



Accelerate Your  
Ecommerce Success.

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**DIGITAL CONSULTING SERVICES**

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# DIGITAL CONSULTING SERVICES

Our Digital Consulting Services are designed to support in-house digital marketing teams spending \$250,000+ per month on search engine marketing. Our team of experts engages with your team to deliver actionable insights aligned to your priorities and business agenda.

If you'd like the benefit of our expertise to help accelerate, validate, refine and/or extend what you are doing, we need to talk. As the premier digital marketing agency for leading ecommerce brands and retailers, we will apply our 15 years of experience across 300+ clients to help you build specific strategies, tactics, skills and approaches to fuel your digital marketing.

What to expect from our advisory services:

- Our experts will dive in “head first” to understand your unique business, goals, challenges, and opportunities.
- We will ask hard questions, review processes, test assumptions, and highlight what is and isn't working through data-driven analysis.
- You'll feel confident knowing that a prioritized success plan and roadmaps with recommended strategies and tactics grounded in best practices is a deliverable based on our due diligence.
- You'll receive a summary and detailed communication of our learnings and suggested approaches to make sure you are getting value from our efforts.

## View **THE PROCESS** on Page 3

For more details on pricing, our guarantee, and next steps please call **(919) 954 -5955** or email: [advisory@roirevolution.com](mailto:advisory@roirevolution.com)



AMAZON ADVERTISING



FACEBOOK ADVERTISING



GOOGLE SHOPPING



SEARCH ENGINE OPTIMIZATION



PAID SEARCH MANAGEMENT



CONVERSION OPTIMIZATION

# THE PROCESS

## Discovery Sessions

*It all starts with a conversation.*

We will:

- Set-up a discussion to better understand your business goals and model.
- Make sure a strong fit exists between your needs and the value we can deliver.
- Clarify what is needed (such as timely access to data, people and processes) to connect the dots and get a clear “on the ground” view of the current situation and desired state.

**If it makes sense we will schedule a Strategy Day.**

## Pre-Strategy Day Workstream

What to expect: An in-depth account audit & on-site job shadowing

We dig into your digital platforms such as Google Adwords, Facebook, Product Feeds, etc. to identify things such as:

- Campaign inefficiencies
- Unexploited opportunities
- Competitive and industry insights
- Identify areas where platform products could be tested (Ex: Google Technologies or Beta programs)
- Process assessment: workflow, reporting and technology

## Strategy Day

*Where the rubber meets the road.*

Over the course of a full day of face to face meetings with your key staff and resources we engage in discussions which typically include:

- Account audit summary findings with relevant drill-downs.
- Technology Recommendations and Demonstrations
- On-site team training
- Issue specific breakout sessions based on your desired outcomes and what we learned throughout our review.

What you get (the tangible deliverables):

- E-Book of findings and recommendations
- Success Roadmaps
- Executive Summary with Key Takeaways and Participant Survey Results and Feedback (approx. 1 week post Strategy Day).

**Our Strategy Day will deliver tremendous value to you.**

That's why we offer a money-back “plus” guarantee. If you aren't satisfied with the meeting we will offer you more than your money back for taking up your time.

## Tailored Consulting Proposal

The Strategy day will unearth opportunities and highlight key next steps, but it's all about the follow through and execution. While the Strategy day may be sufficient to get you started, our goal is to be an extension of your team and help you work your plan.

To support this we will provide a custom proposal blending consulting, development, and technology to reflect the recommendations and next steps of the Strategy Day.