



WTM | Digital Marketing

# There's a Better Way to Get Results From Your Digital Marketing

We are a digital marketing agency with a 14-year track record of success in SEO, PPC and Web Development.

## CORE SERVICES



### PAID MEDIA AND SEARCH

B2C Lead Generation / Registration, B2C eCommerce, B2B Lead Generation, Social Media Advertising, Amazon Advertising, Full-funnel Strategies



### EARNED MEDIA / CONTENT

On-site SEO, Off-site SEO, Content Strategy and Execution, Online Public Relations, Local SEO, YouTube SEO, Influencer Marketing, Social Media Curation (organic)



### WEB AND TECHNICAL

On-Site, Technical SEO, Conversion Rate Optimization, Tag Manager and Tracking, Front-end Web Development, Back-end Web Development, Graphic Design, Landing Page Creation, Analytics Consultation

When You Work with WTM, You're Not Just a Client; You're a Partner.



"WTM doesn't blow a lot of smoke or make wild promises. They're aware of the competitive, dog-eat-dog nature of the digital business. The team is dogmatic, thorough and thinks in the long term."

Tom McElheny, Founder and Owner, ChurchPlaza  
WTM Digital Client since 2014

FUN FACTS



Founded In  
**2008**



In-House,  
**USA**  
Based Team



**12+**

Avg. Years of  
Team Experience

BRANDS  
WE'VE GROWN



workiva



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CATEGORY  
Consumer Goods



## A Holistic Marketing Approach Delivers Staggering eCommerce Growth

WTM helped an ambitious consumer goods brand overcome nationwide expansion challenges by rebuilding their website and implementing a comprehensive, time-released marketing strategy, resulting in achieving annual sales in the eight-figure range.

### How We Did it

- ✓ **Web Design and Development:** Transformed website from lead generation to functional eCommerce platform.
- ✓ **Search Engine Optimization:** Created an evergreen revenue generating blog-content strategy.
- ✓ **Conversion Rate Optimization:** Identified eCommerce pain points using heatmapping and UX tools.
- ✓ **Pay per Click Search Engine Ads:** Drove revenue growth and focused on high-margin products with segmented, AI-powered campaigns.

# 225%

Increase in site revenue over 5 years

### Total Website Sales

YEAR 1	\$3.9M
YEAR 2	\$4.9M <span>↑ 27%</span>
YEAR 3	\$7.4M <span>↑ 51%</span>
YEAR 4	\$10.9M <span>↑ 45%</span>
YEAR 5	\$12.7M <span>↑ 17%</span>

## Transforming a Cosmetics Brand Through the Power of Influencer Marketing

### How We Did it

- ✓ **Influencer Marketing Strategy** WTM's influencer marketing strategy involved selecting influencers with engaged followings and leveraging YouTube's beauty content as the platform of choice.
- ✓ **Collaboration with Influencers** WTM engaged mid-tier influencers by offering free product samples for reviews, establishing long-term relationships, and even co-creating exclusive products sold on the client's ecommerce site.

Amidst a booming cosmetics industry and the growing shift to online purchasing, WTM's influencer marketing strategy propelled a brand to unprecedented success, captivating online consumers and fostering a loyal community.

### The Results

Blogger/YouTuber relationships resulted in **\$50k** revenue & **1.6k+** transactions

Co-created products generated nearly **\$7M** in revenue

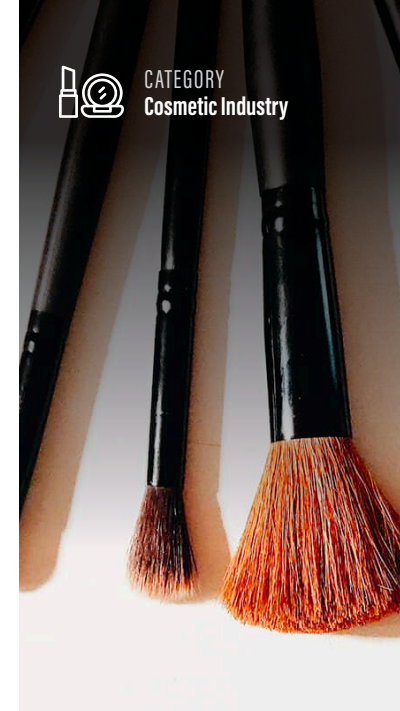
↑ 35%  
Increase in organic traffic year over year (at peak)

↑ 65%  
Increase in organic revenue year over year

↑ 25%  
Increase in referral traffic year over year



CATEGORY  
Cosmetic Industry



CATEGORY  
Pet Food

## Using Profit Margins to Improve Google Shopping Campaigns

Uncover how a family-owned pet products business achieved remarkable success by strategically restructuring their Google Ads Shopping campaigns, focusing on high-profit margin products to drive profitability and elevate their online presence.

### How We Did it

- ✓ **Determine actual profit margins for each product** considering costs and sales metrics.
- ✓ **Allocate 20% of efforts & budget** to lower-margin products for efficient ad spend.
- ✓ **Employ the 80/20 rule**, focusing 80% of efforts and budget on high-profit margin products.
- ✓ **Continuously optimize the campaigns** based on online sales, revenue, and transaction data.

**9x** Increase in number of sales per month

↑ 610%  
Average increase in monthly revenue

Client's ROI is now: ↑ 858% prior to our campaign, ROI was in the red

