



Explore Consulting SEO and Digital Marketing 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 Bikes

What We Do

Creating and executing on a successful digital marketing program can seem daunting. Many companies lack the resources, time or budget to muddle through what can seem like an overwhelming set of best practices and technologies. 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:

- Digital Marketing
- Search Engine Optimization (SEO)
- Paid Search / Cost Per Click
- Conversion Rate Optimization and Analytics
- Email Marketing
- Merchant Pack – Amazon/eBay/Social/Discount Optimization

Experience

- 25 years of combined team experience
- Proven methodology & best practices
- Certified team of digital marketing experts
- Diversity of skills and industry experience



Digital Marketing Strategy / Digital Marketing Strategy Audit

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. Knowing where to begin can often be a challenge and Explore Consulting can assist with will collaboratively walking you through a six step **SOSTAC Framework**:

- **Situation:** Document current business performance, market place opportunities and competitive benchmarking.
- **Objectives:** Define SMART objectives for your digital marketing efforts, key success factors and important online KPIs.

- **Strategy:** Identify your core segments/targets, define a content and contact strategy and establish your initial digital marketing mix.
- **Tactics:** Assist in creating a reasonable online digital marketing budget, your digital roadmap, set a 90 day execution plan by channel and campaign and set a key insights plan.
- **Actions:** Build out a collateral development plan, help with training on creation and use of an editorial calendar and media schedule and campaign operations plan.
- **Control:** Understand resources requirements, denote process review steps, tools and reporting.

If you only desire help in one of these areas such as competitive benchmarking or automated reporting, we can also provide these as on-off services as well.

Search Engine Optimization (SEO)

For those that have reaped the rewards of a strong organic marketing channel, the efforts are well worth it. However, getting there is hard work made harder by the nuance, detail and ever-changing best practices. This is where Explore's SEO and Digital Marketing Practice comes in. Our team has deep experience with the technical, on-page and off-page factors that will serve whatever your specific SEO challenges. To that end, we provide three specific SEO activities:

- **SEO Migration:** Few internal SEO or agency teams have experienced more than a few platform migrations. Explore's Digital Marketing and SEO team manage multiple transitions per year, particularly for clients transitioning to NetSuite Site Builder or Suite Commerce Advanced. Understanding and knowing what to watch out for with a specific platform can often be the difference between a successful and an unsuccessful migration. At Explore, our methodology encompasses far more than setting up 301 redirects and creating new sitemaps. We conduct a complete technical and content benchmarking audit to understand exactly how the performance, code, content and design changes can negatively impact your SEO migration and we craft detailed, specific action plans to mitigate these to the greatest extent possible. Our SEO migration service also will not end once you launch. We will continue to monitor and identify those factors that may be contributing negatively to your SEO performance.
- **SEO Recovery:** While never ideal, if your business migrated without a thorough SEO Migration plan in place or if you have been negatively impacted by an algorithm change, we can still help turn your organic performance around. We can quickly diagnose what issues or collection of issues have hurt your website – be those technical related, content related or UX/UI related.
- **SEO Acceleration:** If your SEO has stalled or you see your competition continually winning in the Search Engine Results pages, we can formulate a plan to help you better meet the needs of your customer – and thus improve your organic results. With a thorough competitive and opportunity review, we will help you understand exactly how much effort is required to improve your situation. We will identify influencers, content needs and content distribution plans to better market your company against your competition.

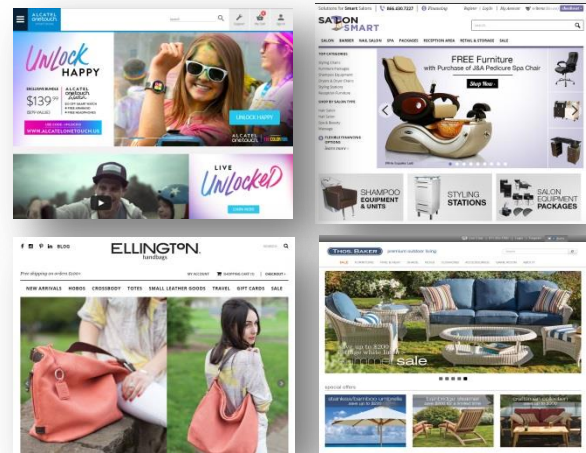


Paid Search / Cost Per Click (CPC)

Organic search results can pay strong dividends, but they also take time to achieve and will require a long series of steps. Many ecommerce companies time horizons for success don't give them the luxury of waiting for these longer term investments to play out. For others, you might have reached the pinnacle of what is possible with organic search efforts within your segment. Either way, increasing your business results may benefit from a structured paid search / CPC program that can deliver strong, manageable ROI. Our team has broad experience managing budgets of a variety of sizes. We can help you understand what is achievable based on the spend you are willing to commit and will build out and manage campaigns to prioritized to suit you specific needs.

Conversion Rate Optimization and Analytics Insights

Unlike other marketing tasks, CRO is one where you are in complete control of your destiny. You've worked hard to earn consideration from the online consumer, now it's time to get the real value out of your website. But how do you know if your website is actually performing as well as it should. Should you start by improving your landing page experience, your navigation or product selection or perhaps you need to improve the ease of use of your cart. Where should you begin? Our Explore Digital Marketing team will conduct a conversion benchmark and audit and help you understand just where to focus, setting priorities and reasonable targets for improvements. In addition, we can provide you with analytical insights that turn all those visits, bounce rates, page views, cart abandons and conversions into meaningful insights and actions.



Email Marketing

No, email is not dead. In fact, according to the DMA, email still continues to outpace Paid Search, Social, Affiliate and Display marketing COMBINED from an ROI perspective. Building and engaging a list of qualified prospects and former customers is usually far more cost effective than many other channels. However, knowing how to effectively use email to nurture registrants into purchasing your products can be hard. Explore's Digital marketing team can assess you email program, help you establish a contact strategy and identify the steps necessary to improve your deliverability, open rates, click through and ultimate conversion.



Merchant Pack – Amazon/eBay/Social/Discount Optimization

As many companies have learned, trying to drive results from their own website takes time. Sales can be predictably determined by the audience you create on your own domain. To accelerate this – Explore Consulting has developed a program we call Merchant Pack.

Our Merchant pack program will help you to quickly leverage the eyeballs that other platforms like Amazon and eBay have created. Our merchant platform optimization expertise will start by helping you understand what your priorities should be: Should you sell on Amazon? eBay? Facebook? Instagram? Groupon? Living Social? What combination of external product promotions will help kick start your business. While by no means simple, building out an external sales channel can often quickly create the cash flow for self-funding many of your other digital marketing endeavors.



About Explore Consulting

Based in Bellevue, Washington, Explore Consulting was founded in 2001 and is a professional services company dedicated to providing innovative and cost-effective solutions for their customers' database and IT systems needs. Having specialized in SaaS solutions for more than 14 years, Explore Consulting is the largest and most experienced NetSuite reseller and solution provider in the Northwestern United States.

Explore Consulting is well-known as a leader in NetSuite implementation, customization, integration and Ecommerce, and has also been a 10-time NetSuite Star Performer, won 24 NetSuite awards and was named as 2014 NetSuite Partner of the Year, Americas. For more information, visit www.exploreconsulting.com.