

**marketers  
avenue**



MARKETERS AVENUE

# Company Profile

[www.marketersavenue.com](http://www.marketersavenue.com)

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Increase Your Global  
Reach with Marketers Avenue.

# Escalate Your Business Revenue with Our World-Class Digital Marketing Agency

We are a customer-driven company that firmly believes in the satisfaction of our clients. Keeping this aim in mind, we strive hard to provide the exceptional quality services to our valued customers. Our team maintains a friendly and humble relationship with our audience. We do not give our own opinions and listen to our clients first. So, it shows our value of commitment with our customers. We provide reliable solutions to businesses and make our sincere contribution in helping our clients achieve the long-term success. Hire us for a competent digital marketing strategy for your organization.

- Comprehensive Website Audit
- Keywords Research and Strategy
- Precise Code Optimization
- Better Reachability & Functionality
- Superior Results & Turnarounds



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Enhance Engagement with Marketers Avenue. We improve your website's organic ranking in search engines.

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## Our Passion:

We are a bunch of creative professionals with a passion to bring a brand's story to life.

With expertise, we had collaborated with a variety of brands in their journey of building a brand & contributed significantly in acquiring new customers through our winning funnel based digital marketing strategies.



## Our Vision:

Our vision is to partner with different brands in enhancing their digital landscape and integrating success for a sustainable marketing strategy.

## Our Core Values:

It's not only integrity and honesty that we instill in our team rather our creative hub can be defined by the term "Diversity". We come from different professional backgrounds but are united by the values that direct us towards success.

With expertise, we had collaborated with a variety of brands in their journey of building a brand & contributed significantly in acquiring new customers through our winning funnel based digital marketing strategies.



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## Turning Things Around:

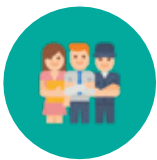
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Rather than looking for traditional ways to get the job done, we always look forward to out of the box ideas & strategies to grab the attention & turn the brand voice into a successful one. The driving force behind our successful business story is in the strive for providing better results.

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## Why Work With Us:

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Work directly with the industry professionals who will help you solve major problems & find a voice that resonates.



No hurdles no haystacks instead a result oriented approach to ensure what is important to you, your business, & customers.



To scale your business and making sure to optimize the ROI for your brand.



Availability of brand strategists and experts working under one roof to ensure smooth delivery of all the requirements.

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## Services We Offer:

We will take care of your company's entire **Digital Marketing** needs.



### Content Marketing:

Brainstorm fresh ideas from the get-go.



### Content Marketing:

Our never-ending hunt for creativity.



### Development Services:

Converting technical stuff into responsive reality.



### Social Media Marketing:

Helping start conversations about your business.



### Online Reputation Management:

Ensuring your trustable presence with sustainability.



### Search Engine Optimization:

Searching the web to create your mark.

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## Additional Services:

We will take care of your company's entire **Digital Marketing** needs.



### Website Development Services:

Get your desired web development services at our agency.



### Branding Services:

The branding services have proven to be a success countless time.



### Email Marketing Services:

To connect with the appropriate audiences with the most budget-friendly method is now possible

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## We Believe In The Pursuit of Doing Good:

We have always believed Marketers Avenue can & should – have a positive impact on the communities we serve. One person, one business & one industry at a time. It is our vision that together we will elevate our partners, & customers to create positive change in the areas where we can make the biggest impact.

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## Growth Driven Approach:

Growth is where vision and opportunity meet measurable results. Look at all we have achieved so far

These results are evident of what we have achieved so far for our clientele.!

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## Sample Work:

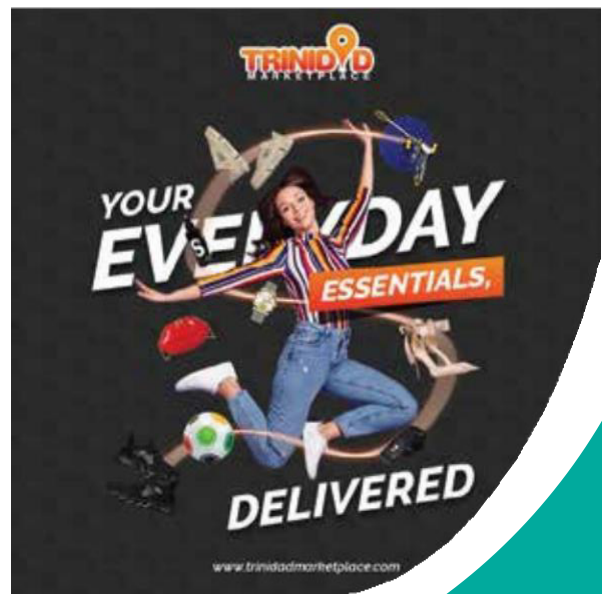
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These concept posts are a blend of creativity & innovation.

These creatives have been designed by putting forth the brand journey and building a graphical presence that resonates with the audience.







## Meet the Experts:

We are a crew of digital enthusiasts who specialize in digital strategy, web mobile development, social media management, creative execution, content creation, SEO/SEM, media planning, influencer marketing, animation & all the other digital services the world is yet to see.

## Certified By:



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# Content Marketing

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Content Marketing services from Marketers Avenue will help you increase website traffic across all of your digital marketing channels.

Our holistic understanding of the digital landscape helps our clients pave the path of least resistance for their customers and facilitate engagement & goal completion.

## Blog Content Creation:

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Increase search exposure, build brand awareness attract top-of-funnel visitors with blog posts created by our in-house team of content marketers. We create high-quality content that's personalized for your target audience optimized for search engines

## eBooks & White Papers:

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Push your visitors through the sales cycle with conversion content that demonstrates thought leadership differentiates your brand. We don't just start conversations we nurture them by creating content that builds relationships drives sales.

## Infographics & Asset Design:

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Onboard with visual content marketing. We design everything from full size printable infographics that emphasize visual storytelling to formatted white papers that demonstrate your brand's expertise.

## Social and Paid:

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Social Media promotion, distribution strategy is mandatory in order to maximize your digital content marketing strategy. Our Social Media Strategists develop comprehensive social strategies create engaging branded content that connects with your target audience.

## Animate Your Brand:

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Struggle to explain your product? Have a complex software you need to demo? Want your target audience to retain information about your brand? Everyone has a story to tell. Yours is much more powerful than you know. Our team of professional motion graphics designers have years of experience creating animations for a wide range of industries access to a world of tools powering their creativity.





Online video already accounts for more than **75%** of all online traffic.



Including the word **“video”** in subject lines can drive higher open rates.



**81%** of video marketers say video embeds keep people engaged on landing pages longer.



**84%** of consumers say a brand’s video has convinced them to buy a product or service.

## Video Animation Process

Marketers Avenue offers you agile animation creation process to deliver you unfailing animated videos.

### Script:

Animation makers initiate the process with creative script writing. The script strategy aids the making of animations throughout the process.

### Storyboard:

The storyboarding phase breaks the script idea into still photos. It makes clear what stage should take precedence & how should the audio work.

### Storyboard:

Styling frame incorporates the aesthetic ingredient into the animation. Additionally, multiple frame factors viz. color palette options, character distinctions text handling are dealt here.

### Voice over:

The voiceover phase is crucial as it revolves around message delivery. Importantly, tone voice quality features take the final make over here.

### Animation:

At animation phase, each piece of the puzzle is put together. The animators infuse precise motion timing to every phase of the story. Resultantly, the animation idea becomes lively

### Delivery Phase:

This step completes the video animation project. You get HD 1080p MOV and MP4 video file that is readily downloadable. Importantly, we help you how to market your animation.

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# Social Media Marketing Services:

*What Are the Benefits of Social Media Marketing Services.*

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Social Media Marketing Services have numerous advantages for startups and established brands

With the right social media marketing plan and campaign monitoring system, social media content marketing can lead to increased search traffic, better SEO, healthier customer engagement and improved brand

- Better Online Exposure
- High Search Rankings
- Specific Audience Targeting
- Improved Customer Reach
- Complete Brand Control
- Enhanced Customer Trust
- Increased profitability

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## Process of Social Media Advertising:

- Introduce your brand.
- Retarget already interested prospects.
- Promote your products and services.
- Send online followers to your website.
- Bring attention to your special brand offerings, such as promos and events.




## Social Media Case Study:

**Project Name:** Sue Vout

**Project Details:** The project was on a series of romantic novels written by the author. The writer was based in UK & wanted to reach audience above & beyond where she was in which we as a team of experts were successful in targeting & reach massive audiences. The two books of the start that were ready were initiated by the content creation team that was doing ghost writing for the authors books. With the progress of two additional books that are on the way with the progress made so far, we targeted the two of the books first.

**The links of the platforms that we worked on are as follows:**

 <https://www.facebook.com/suevouttheauthor>

 <https://www.instagram.com/souvouttheauthor/>

 <https://x.com/VoutSue?mx=2>

## Background:

Based in United Kingdom, Sue Vout had to establish herself as a brand & that required awareness at first. We started off with the challenge that erotic novels romantic novels with the stories that they have would be hard to produce content that can be promoted.

## The Solution:

To strengthen the connection between the audience & readers. Marketers Avenue deployed its social media marketing team for thorough keyword research & create channel effectiveness. In turn, we developed a strong social media strategy based on business goals for the Author, all while tailoring the strategy to Sue Vout's novel series & target audiences. We created content that abides to the social media policies that leads to a better understanding of the type of novels & how to promote content for this project. combined effort of the social media marketing team was abundant & fruitful for the project. Where the resources respective responsible team were eagerly involved.

## How We Did It:

We created Engagement Campaigns that mainly focused on increasing Page Likes brand awareness. We ran two engagement campaigns. The campaign reached 22000 people. We received 1400 Likes and that was a period of three months with minimal budget. to a better understanding of the type of novels & how to promote content for this project. combined effort of the social media marketing team was abundant & fruitful for the project. Where the resources & respective responsible team were eagerly involved

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## Campaign Inquiries: **Pixelfy.com:**

The nextstep wasto run a product-focused Message campaign with an aim to generate inquiries from the targeted audience. The campaign generated nearly 77 link clicks our tracking software that enabled usto reach solid leads. These Link clicksto the page have been tracked down from pixelfy.com. A software to track down the performance of each marketing campaign highlighting efficiency accuracy of the campaigns that are live. These events highlight what interactions occurred due to the campaigns that were active.

**Project Name: Atlanta new focusstaffing services.**

 <https://www.facebook.com/people/Atlanta-New-Focus-Staffing-Services/100067558800390/>

 <https://www.instagram.com/atlantaneufocusstaffingservice/>

 <https://www.pinterest.com/atlantaneufocusstaffingservice/>

**By Using Social Media, We Developed A Customized Awareness and Acquisition Strategy Based Upon Our Unique Social Media Marketing Methods That Allowed A Selected Audience to Engage with The Brand During Its Awareness Stage.**



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## S.W.O.T ANALYSIS:

### Strength:

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To strengthen the connection between the audience and Atlanta New Focus Staffing Services, we deployed our social media experts and create channel effectiveness. As for our client, the biggest thing that played major role was its widest industry by which we had unlimited options to be creative in our organic posts & designs. Also, in the midst of Covid, we have a good chunk of people who are unemployed in USA who needs jobs in this hard time.

### Weakness:

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One of the weakness that we cater is that due to client being resided in Atlanta, we face an issue in targeting huge audience from medical background as Atlanta has less audience as compare to if we would have been targeting whole USA.

### Opportunities:

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For Atlanta, the opportunities are limitless as there is always someone in need of a job.

### Threats:

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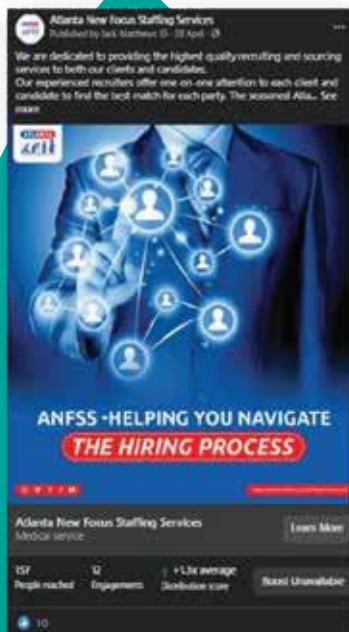
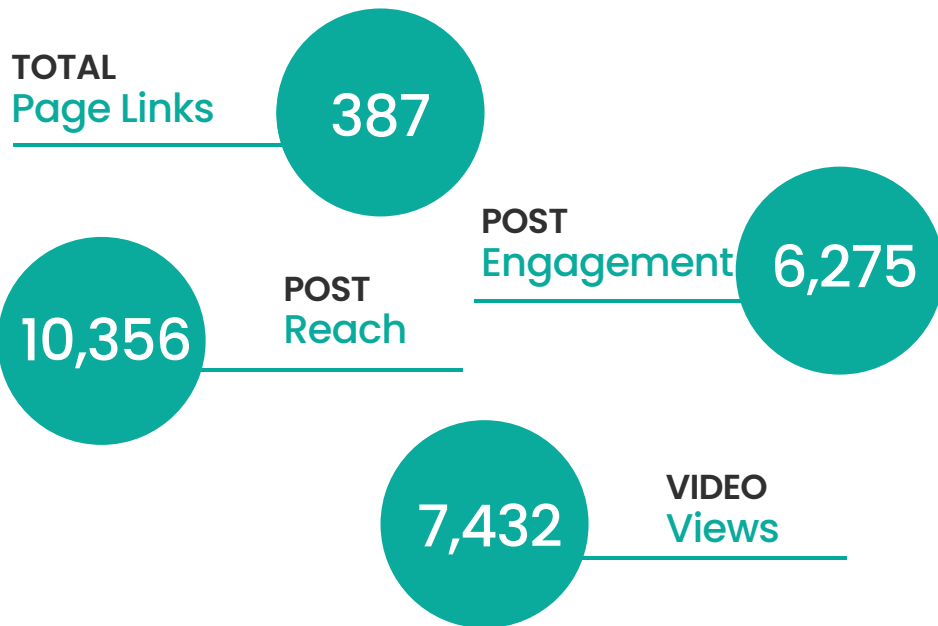
The main threat that we face in this niche is due to its medical staffing background. We are a little limited in terms of its advertisement. According to Facebook ad policies, staffing & medical category comes in special ad category. While running ads in special ad category, we get limited in terms of choosing (Age, Interest, Demographics) which then eventually affects the performance of the ad & ad sets. Most of the times campaigns stay in learning or learning limited stage due to ad being in monitoring phase. This phase sometimes takes weeks for an ad to perform well on active status.

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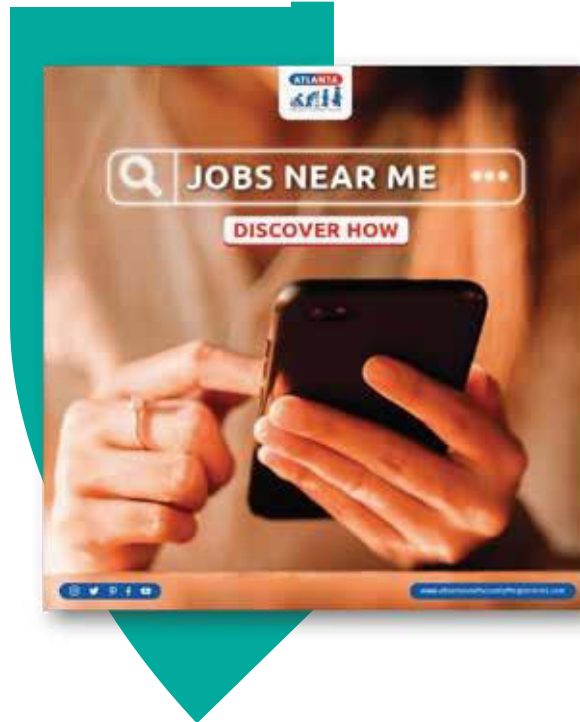
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# How We Did It ?

As mentioned above, we are cautious in advertisement being placed in special ad category so we opted different options to cater resumes applicants like Indeed, Inquiry campaigns on Facebook.





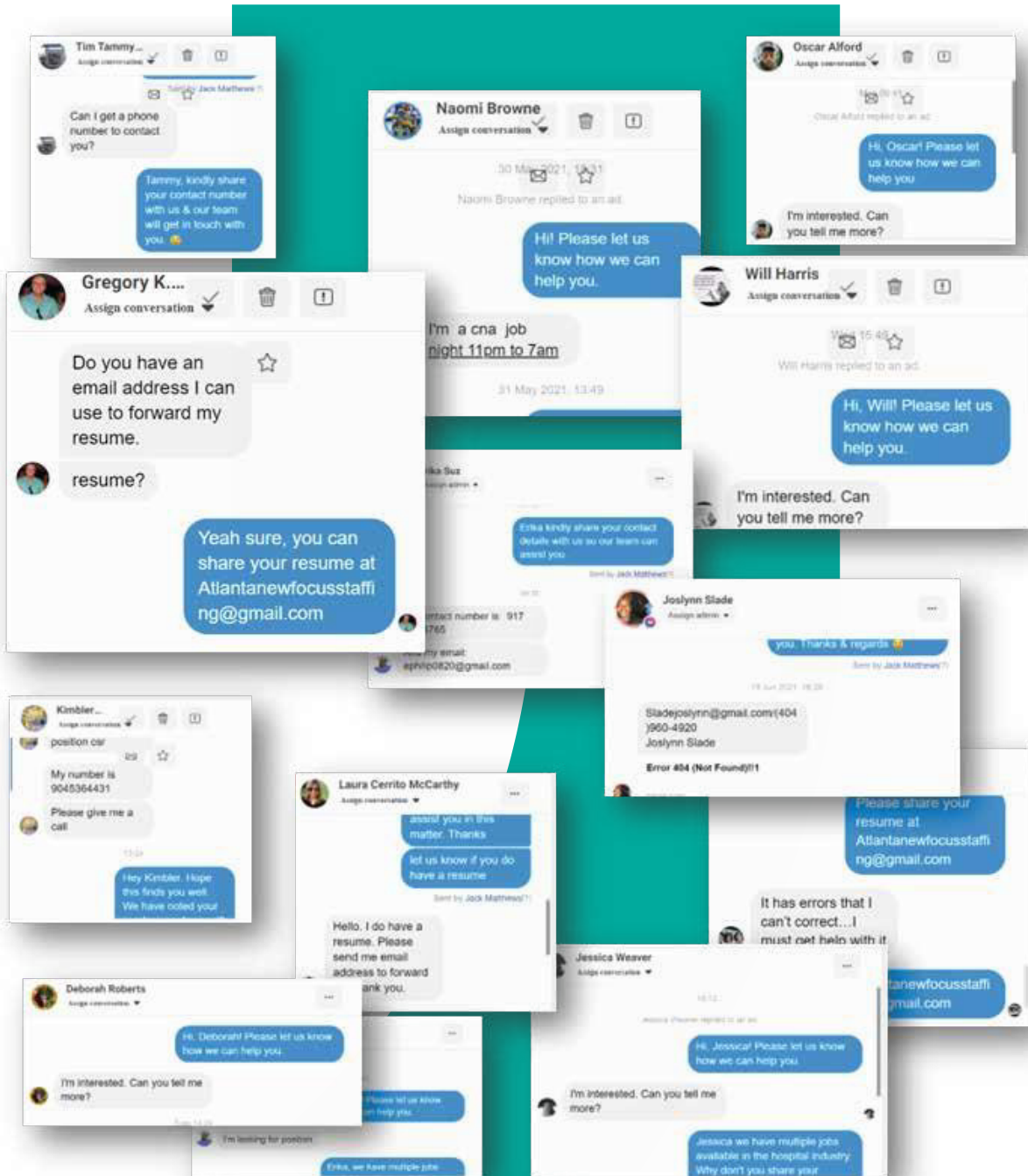


Over this post, our content strategy was to initiate the step to create awareness about jobs & the platform which can provide job medical job opportunities.



This post was designed with a concept to keep reminding candidates that Atlanta is the platform where people can easily apply for the positions that are available over the domain.

# 50+ Inquiries



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# Online Reputation Management:

**You can't control online reviews, but you can manage them.**

Online review management has evolved. It's not enough to just watch your reviews come in. Today you have to respond to negative reviews, send review invites, and more. Marketers Revenue helps you manage customer reviews proactively, so you can focus on getting more

**70%** of consumers are willing to leave a review for a business when asked

**82%** of consumers say the content of a review has to convince them to make a purchase

**93%** of consumers say online reviews have an impact on their purchase decisions

Many potential customers will form an opinion about a business before walking through its doors by consulting customer reviews on Yelp, TripAdvisor, Facebook and Google first.

Take complete control over your clients' online brand image with impactful reputation management solutions.

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# ORM Strategy:

With the right social media marketing plan and campaign monitoring system, social media content marketing can lead to increased search traffic, better SEO, healthier customer engagement and improved brand loyalty.

- Reputation Assessment
- Channel Identification
- Strategy Development
- Aggressive Implementation
- Monitoring & Evaluation



## marketers avenue

Marketers Avenue is a digital marketing agency facilitating solutions & services in SEO, SMM, Paid Marketing, ORM, Email Marketing & Content Marketing.

**Build Your Brand's Voice With The Best SEO Company.  
Enhance Engagement with Marketers Avenue. We improve your  
website's organic ranking in search engines.**

## CONTACT US



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