



Explore Consulting Digital Marketing and SEO Practice Overview

"We selected Explore Consulting based on a superb reputation, domain expertise and a very reputable background in driving Ecommerce initiatives toward success. It was quite challenging to find a provider that could integrate our brand image with our operational demands, but Explore's expertise and professionalism has helped us do just that. We look forward to many more successful projects with their team."

- Carla Hukee, Brand Manager, Niner

What We Do

The dedicated Digital Marketing Team at Explore Consulting focuses on ROI driven results for our clients. We manage both Digital Marketing growth needs and SEO recovery and improvement.

Our experienced team provides a breadth of strategic and tactical offerings to help your online business be as successful as possible.

We have a proven track record in areas such as:

- Search Engine Optimization (SEO)
- Digital & Email Marketing
- Paid Search / Cost Per Click (CPC)
- Conversion Rate Optimization and Analytics
- Site Migration Strategy and Execution
- Third Party Marketing - Amazon/eBay/Social

Experience

- Highly decorated 14 year NetSuite partner
- Proven methodology & best practices
- Certified team of digital marketing experts
- Diversity of skills and industry experience



SEO and Site Migration Expertise

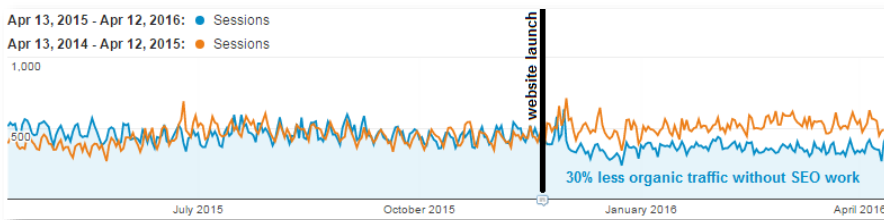


Figure 1
Organic Traffic without Explore Consulting SEO engagement.

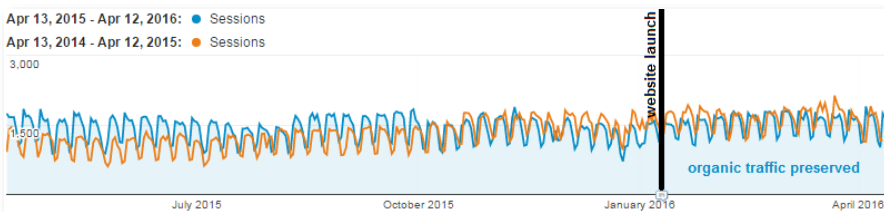


Figure 2
Organic Traffic with Explore Consulting SEO engagement.

In Figures 1 and 2, you can see the difference the SEO transition process in their transition contracts for a NetSuite SuiteCommerce Advance website. Figure 1 illustrates a client that wanted to handle the SEO process internally, while Figure 2 illustrates a client that used Explore Consulting’s Digital Marketing team during their transition process. Without understanding how to optimize NetSuite SuiteCommerce Advance, the client represented by Figure 1 lost 30% of their organic traffic, while the client in Figure 2 maintained and then grew their organic traffic. We are proven experts with both SiteBuilder & SuiteCommerce Advanced optimizations.



Digital Marketing Expertise

Do you need to develop or revise your organization’s digital marketing strategy? If you are not continuously executing on a formal digital marketing plan, you’re probably not capitalizing on all of the opportunity your online presence can generate. Is your team not getting accurate data? We have you covered, from Ad to Conversion.

Paid Search / Cost Per Click (CPC)

Strategy and campaigns optimized and grown by certified, experienced agency veterans only:

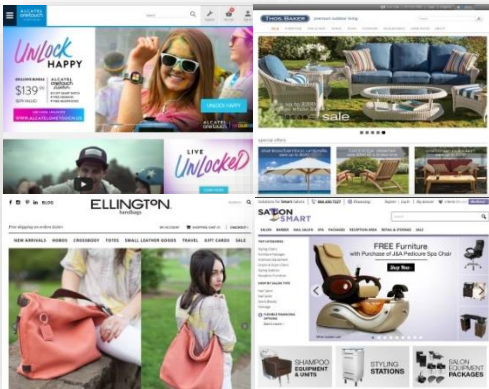
- Google AdWords
- Bing Ads
- AdRoll
- Display Ads
- Product Listing Ads (PLAs)
- Remarketing
- List Layering



Conversion Rate Optimization and Analytics

Experienced consultants prioritize ways to make your site perform like the cash register it was meant to be.

- Google Analytics implementations
- Page Speed Optimization
- Visitor Segmenting
- Behavioral Optimization



Email Marketing

According to the Digital Marketing Association, the ROI from Email marketing continues to out earn Paid Search, Social, Affiliate, and Display marketing.

- Email Campaign Management
- Shopping Cart / Site Abandonment
- Content Creation
- Email Conversion Optimization
- Email Data Reporting



Third Party Marketing – Amazon/eBay/Social

Our experience with such a wide variety of clients has helped our team construct highly successful social campaigns, allowing their community to continually grow.

- Amazon
- Facebook
- Twitter
- Instagram
- eBay
- Groupon

