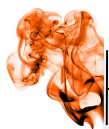


## **Search Marketing Starter Solution**

*Background & Project Information*

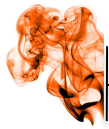
**October 2014**



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# ‘Search Marketing Starter’ Summary

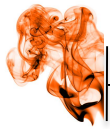
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**Many companies, regardless of size or industry sector, are seeking to deploy their ‘phase one’ search marketing efforts. In response to this market need, East Coast Catalyst has developed a packaged solution: *Search Marketing Starter*.**

The primary activities involved in ECC’s *Search Marketing Starter* solution are as follows:

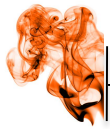
- Develop a detailed understanding of the client organization’s short-, medium- and long-term business development and marketing goals and priorities
- Design and execute a ‘phase one’ search marketing plan – primarily reliant on pay-per-click (PPC) activities – that align with a client’s unique needs, and can be used to help define an organic search marketing strategy
- Implement, refine and optimize the plan over a 90-day period, inclusive of launching a Google AdWords program, delivering baseline organic search marketing tactics, creating measurable ROI tracking protocols, and closely monitoring and optimizing the program
- Train the client’s marketing team to assume responsibility for the search marketing program over the longer term

This solution requires 90 days and a budget of \$34,000 (\$24,000 in professional services fees and \$10,000 in digital advertising costs).



# 'Search Marketing Starter' Process *(General)*





# 'Search Marketing Starter' Process *(Specific)*

## **I. Discovery & Planning**

Conduct interviews with the client's project stakeholders and key personnel to develop an intimate understanding of the company's short-, medium- and long-term marketing and sales strategies. Conduct marketplace and competitor research to develop a keyword shortlist.

## **II. Program Strategy & Design**

Design a search marketing strategy that supports the company's goals, and aligns with existing marketing assets (e.g., website, collateral, copy). Define a keyword, ad copy, and conversion strategy.

## **III. Program Setup & Tuning**

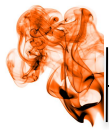
Implement a pay-per-click ("PPC") plan for the client, inclusive of keywords, budgeting, settings (geo, day-parting) and conversion reporting. This includes implementing: Google AdWords, Google Analytics, and Google Webmaster Tools. Implement baseline, on-page SEO tactics that are consistent with the keyword and content strategy.

## **IV. Program Tracking & Optimization**

Proactively monitor and tune the program, based on performance analysis and results. Provide the client with regular updates on progress and strategy. Rely on the PPC program to inform the organic plan.

## **V. Knowledge Transfer & Handoff**

Train the client team members on the program's details and search marketing best practices, to ensure the program will be optimized over the long-term. Provide tools such as a 'Content Creation Guideline' to ensure complementary marketing activities will fuel search marketing efforts.

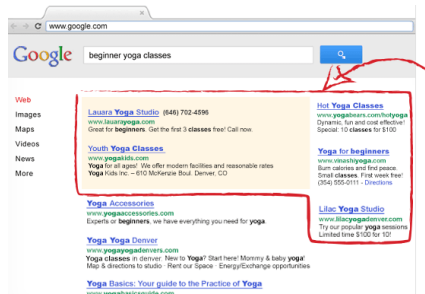


# Project Deliverables



## A Pay-Per-Click (PPC) Search Marketing Program

PPC search marketing tactics can be deployed quickly, deliver ROI in weeks, and provide the requisite data to inform organic search strategies.



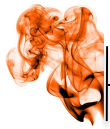
## A Search Marketing Strategy

A strategically-defined and functional PPC program that drives quality traffic to a digital property (e.g., website, landing pages), with the goal of converting at the highest possible rate and minimizing waste, is the key to a successful search marketing operation for small and medium sized businesses and large company business units.



## Knowledge Transfer & Training

The project defined in this document is a 90-day assignment, and is includes training a client's staff on search marketing principals, best practices, and tools. This will be achieved through both documentation and hands-on training.



# The ECC Project Team

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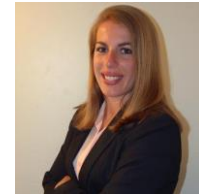
## **Tim Bourgeois**

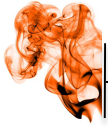
Strategy, digital marketing, project management



## **Jennifer Simonson**

Project management, analytics, search marketing tools

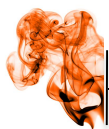




# About East Coast Catalyst

*(Note: the remainder of this deck provides general background about East Coast Catalyst and is not project-specific.)*





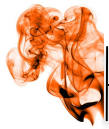
# About East Coast Catalyst: Summary

East Coast Catalyst is a digital consulting firm that helps clients plan, execute and optimize digital strategies that drive new business, customer retention, and competitive advantage.

## How We're Different

- A world-class, experienced team with expertise in all aspects of digital: strategy, tactics, execution and optimization
- Independent, unbiased and customized strategies
- A unique and proven methodology for designing and optimizing digital strategies
- Access to a vast network of experts through our ChiefDigitalOfficer.net community





# About East Coast Catalyst

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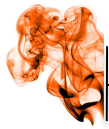
## **East Coast Catalyst is a digital consulting firm.**

Located in the heart of the Boston's Innovation District, ECC is a digital consultancy that specializes in helping clients optimize digital operations. The firm's principals – Tim Bourgeois and David Polcaro – each bring more than a decade of experience in the digital industry to every client engagement.

ECC's core consulting offerings include digital strategy, digital audits, user experience planning, and digital marketing planning and optimization. Current and past ECC clients span the spectrum of Fortune 500 organizations and start-ups alike, including: Alpha Software, Apperian, RAMP, and Resolution (an Omnicom company).

Prior to launching ECC in 2009, ECC's principals managed Pixel Bridge, a full-service interactive marketing and web development agency. Acquired by AMP Agency, the firm delivered a range of digital agency and consulting services to a client list that included global brands such as Black & Decker, The Boston Globe, Comcast, Harvard, ITW, Sulzer, Thomson-Reuters, and TIBCO.

For more information, please visit [EastCoastCatalyst.com](http://EastCoastCatalyst.com).



# About East Coast Catalyst: What Clients Say

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**“East Coast Catalyst’s fresh approach to digital strategy combines analytical rigor, innovative thinking, and nuts-and-bolts best practices. The firm is a bona fide hidden gem.”**

*- Alan Osetek, Global President / Resolution, An Omnicom Company*



**“East Coast Catalyst is the rare digital consulting firm that has demonstrated expertise in every area of the value chain: strategy, tactics, execution and optimization. I've personally been a client for nearly five years – at two different companies – and I recommend them enthusiastically and without hesitation.”**

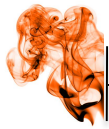
*- Mark Lorion, CMO / Apperian*



**"An important client of mine (I've worked with them for almost 10 years) called me up and asked if I knew of a great digital strategy firm - someone who could assess the company's major digital investments and make solid recommendations for improving conversion rates and sales. They had already called McKinsey and Accenture, but wanted another choice. Without hesitation I recommended Tim Bourgeois and East Coast Catalyst."**

*- William Agush, Marketing Strategy Consultant & CEO, Shattersong*





# About East Coast Catalyst: What Clients Say

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**“It was a pleasure working with Tim and his team. The level of insights and optimization recommendations really drove the process and helped develop a roadmap that is being put into place and executed. The level of details combined with the blue sky thinking really provided both strategic and tactical support for the client, and the outcome was a real team effort. I welcome the opportunity to work together again soon.”**

*- David Taub, President (East Region)*



**“We've been working with East Coast Catalyst for a few years and can always count on them for strategic counsel that's objective and delivered with our best interests in mind.”**

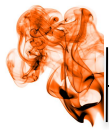
*- Jason Kucsma, Executive Director*



**“Tim and the experienced principals at East Coast Catalyst combine digital strategy and digital execution expertise in a unique and highly effective way. I can recommend them without hesitation.”**

*- Brian Piccolo, Manager-Digital Strategic Services*



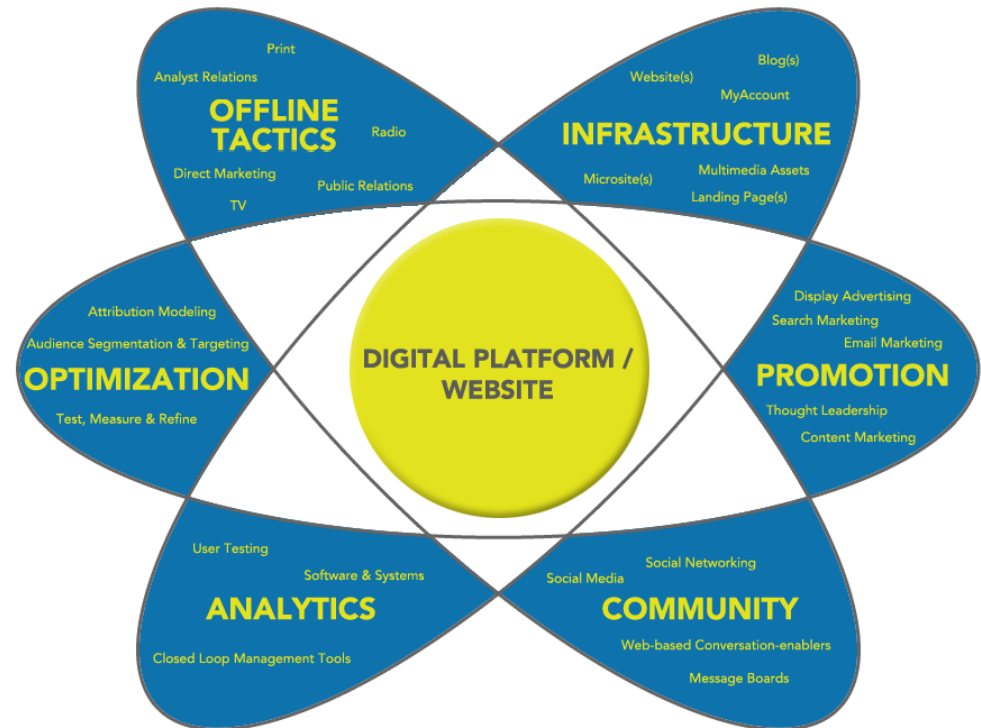


# About East Coast Catalyst: Digital Strategy Approach

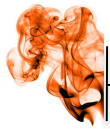
## Comprehensive Approach to Digital Strategy

The digital landscape has evolved at a breakneck pace over the past decade, with billions of dollars invested in new technologies and solutions – resulting in the proliferation of social media outlets, infrastructure technologies, advertising exchanges, and analytics platforms. As a result, formulating digital strategies has never been more complicated, or more critical.

The East Coast Catalyst digital strategy philosophy is rooted in an integrated approach, taking into account the intersection of strategy, marketing, technology, innovation, and talent management.



Source: East Coast Catalyst



# Consulting Capabilities

---

## **DIGITAL STRATEGY & PLANNING**

- Corporate and business unit digital strategy
- Digital roadmaps and visioning statements
- Marketing mix assessment and ROI modeling
- Vendor and technology selection

## **DIGITAL MARKETING**

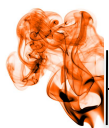
- Digital marketing audits and assessments
- Search marketing
- Content marketing
- Social media marketing
- Email marketing
- Mobile marketing
- Display advertising and rich media

## **CREATIVE & UX STRATEGY**

- Digital identity and branding planning
- Website design and development planning
- Information architecture, wireframes, user flows, audience definition
- User testing and heuristic reviews
- Animation, video, games planning

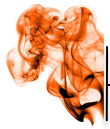
## **DIGITAL MARKETING OPTIMIZATION**

- Digital platform optimization
- Digital project management
- Analytics and reporting
- Interim CMO / VP-Marketing services



# Client Experience





# The East Coast Catalyst Difference

---

## **Experience**

Senior team whose individuals each bring 10+ years practical, hands-on digital strategy and marketing optimization experience

## **Holistic Approach**

Strategy → Platform & User Experience → Promotion → Analytics → Optimization

## **Tailored Methodologies & Techniques**

Digital Strategy Planning, Digital Marketing Audit

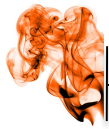
## **Network of Digital Experts**

Best-in-class specialists and team assembly on-the-fly

## **Independence & Objectivity**

Technology agnostic; no contracts with solution / software vendors; no financial relationships with agencies or technology companies





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SEARCH

SOCIAL

MOBILE

DISPLAY

BEHAVIORAL

DRIVING  
CLICKS TO  
BRICKS ROI

FOR 1,750+ RETAIL STORES

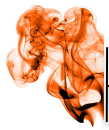


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SEE ALL SUCCESS STORIES

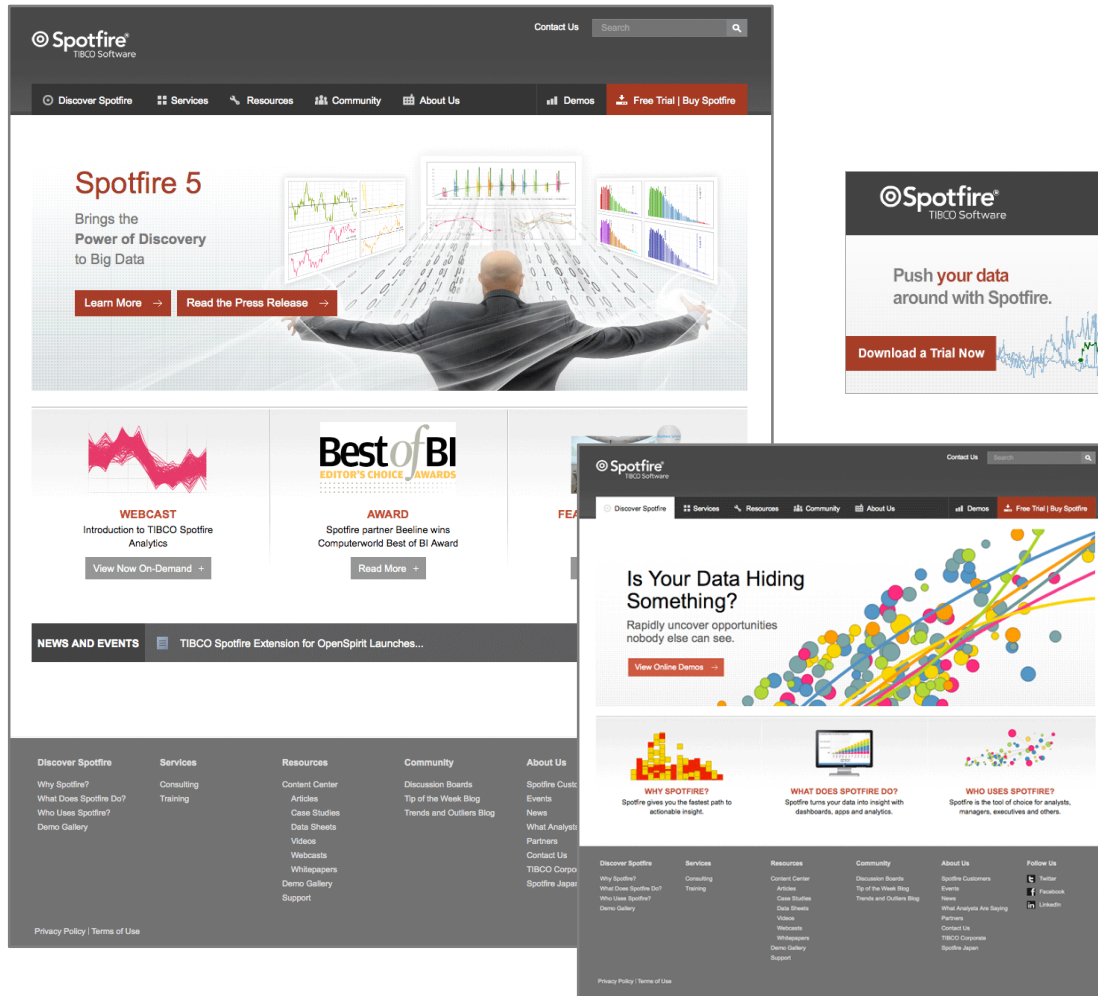


- Digital marketing audit
- Vendor assessments & selection
- Budget planning & optimization
- Interim VP-Marketing
- New Business Development

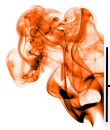


# Client Spotlight | **Spotfire**<sup>®</sup>

TIBCO Software



- Digital Strategy Consulting
- Brand Evolution
- User Experience
- Web/Digital Design
- Video
- Copywriting
- Interactive Advertising
- Email Marketing
- Microsites, Landing Pages
- SEO/SEM
- Analytics/Reporting



## Unlock business productivity, innovation with enterprise mobility

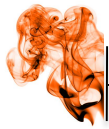
Powerful mobile apps in the hands of your employees takes your business productivity, innovation and competitiveness to the next level. Move beyond email, calendar and contacts by empowering your workforce to utilize their BYOD mobile devices to access corporate data, content and business processes from anywhere, anytime.

**LEARN HOW** our customers have changed the way they do business with enterprise mobility and Apperian.

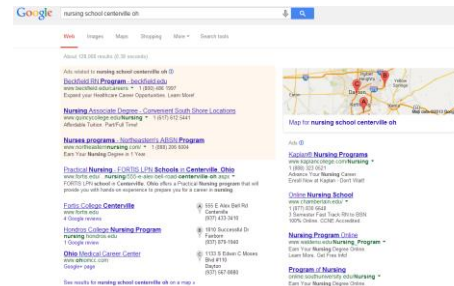
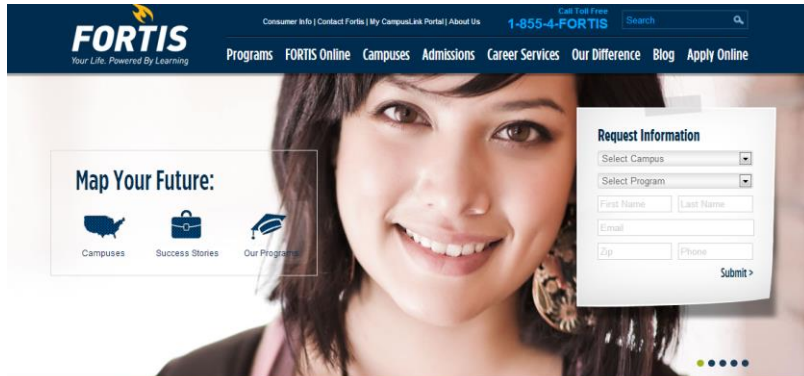


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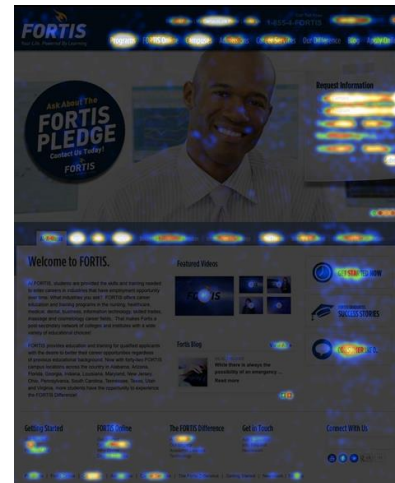
- Digital Strategy Consulting
- Brand Evolution
- Web/Digital Design
- Conversion Optimization
- Copywriting
- Interactive Advertising
- Microsites, Landing Pages
- SEO/SEM
- Analytics/Reporting



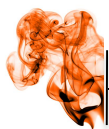
# Client Spotlight | FORTIS COLLEGE



- Digital Strategy Audit & Roadmap
- Digital Skills Assessment (Vendor & Staff)
- 360 Degree Digital Marketing Assessment
- Technology Review & Recommendations
- Strategic Recommendations delivered to C-level management team, private equity partner, and sister companies







# Community Spotlight |



**Chief Digital Officer**  
For the next generation of digital leaders

**Chief Digital Officer**  
For the next generation of digital leaders

STRATEGY TACTICS TALENT EVENTS 5 QUESTIONS WITH...

## Chief Digital Officer Executive Roundtable Series: SOCIAL MEDIA STRATEGY

April – June, 2014

Charlotte, NC  
April 23, 2014  
Event starts at 8:30pm  
[Learn More](#)

Los Angeles, CA  
June 25, 2014  
Event starts at 8:30pm  
[Learn More](#)

New York City, NY  
May 28, 2014  
Event starts at 8:30pm  
[Learn More](#)

**About the Event Series**

ChiefDigitalOfficer.net's Executive Roundtables cater to the specific needs of senior digital professionals. The events speakers and competing content, and are held at top-notch venues. This event series, sponsored by Resolute, is held in Charlotte, Los Angeles, New York and Chicago.

While social media's importance in virtually every marketer's toolkit is increasing with each passing day, success has recent survey of 385 marketers and business executives by Forrester, the group reported that Facebook "meets" in any other digital marketing opportunity, and only 55% of companies that market on Twitter say they're "satisfied" with results.

In many ways, these findings should come as no surprise. Given the meteoric growth of social media in recent years, executives are struggling to keep up on this dynamic sector of digital marketing and find the way to unlocking the value as social media becomes increasingly limited to overall corporate performance, many marketing and non-marketing leaders with defining the path to success — and quickly.

During these executive roundtable sessions, ChiefDigitalOfficer.net will assemble a group of experienced marketing professionals to explore the topic of 'Social Media Strategy', and discuss the issues from an executive-level perspective, professionals from recognized experts, and share takes with like-minded colleagues in an intimate, low-pressure setting.

Contact: Jen Simonson at [jensimonson@chiefdigitalofficer.net](mailto:jensimonson@chiefdigitalofficer.net) or 617-314-6400 to get more information about this community event.

**About Chief Digital Officer**

ChiefDigitalOfficer.net is a growing community of professionals whose responsibilities intersect corporate strategy, marketing, technology and innovation.

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**Chief Digital Officer**  
For the next generation of digital leaders

STRATEGY TACTICS TALENT EVENTS 5 QUESTIONS WITH...

## 5 Questions With... Lee Huang

Lee Huang is the Global Director, Product Management for Marketing Solutions at Barnes & Noble / Nook / NOOK Media. Before joining the Nook product team, he was a director of digital strategy at NBC Universal, and previously held a senior role at Amazon. Lee is a graduate of CDO's upcoming executive roundtable in New York City.

**Question 1: How do you define "digital strategy"?**

"A digital strategy is a company's right vision, articulates their goals, and provides clear direction on what needs to drive across the organization and how to successfully execute everything in an integrated and coordinated fashion.

A digital strategy is comprised of five components:

- Business: revenue model, sales, subscriptions, product sales, ad sales, sponsorship, affiliate, licensing, merchandise, partnership, conversion, advertising, retail
- Technology: mobile devices, tablets, laptops, smart TVs, etc.
- Product: customer experience, platform, user design, innovative features that are unique, user-centric, accessible, user-friendly, etc.
- Marketing: user acquisition, advertising, promotions, social, offers (coupon and email), content, experiential marketing, digital ad of home, product placement, community, analytics, etc.
- Operations: finance, legal, production, customer service, fulfillment, etc.

If a company is a traditional business, then its digital strategy also needs to integrate with and augment the traditional part of the business. If done successfully, a traditional business with a robust digital strategy will not just survive but thrive. Also, combining the digital and physical world can create new synergies.

A Chief Digital Officer should be knowledgeable and experienced in these areas and clearly understand how they all fit together in order to ensure that the right strategy is in place and that it is best executed successfully. They also need to be able to assess the landscape of all these different disciplines in order to bring all the different stakeholders together to agree on the goals and strategy and then to take it to execution in technology."

**Question 2: What are the three most significant digital trends that will define 2014?**

- Social Commerce
- Content Marketing/Influencer Marketing
- Mobile (not just tablets/PCs)

**Question 3: What are your three favorite apps?**

- Twitter: for instant social media - great for seeing things that others are not only to my company's rating as I am constantly improving
- Flipboard: simple news that provides all the info I need to find the next fun film to watch
- Roku - must watch to search for shows using the app then the Roku remote

**Question 4: What do you think of the emergence of the Chief Digital Officer role?**

"I think it's very important that this role has emerged as digital is core to every business. As in a new role and in very very early days, finding people who have the right experience, perspective and skill sets to do the job properly will continue to be a challenge."

**Question 5: What advice do you have for aspiring digital professionals?**

"The digital world is an exciting world to live in because there are so many different opportunities of creating the future. It brings together many different disciplines as there are several new things to learn and explore.

I advise aspiring digital professionals to just jump in - the technology is widely available to everyone so people should just jump in - set up an account, build something, try it out, and learn the hard way... your experience will be on hand and you'll learn a great deal from it."

For more information about Lee Huang, visit the Barnes & Noble website or check him out on LinkedIn.

5 Questions With... Contents, Topics

Executive Roundtable, Digital Marketing

The recent table of digital marketing professionals will be joined by ChiefDigitalOfficer.net, Resolute, Facebook and ChiefDigitalOfficer.

**About Chief Digital Officer**

ChiefDigitalOfficer.net is a growing community of professionals whose responsibilities intersect corporate strategy, marketing, technology and innovation.

**Partners and Contributors**

**Gartner** **Mit**

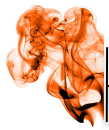
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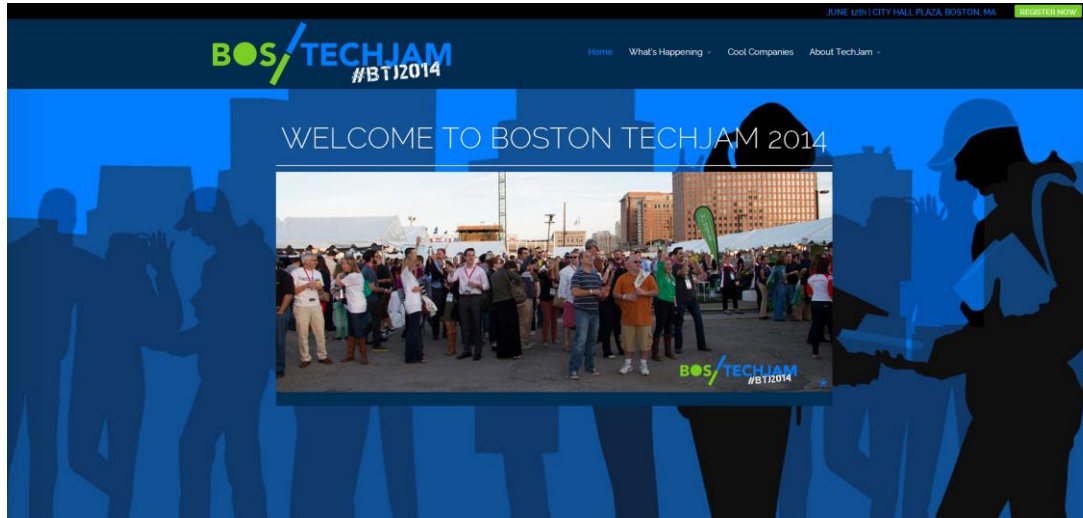


**Chief Digital Officer**  
For the next generation of digital leaders

- Community design, development & expansion
- A growing community of senior professionals whose responsibilities intersect strategy, marketing & technology
- This community is owned and operated by ECC, and allows a unique reach into the digital leadership community



# Community Spotlight | BOS/TECHJAM

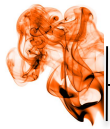


• Boston TechJam is a showcase and accelerator for new ideas and world-class innovations coming out of the Boston region. Conceived and launched in 2013, this year's showcase attracted 3,000 attendees and more than 50 companies.

• ECC's serves as the event's digital partner, and creative director David Poclaro is a member of the 5-person team responsible for TechJam's planning and execution

• The event brings together early stage companies, entrepreneurs, students, established enterprises, venture capitalists and artists to celebrate the region's technology, entrepreneurship and culture





# ECC's Principals

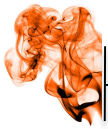
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## Tim Bourgeois

Tim is a digital strategist and works with clients to ensure their corporate business objectives are being successfully addressed throughout projects. Working side-by-side with senior managers, he formulates digital strategies by relying on ECC's tailored methodologies and techniques. To help clients accomplish their objectives, he relies on his varied experiences helping organizations use digital strategies to optimize performance, both as an operational manager himself and in advisory roles to organizations such as The Boston Globe, Comcast, Constellation New Energy, the Metropolitan New York Library Council, TIBCO Spotfire, and Sulzer.

Tim has been active in the digital industry for more than 10 years, and has written dozens of articles, white papers, and blog posts on a range of digital topics. He is founder and editor of [ChiefDigitalOfficer.net](http://ChiefDigitalOfficer.net), a global community of senior professionals whose responsibilities intersect strategy, marketing, technology and innovation. Tim's original articles can be found in publications such as [\*Chief Executive\*](#) magazine, [\*Visibility Magazine\*](#), [\*CRM Magazine\*](#), and [\*The Professional Services Firm Bible\*](#) (Wiley). He keeps current on trends and developments by staying active in industry associations such as the [\*Massachusetts Innovation & Technology Exchange\*](#) (MITX) and research facilities such as the [\*Center for Marketing Technology\*](#) at Bentley University.

Prior to launching East Coast Catalyst, Tim was CEO of Pixel Bridge, a firm he founded in 1999 and which was acquired in 2009 by AMP Agency. Previously, he was a vice president at Kennedy Information, an information and publishing company, and a senior analyst at IDC, the world's premier provider of IT market intelligence. Tim is a graduate of Bowdoin College in Brunswick, Maine.



# ECC's Principals *(continued)*

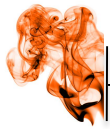
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## Tim Bourgeois *(continued)*

### *Publications*

- *“B2B Digital Marketing Planning: Tips & Techniques”*. East Coast Catalyst Blog
- *“The Case For Establishing a ‘Digital Strategy’ C-Level Office”*. CEO Magazine.
- *“Why You Should Pay Attention to Digital Strategy & Corporate Innovation”*. CEO Magazine.
- *“11 Reasons Why It’s Time for a Digital Strategy Audit”*. CEO Magazine.
- *“Digital Strategy & Planning: Defining the Interactive Vision”*. Visibility Magazine.
- *“Using An Audit to Inform Digital Strategy”*. Visibility Magazine.
- *“Web Analytics – What’s Worth Paying For?”* CRM Magazine. [Note: reference only]





# ECC's Principals *(continued)*

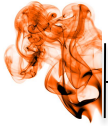
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## David Polcaro

David is an award-winning creative director, user experience expert, and interactive producer with a diverse set of experiences to draw from when setting strategies for clients. He believes digital strategy can be used as the cornerstone for game-changing organizational growth and success, and that the most effective strategies combine keen design with customized user interfaces. David's creative philosophy is based on creating engaging user experiences that are on-brand, intuitive, and effective in accomplishing business goals.

David is a founding partner at East Coast Catalyst, and leads all digital creative initiatives for ECC clients -- including delivering creative digital strategies to clients and managing digital optimization teams. Prior to launching ECC, David managed the creative, UX, and development teams at a full-service interactive agency for more than 10 years. His background in architecture led him to develop a creative yet analytical thought-process that integrates seamlessly with information design and usability initiatives.

David is a graduate of the Boston Architectural Center. As part of his studies he also completed coursework in mechanical engineering and photography. While at the BAC, David was awarded the DeGeorgio Scholarship Award for design excellence in 1999 and the Nast Portfolio Award for portfolio distinction in 1998.



## **East Coast Catalyst**

300 Summer Street, Boston, MA 02210  
617-314-6400

[www.eastcoastcatalyst.com](http://www.eastcoastcatalyst.com)  
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Tim Bourgeois | [tbourgeois@eastcoastcatalyst.com](mailto:tbourgeois@eastcoastcatalyst.com)