesses worldwide. To be ahead of the game Boostability follows the core values including, Be Customer Fanatics -The customer comes first and they mean it. They strive to deliver an exceptional customer experience and excellent results every time; Honestly- They are honest with themselves, their clients, their partners, and their coworkers in everything they do; Be Excellent to Everyone- Relationships are at the heart of all they do. They strive to achieve and maintain excellent relationships through trust, mutual respect, genuine concern, encouragement, and open communication; Get Next Action- They demonstrate a strong work ethic with a results-oriented bias toward action; Collaborate, then Commit, then Execute- They respect diversity and different perspectives. Therefore, they collaborate across teams to develop ideas, solve problems, and innovate. They seek to include the perspective and voice of all those whom the decision affects.

### Gavan Thorpe, CEO

Gavan Thorpe has over 15 years of experience in developing, deploying, and managing corporate technologies. Prior to working at Boostability, Gavan served as the VP of Technology at OrangeSoda (acquired by Deluxe Corp), where he handled defining and executing on corporate directives. Gavan also served as the Director of Operations at Ah-ha.com prior to its acquisition by Ancestry.com. While at Ancestry.com, Gavan built out a production network that grew by over 400%. His proven track record of leadership and vision has led to remarkable growth and improved functionality in each company he has been a part of.



*"At Boostability, our mission is to build the online presence of small businesses throughout the world by providing effective, affordable online marketing solutions."*



# Concrete Blonde Consulting

## *Profit and Growth Solution*

**E**xpanding a business is not as easy. From a viable idea, you need to find out a profitable niche, define a target demographic and have something of value to sell them. Whether you're marketing products, services or information. Without the right marketing strategies, you can't grow the business.

Concrete Blonde Consulting is a full-service consulting and marketing firm in NYC. They specialize in providing custom marketing solutions for profit and growth. By examining your business development pipeline, they are able to identify new areas for growth, while also creating strategies to amplify current opportunities. In addition, they analyze corporate structure and internal communications, streamline operations and build additional sources of revenue.

Communications is a rapidly changing field and their firm is continually transforming to harnesses the powers of both influence and interaction. They offer clients a variety of tools from branding and third-party PR endorsements to social influencer campaigns and event planning to reach consumers and drive business.

### **'Every Client is Unique'**

The company believes every client is unique. They partner with them to unearth their core business goals. Then they create bespoke strategic marketing plans with benchmarks to chart their progress and target their methods. They feel a sense of responsibility to our clients and we are responsive not only to their needs, but also to the ever-changing world in which they operate.

As an entrepreneur, Lindsey believes in consistent efforts without expecting the results. She feels it is easy to quit the business but fighting for the superiority with the competitors sets us apart from them.

The company believes Persistence is the key to success.

"Sometimes just not giving up is enough," Lindsey added.

### **Flourishing Future**

While asking about the future plans Lindsey says, "We are experiencing a growth spurt right now and that's always exciting for me as a founder because it brings new challenges and new skill sets for me to learn. Right now, we're working on launching Filigree, a symposium-style dinner club that will allow us a different venue to bring together clients, media and influencers."

### **Lindsey Myers, Founder of Concrete Blonde Consulting**

Lindsey Myers founded Concrete Blonde Consulting in November 2016 to pursue her passion for building reputations and revenues through business development marketing strategies. The company has since been named one of the "Top 15 PR Agencies in New York" by The Manifest and one of the "Top 10 Best PR Agencies" by Web Surf Media.

Myers provides profit and growth solutions and thrives as a consultant. A communications expert and entrepreneur, she has over twelve-years of experience serving various industries including consumer products and services, tech, lifestyle, hospitality and nonprofit companies in NYC and the Hamptons luxury market. And in 2018, Insights Success magazine named her one of the "30 Most Innovative CEOs" of the year.

She graduated from Boston University with a BS in Communications and concentration in PR. She began her career at WordHampton Public Relations, a firm headquartered in East Hampton, NY and ranked by Jack O'Dwyer's as one of the country's "Top 100 Independent PR firms". In 2013, she made partner and was chosen to launch the company's NYC division.



**Lindsey Myers,**  
Founder  
Concrete Blonde Consulting

Recognized as a strategic leader, she has earned a track record for counseling clients, including Fortune 500 companies such as NAPCO Security, Inc., to increase profits, manage brand reputations and gain market share. She's continually driven by her enterprising spirit and innate understanding of consumer influence. She takes ownership of the business she supports and partners with clients.

Professional, confident and well-respected by her peers, she has also been a guest lecturer at several universities including Hofstra University and Saint Joseph's University, possessing a presence people often find unforgettable.

Her leadership and expertise have earned her numerous accolades throughout her career including; PRSA Big Apple award, PRSA Bronze Anvil award, eight MarCom awards, nine Fair Media Council Folio awards, Communicator award, SABRE award and an Excellence in Communications award.



# Cyber Infrastructure

## *Reinventing Brands through Superior Digital Experience*

**E**mpowered by 14+ years of experience in the field of IT, CIS has the right expertise to help with all the technology needs.

They have consistently delivered optimal solutions for their wide-ranging global client base. Leverage their rich experience for unique IT requirements.

CIS has established itself as a leading name in providing exceptional technology solutions and services that always adhere to globally recognized standards and latest technology trends. Through their offerings, they help organizations attain their business objectives thus driving them to success.

Highly optimized solutions and services across wide range of industry domains. Some of their key services include application development, open source development, mobile application development, business intelligence and analytics, business process management, cloud infrastructure implementation, front-end design and digital marketing. Industries they impact are Travel & Hospitality, Retail & Ecommerce, Industries & Manufacturing, Automobile & Transportation, Hitech, Fintech, Gaming, Music.

Being a top-notch Custom software development company, Cyber Infrastructure services are designed to take businesses to the next level, reducing the gap between the business and the heights of success.

### **CIS for Digital Experience Solution**

With technology pervading virtually every sphere of today's world, it is no surprise that providing a rich digital experience has become integral in order to engage people. Organizations have identified the need to provide personalized digital experiences for their customers, employees and partners for productivity and efficiency. CIS offers exceptional digital experiences via wide-ranging software solutions and services that improve the overall

organizational efficiency, enhance customer engagement and provide prompt access to necessary information anytime, anywhere and using any device. Our innovative solutions not only meet the present business needs, but also anticipate and hence, efficiently respond to these changes. We have rich expertise in delivering digital experiences across various channels and devices in order to achieve the highest degree of efficiency and profitability.

### **CIS Capabilities**

Each industry and organization is unique with its own set of requirements and challenges. CIS work closely with their clients to understand their particular business needs and create solutions that specifically address these. Their digital approach consists of following features.

With CIS *Strategy Planning*, they are developing strategies that identify new opportunities and leverage insights to create most engaging digital experience for users.

With CIS' *User Experience Design*, they are designing customized digital experiences through analysis of business strategies and user behavior patterns.

Its *Industry Domain Expertise* optimizing business processes and work flows using our domain expertise that ranges across various industries.

With *Digital Technology*, they are employing innovative digital technologies for building quality products, services and experiences.



Cyber Infrastructure Pvt. Ltd. (CIS) began its journey in the year of 2003. In the years following their foundation, they have consistently managed to accomplish various excellence awards owing to their exceptional performance. They are consistently achieving new milestones since the foundation.

CIS' global delivery standards have received accolades in the form of prestigious quality certifications of CMMI Level 3 and ISO 9001:2015. With our operations spread across 7 countries around the world, they have certainly established a strong global footprint. CIS is Microsoft Gold certified partner and Magento Silver Solution partner. One of the Big IT Companies in Central India they have offices in 5 countries and Professional Team of 650+ Professionals. They serve clients in more than 100 Countries. The company is ultimately establishing its International brand identity.

### **Abhishek Pareek, Founder & Chief Executive Officer**

Mr. Abhishek Pareek spearheads Cyber Infrastructure's Corporate Development, Financial Development Initiatives and helps manage all of CIS's Quality Standards. His responsibilities encompass providing strategic direction to the company which includes corporate planning, corporate policies & finance. Over the years, his rich corporate management experience has evolved and is comprised of diverse portfolios of Marketing, Technology and International Business. His expertise and knowledge comes from experience gained by developing large distributed systems. He has efficiently Conceived, Designed and Implemented several complex Web Products including ERPs.

He comes from an extensive technology background and has gained vast experience in the field of Software Technology. Prior to founding Cyber Infrastructure he was associated with one of the Leading IT companies in India and has served various managerial capacities in the IT industry. He has been Managing and Leading International Software Projects.

Apart from this he has been active in Pre Sales/Sales & Marketing as well. He brings his rich experience to CIS with Software Development and Team Management and is a technology veteran since 2002. Mr. Pareek holds a Bachelor's Degree (BE) in Computer Science & Engineering from the University of RGPV and graduated in the year 2002. He had an inclination for technology and he followed his passion for the same.



**Abhishek Pareek**  
Founder & Chief Executive Officer  
Cyber Infrastructure Pvt. Ltd.



*We offer Rich and Customized Digital Experience for Today's Digital World*

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# A year of big impact on Digital & Commerce Marketing

Digital Marketing and Commerce in India has continued on its strong trajectory in 2018, even though there have been many dramatic changes in the data marketplace worldwide. With these changes, the environment in which marketers and brands work is also evolving. This will bring in new opportunities for digital and overall commerce marketing in 2019. Some of these opportunities have already started surfacing in the first couple of months of this year.

The industry has grown stronger because of the changes we've witnessed in the recent times, and the innovations fostered by these changes. Not only this, we now have amazing new technological opportunities available with us. Also, the digital tools for the success that we've long waited for are now here. Let's take a look at the key trends that will have a big impact on Commerce and Digital Marketing in 2019.

## Establishing Best Practice on Data Usage

GDPR has gained good global support since its introduction in Europe in May 2018. In 2019, the use of standard data management practices will re-install confidence and trust in digital marketing. This in turn will benefit businesses and that offer greater transparency and choice to consumers.

## Ad Spend on Video Content to Soar

Consumer demand for video has increased substantially. Because of this, Private Marketplaces (PMPs) will drive more ad spend through programmatic advertising channels. OTT video inventory is also seeing increasing demand, and the trend is likely to become super popular in 2019. According to the study by Assocham-PwC, India's video OTT market expected to become one of the world's top-10 markets by 2022. All these signs point to the rise in video ad spending this year.

## Brands and Retailers to Team up and Capitalize on Omnichannel Data

Brands and retailers are looking for opportunities outside of marketplaces to maintain their relationships with the consumers. For this, many will start doing so by developing their omnichannel capabilities through collaboration and data sharing. For instance, retailers sharing real time POS and inventory data with brands, and both being able to plan for promotion and operational efficiency. The result is a true win-win-win as brands, retailers and consumers get the best products in the right time and at the best prices.

## AI will Gain Wider Adoption

AI and machine learning are already giving marketers the ability to succeed. It will enable marketers to better understand their audiences and deliver highly relevant and personalized messaging directly to consumers. In 2019 we will see companies with large data sets and strong computational advertising capabilities start to take lead. So, it's time to make sure your own AI efforts are as powerful and beneficial as they can be.

## Voice and Visual Tech

There was a time when text search was considered a state of the art technology. Today, we are getting empowered with visual and voice search. Gartner highlights that those who redesign their websites to support visual and voice search and provide more interactive and engaging experiences will see up to a 30 percent increase in digital commerce revenues by 2021. The use of visual and voice in digital marketing will become more apparent in 2019.



While tech search is important when consumers are searching for products, voice search ensures that engagement becomes more meaningful for both marketers and consumers across the shopping journey. Brands and retailers that take the lead in optimizing their websites for voice and visual search will win

Digital marketing will see some important technological and operational changes in 2019, with special focus on getting the right data strategy and strengthening partnerships with customers. Marketers need to streamline user experience across devices and channels, find the right blend of data and advertising technology to make their campaigns more effective.



**Siddharth Dabhade**  
Managing Director, India, Criteo

## About Siddharth Dabhade Managing Director, India, Criteo

Siddharth Dabhade, Managing Director, India joined Criteo in May 2017, and is heading the overall country operations, business and leadership in India. He comes with an experience of over 17 years in sales and general management technology, people management, client relationships, marketing and corporate strategy experience in Digital marketing. Prior to joining Criteo, he was working with Google, as Head of Industry, where he was managing the nurture and growth of travel industry business at Google. He led industry initiatives like "Great Indian Travel Festival", hotels industry research, mobile research to shape the industry trends.

During his stint at Microsoft, Siddharth was responsible for driving revenue and customer satisfaction growth in the upper mid-market space through marketing initiatives managing the top accounts in the Karnataka region.



Siddharth started his career with IBM where he held several managerial positions and was responsible for driving Software Group business in Tamil Nadu and Kerala region.

Siddharth has won many awards in his professional career like Best 10x deal award 2014 and APAC digitization award 2013 at Google, Circle of Excellence: 2009 – 2010 most prestigious award at Microsoft and Best of IBM awards 2008. He is an avid reader especially books on business and personal development. He likes to coach MBA students for career guidance and is a frequent speaker in MBA institutes to help students get exposed to industry trends and helping them get more prepared for getting into the industry.

His "work" career started in the Print Media world, where he sold high-end Magazines Ads for Ocean Drive and Vegas Magazine. Then, he transitioned into display ads for newspapers. As a top producer and award winner in these firms, things were abundantly clear to him, the entire marketing space was shifting. So he began working for a fortune 100 company selling Google Adwords and Websites.

He began to notice how rapidly the digital marketing landscape was changing and how difficult it was for a major corporation to adjust. It was only a matter of time before he noticed how the products and promises he made to his clients weren't being fulfilled by Corporate America. When I challenge the company to fulfill or let our furious clients out of their agreements I was met with the "I don't care corporate attitude," said Breynan.

"It was the end of the line for me. Frustrated and willing to walk away from a six-figure income, I knew I had to do something to change my life, something that would allow me to control my own outcome. Something that would allow me to help others during my journey," he added. This was when he quit his job and started Innvio. For more than 10 years, together with a supporting talented team, they've grown the company to what it is now.

Innvio guide you in the right direction and help to grow your business.

They have worked and partnered with some of the brightest and most powerful minds in their market that have created 7-figure and 8-figure businesses. Over the years, they've received awards and recognition from various marketing organizations.



**Breynan Hammons**  
 Founder & CEO  
 Innvio

*"We are a group of scrappy entrepreneurs, business owners, and people in the community who are relentless to win and aren't afraid of innovation."*



# Innvio

## Way to Double Your Revenue

**D**igital technology has speedily grown in the last decade, and so too has the way people communicate. Businesses can no longer depend on traditional business models alone to build brand engagement and awareness.

Digital marketers must have a strategy to generate engaging, informative, and lively social media channels. This is not only posting content but also interacting with customers. You need to find out what they actually want. Also, to find out what they like and don't like about your products and services. There has never been an easiest way to communicate directly with customers.

Moreover, they need to be updated with the changes in social media. For instance, old age consumers now dominate Facebook. Instagram is the modern hotspot for youngsters. Twitter grazes across all demographics. This could change by next week.

In today's internet-based, hyper conscious world, brand awareness and brand engagement are synonymous. We are at the age of digital marketing and brand engagement, where brands need to contribute in, and inspire, a two-way conversation with their clients.

Innvio, a huge library of courses about everything you need to grow your business tenfold. Learn basic to advance digital marketing, sales funnel strategy, SEO, content marketing, social media marketing, and more. They will spend more time for your business and digital assets to create a foolproof custom growth strategy which will be easy to implement by yourself.

### Done-for-You Services

A lot of business owners just don't have the time to go through the trial and error process. With their done-for-you services, they'll take care of everything for you—from strategizing to implementation.

The company value their client and set aside eight hours of our day to meet their executive team and strategize the future of their business.

### VIP Day

Getting a coach, mentor, or an advisor to guide you is the fastest and low-risk way to success. Innvio's coaches help you come up with the right strategy for your business, to achieve a success in a high pace. That's the reason for their done-with-you solution, their VIP Day. Their coaches plan out the playbook based on your goals!

Innvio believes that in order to be able to reach the potential of the business, you will need specific strategies that actually work. They focus is on revenue rather than traffic, so they start with the assets. From there, they'll create a playbook showing you how to maximize each aspect of your campaigns and eventually create new ones. They do the planning, to get the appropriate results.

Innvio's automated system will help scale your business on autopilot. It helps to increase traffic that actually converts into revenue.

### Breynan Hammons, Founder & CEO of Innvio

Innvio is founded by Breynan Hammons, a 7-figure digital marketing agency, and Revukangaroo, a Contributor for Forbes, a Certified Digital Marketer Partner, and a Hubspot Certified Partner.

10 years ago, Breynan decided to start a digital marketing agency while the US economic environment was collapsing. He walked away from a six-figure fortune 100 company when my career was trending vertically. He have always been fascinated with digital marketing and he started studying the different ways to make money online while in college.

Our bathroom  
is actually a  
NOB  
library of  
the latest  
books and music.

**BARNES & NOBLE**

THE WORLD'S BEST COFFEE SHOP

# N2Q

## Your Virtual Marketing Department

**O**ver the last five years, No to the Quo has grown from a kitchen-based social media management company to a full-service digital marketing agency in downtown Seattle. They have a team of experts in their fields who deliver top-notch results. From SEO and PPC to web design and marketing collateral, they help your business get noticed and help you look beyond status quo.

They like to create a relationship with the client that earns their trust by actually getting results that help grow their business. They ensure that happens by offering all of their services on a trial basis to begin with before engaging in a long-term opportunity, which basically translates to this: If they're not delivering the results that their clients want to see, then tomorrow should be the last day for them.

N2Q follows the philosophy, "People over Profit". Their approach is simple: they only recommend the services you need to obtain your goals and know what piece of the marketing mix you need at the right time.

The company offering services such as SEO, Social Media, PPC, Web Design, and Branding Services

### Services Offered:

#### SEO:

N2Q believes that authoritative content and a healthy website are two non-negotiables in the world of SEO, so their strategy starts and ends there. On the back end, the company audits and improves the functionality and performance of the site, ensuring that all the proper information is in the site's, eta data, images, and headers, and that the client is clearly communicating their goal with appropriate calls to action.

On the front end, they write and consistently produce unique content to establish the client as a leader in their field. From link building and long-form articles to site structure and citations, N2Q knows what content will drive up the rankings and place you at the top of Google's search results.

#### Social Media:

At N2Q, social media is the bedrock in which the company was built upon. From the early days of Facebook being college students only and the glorious days when organic reach was a real thing, they've seen the shifts and helped their client stay ahead of the curve.

They don't have a "one size fits all" social strategy. They customize each plan around your goals and what role social media plays in that. It's a holistic approach to digital marketing. And social media is just one slice of the pie.

#### PPC:

When it comes to generating highly qualified traffic instantaneously, N2Q's pay per click (PPC) advertising is best for you. They capture your ideal audience at their point of search and build engaging funnels to capture the ideal audience through cold traffic.

Our staff is certified in Google Ads, Facebook Blueprint, and has managed more than \$5 million in ad spend both domestically and internationally.

When partnered with a smart SEO strategy, PPC is a potent one-two punch. SEO is great for long-term, organic traffic. PPC is perfect for driving traffic immediately.

## Web Design

N2Q looks at web design a lot like online dating. You have one chance to make a great first impression and hope they swipe right. The aesthetics and the user experience require a custom approach to best showcase your businesses' message and service, so N2Q does not use templates or themes. Every site is custom developed to your specific needs, the way good design should be.

When they build a site, they prefer to build on the WordPress platform, as they've found it to be better optimized for SEO, always mobile-friendly, and most importantly, easy for people to manage once they've finished the site.

## Branding:

The branding process defines who you are and begins by focusing in on what products or services you provide and who your target audience is. The branding process discovers why you exist, what makes you different from your competitors, and what your greatest asset is. From that N2Q then know how to communicate that strategically and visually.

When they work with a client on branding, they start off by helping establish a strong foundation for the company and guide their clients through building a brand that lasts and developing the proper moods, messaging, and methods to communicate what makes your business truly unique.

## Kyle Willis, Chief Strategist

A marketing graduate from the Foster School of Business at the University of Washington, his background is in social media and paid advertising and has managed over \$5M in ad spend, both domestically and internationally.

At N2Q, he directs all strategy for the clients and managing a continually growing team of rockstars who are ready to be the morphine shot in your marketing department.

Prior to N2Q, he worked as Interactive Marketing Manager at Kitterman Marketing Group where he generated leads for B2B and healthcare IT companies through the strategic mix of social, traditional and digital marketing. Prior to that he had roles of marketing manager in Microsoft and AdReady and was the Social Media Director at R04R.



Kyle Willis  
Chief Strategist

“

*“If your marketing department is missing the mark and you need a creative boost to energize your sales initiatives, No to the Quo would love to become your virtual marketing department.”*



## Opinion

# 7 Best Digital Marketing Must-have Tools in 2019

2019 comes just and round the corner, it's time to gear up new trends and tools to scale your marketing. There are thousands of tools available for digital marketers. Examining and operating with such a plenty amount of tools can be a long and overwhelming process. So, we have shortlisted a list of some of the best digital marketing tools that help you to bring your strategy up to speed.

Here are 7 of the best digital marketing tools in 2019:

### 1. HubSpot

Whether you are a HubSpot partner you are in safe browsing mode, this marketing platform offers a ton of helpful advantages for inbound marketers. HubSpot is widely used for email marketing, social media, blogging, and to build landing pages. You can also see the important KPIs on your HubSpot Dashboard. It is a central hub for all things inbound. If you're looking to study more about digital marketing, HubSpot Academy has a vast variety of certification courses that will teach and clarify useful information related to marketing strategy.

### 2. Google Analytics

A must-have tool for anyone in digital marketing is Google Analytics. At the initial stage, this tool can look a little unnerving, but if you understand and implement its full capabilities, you will receive a ton of insight. With Google Analytics, you can get a better understanding of your audience. You can track customers over time to get how they are engaging with your site. If you are looking to upgrade your understanding of Google Analytics, Google Analytics Academy is the solution. This course is free that will assist you to learn the ins and outs of the program so you can use it to its full benefit.

### 3. Databox

Databox is a tool that takes all your website data into one place. It makes easy to track your performance in real-time. You can select a template or mix and match metrics to see all the data you need in one spot. Databox effortlessly calculates the KPIs most important to you.



Companies like to use the Traffic Dashboard which involves the number of site visitors, top pages, top channels, and average time spent on page.

#### 4. Canva

If you're looking for creating professional-looking images, Canva is a great choice. This tool lets you to simply create social graphics, CTA buttons, infographics, and offers for free. Canva has a massive selection of fonts, graphics, and templates or you can easily create your own from scratch. This tool is a good choice for someone who doesn't have access to some of the more difficult design programs like Photoshop or InDesign.

#### 5. Moz

Moz provides both free and paid SEO tools. They have backlink tools, keyword research tools, page analyzing tools, and a great site-crawler. Companies use MozBar Chrome plugin, which provides instant metrics for any page. If you are serious about improving your SEO, check out Moz.

#### 6. Screaming Frog SEO

Screaming Frog is an SEO crawling tool must have in your list. This tool provides significant SEO-related information about your website that you can download and keep on record for reference. This covers elements such as HTML, CSS, and Javascript. You can link this tool with others like Moz or Google Analytics for even more information.

#### 7. SocialBee

If you're looking for an all-in-one social media tool, SocialBee is the best choice. SocialBee provides tools and services for content posting and recycling, follower growth, engagement, and much more. It helps to divide the content easily that you have into categories and SocialBee will automatically develop a content calendar. You can post the latest content directly on Twitter, Facebook, and LinkedIn and import blogs and articles via SocialBee's RSS import.

With a ton of digital marketing tools, it is crucial to know which ones truly drive results for your business. But, these safe, powerful and digital marketing tools for marketers are sure to help you bring your business to the next level.



# Roundpeg

## *Stand Out from the Crowd*

**A** new or updated website can establish your virtual presence, unify your brand across all platforms as well, and open the door to new and exciting ways to capture business. Whether your business needs a little touch-up or a whole new paint job, Roundpeg help create and define the new you – a you that will stand out from the crowd.

Roundpeg is an Indianapolis digital marketing strategy agency which provides marketing strategy, web design, graphic design, inbound marketing, content development, email marketing and social media. Over a decade of experience in building bold and beautiful websites on WordPress, the company uses a comprehensive design process to create graphic design and branding products that perfectly capture your business.

The company helps regular blogging, using relevant keywords throughout your web copy, and optimizing each page with an appropriate slug, title, and Meta description will help you appear more regularly on Google when potential customers search for these keywords.

Roundpeg help generate new leads with content marketing. Their content team can write blog posts and downloads, design landing pages for your website and develop and execute a social media advertising strategy to help new customers find you.

The company helps tell your story. Their content team can manage and operate daily social media posts and interaction, adding original videos, custom graphics, polls, and quizzes to the time line as well as create, schedule, and regularly send newsletters and automated drip campaigns to keep your customers' attention on you.

### Services Offered

#### **Strategy**

Everything they do at Roundpeg starts with creating a strategy for your business. They break it down into easily digestible ideas you can take and implement on your own or with their help as per your choice.

#### **Web Design**

Roundpeg believes Website is the capability to grow your business. So they design your website with WordPress and teach you how to update it yourself.

#### **Graphic Design**

The company says first impression is a great logo. From logo the company build a consistent branding package that looks good everywhere from your business card, website and your social media profiles to trucks, t-shirts signs and brochures.

#### **Content Marketing**

Roundpeg build a content marketing strategy, teach you how to use inbound marketing tools and if you don't want to do it yourself they can do that too.

#### **Resources:**

The company stay up-to-date on the latest trends, tips and marketing tools such as audits, worksheets, checklists, and eBooks; Training sessions - live seminars and recorded webinars to learn new tactics; Podcast; and Wordpress Resources.

## Core Values

At Roundpeg, their team is comprised of people with very different views on a wide range of issues who are able to agree on their common values because they are a clear statement of how they operate, treat each other and their customers.

Roundpeg staying ahead with the Core Values like Curious about the world – Excited to learn new things, meet new people and find new solutions; Warm and welcoming – A cozy, comfortable, fun and welcoming place where there is always time for a trivia question or popsicle break as we get work done; Mutually invested in success Passionately working as partners with clients and coworkers, committed to delivering the best possible solution; Resourceful and responsive Able to balance confidence and independence with the

## Lorraine Ball, Marketing Strategist

Ringleader, head honcho, top cat – take your pick. After spending too many years in the corporate world Lorraine was tired of the bureaucracy, the sameness and the bad coffee. Instead of forcing herself to fit inside a square hole any longer, she founded Roundpeg out of her house 14 years ago and has since assembled a band of talented misfits with the same goals, belief in strategy and love of cats.

Lorraine walks the line between professional and maverick like she walks the Monon. She functions on a strict diet of Italian food and art, serving as the marketing head of Indy Fringe and president of the One-Woman Society of Museum Addicts. Her hobbies are photographing flowers, great architecture or people. If you want to talk marketing strategy, business development or how awesome the Barnes Foundation collection of paintings is, Lorraine is your person.



**Lorraine Ball**  
Marketing Strategist



*“Your website, your social media, your marketing strategy—it all belongs to you. We’ll help you make the good choices on how to use these tools to achieve your business objectives.”*

# THE SHOE WORKS IF YOU DO.



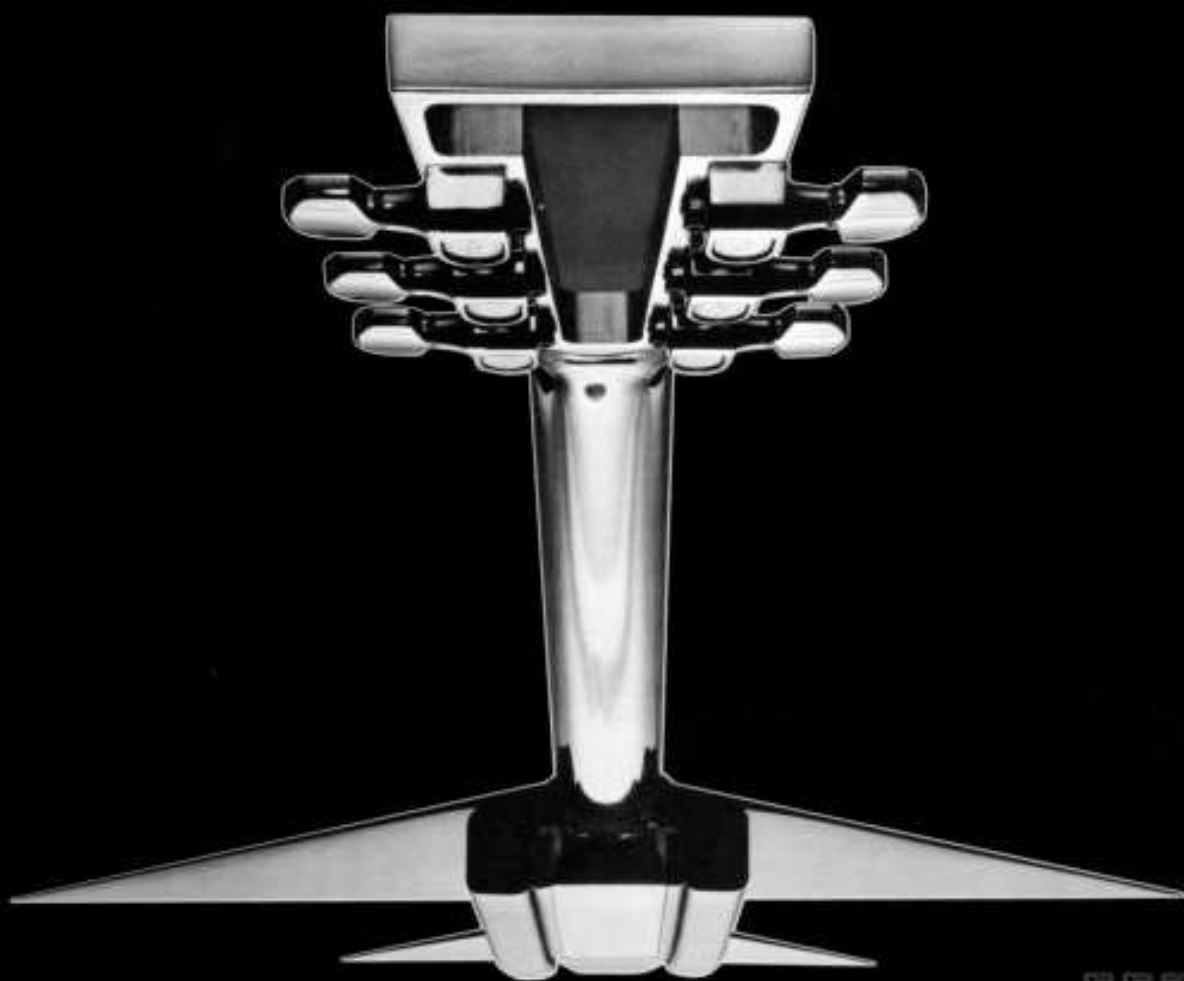
The Nike Sweet Classic High is comfortable while still remaining in style. With great quality and a wide variety of colour options, these sneakers are perfect for casual use. Stay fly, stay fresh and get yourself a pair.

## JUST DO IT.



[nike.com](https://www.nike.com)

The Travis Bean guitar breaks the sound barrier.



gary  
Kramer