



ARGYLE
INTERACTIVE

Digital + Creative Solutions



Marketing Solutions

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[A]llow us to introduce ourselves...

Argyle Interactive was incorporated in 2013 by two Drexel University graduates. Since then, we've established ourselves as an industry leader in Philadelphia's digital marketing scene, servicing dozens of organizations across America with a unique marketing mix for each campaign.

Our team is comprised of young creatives, analysts, and strategists who also consider themselves as foodies, world travelers, amateur comedians, and more.

Our standard of quality rivals perfection. The goal of each project is to achieve incredible execution, surpassing our clients' goals and expectations. We provide the #ArgyleAdvantage wherever, whenever and have a blast while doing it!

Website Development

Basic to Advanced Landing Pages

Great for special offers, quick submissions, or event registration, landing pages quickly get the message across while enabling a multitude of features and actions

Mobile-friendly

Fully responsive designs ensure a pleasant experience for users on all devices

Web Applications

Reduce paperwork and increase efficiency by integrating reliable and accessible web apps into your organization's existing ERP or CRM

eCommerce

Display your inventory and sell more product by providing a comfortable shopping experience for your customers with secure payment processing

Content Management System

Whether you prefer WordPress or a custom design, our solutions allow you to edit website content anytime without the assistance of a web developer



OPTIMIZED SITES, DESIGNED TO PERFORM ON ALL DEVICES

Website **Maintenance**

Moderate Aesthetic Updates

Reasonable updates to keep your website modern

Payment Processing & Security

All websites are SSL certified and encrypted for secure payment processing

Web & Domain Hosting

Dedicated servers to ensure fast, reliable, and secure web hosting

Site Backup & Restore

In the unfortunate case of any data loss, Argyle has a backup readily available to restore the site at any time

Domain Privacy

Maintain your complete privacy and prevent marketing companies from obtaining your contact information from your domain registrations

Response Team

Argyle provides a tech support team to ensure the site maintains optimal performance



Reliable and secure,
24-7-365

Search Engine **Optimization**

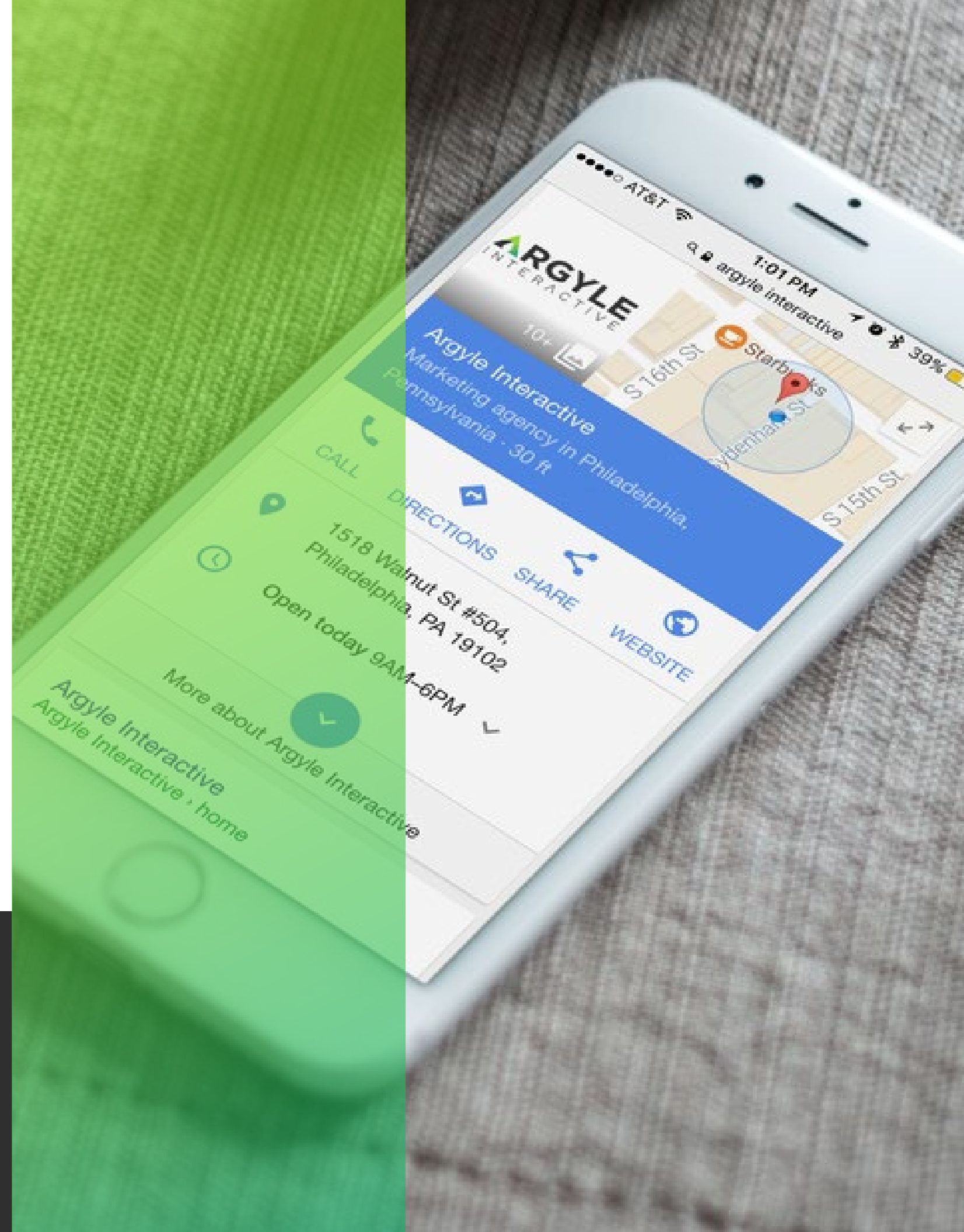
On-site

Keyword-driven content, meta descriptions, title tags, page titles, image tags, sitemaps, load speed, and other technical search factors. We address all of these intricacies to ensure optimal ranking

Off-site

Link-building, off-site media mentions, link repair, and more. These alignments boost web credibility

Increasing Google rankings is a priority in every campaign



Conversion Rate Optimization

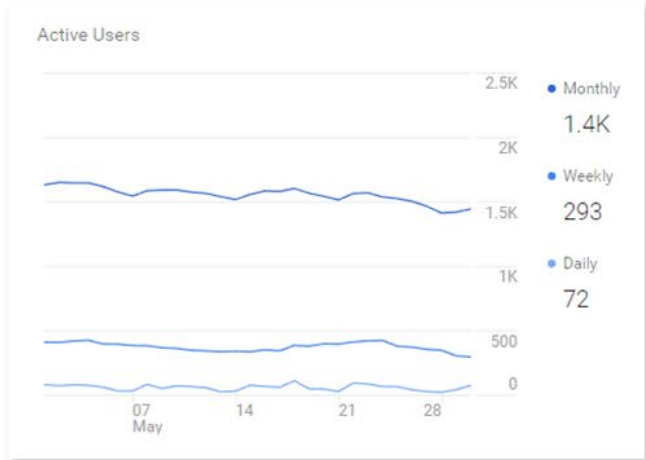
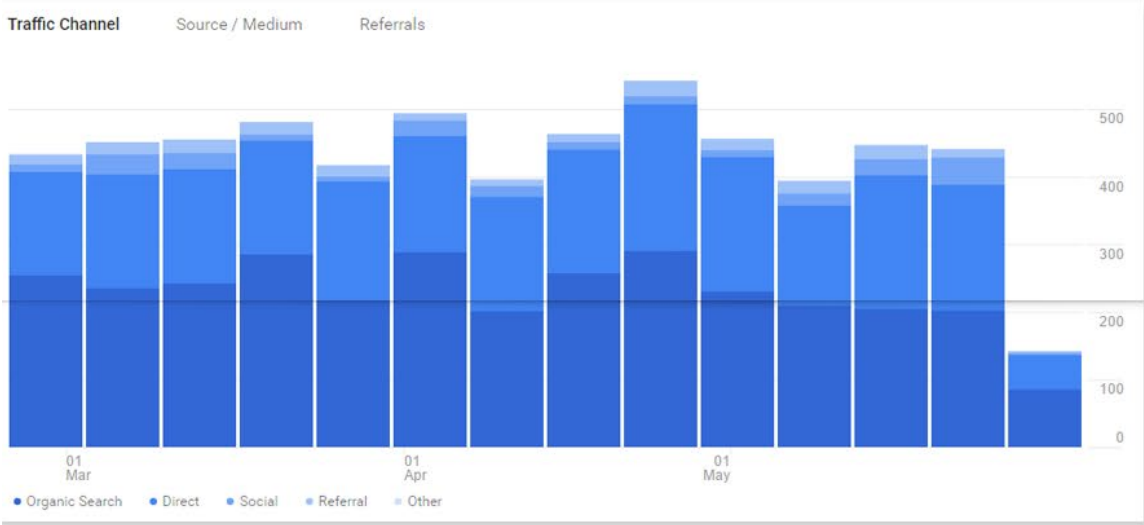
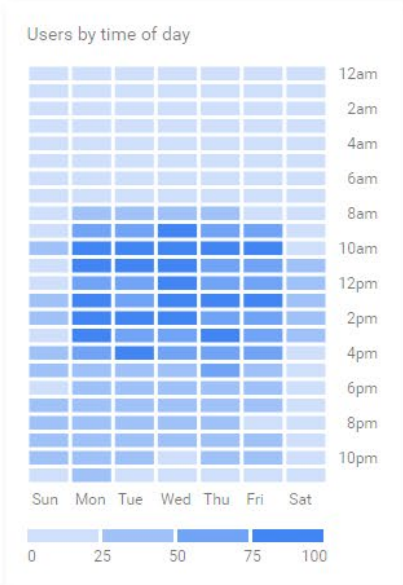
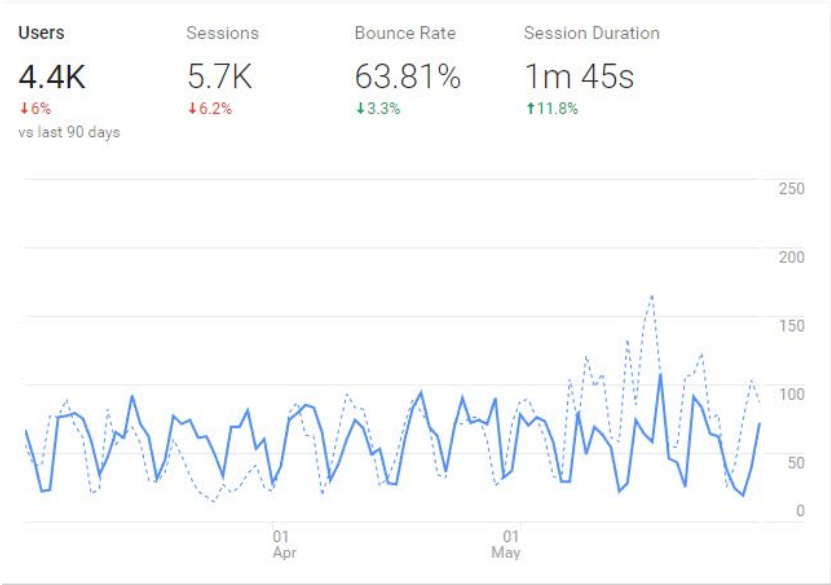
A/B Testing

Test and compare multiple versions of web pages to identify the one with the highest performance and conversion rate

Full-stream Analytics

An in-depth analysis, from start to finish, on your website conversion funnel

OPTIMIZE YOUR WEB TRAFFIC TO MAXIMIZE SALES



Brand Development

Logo and Tagline

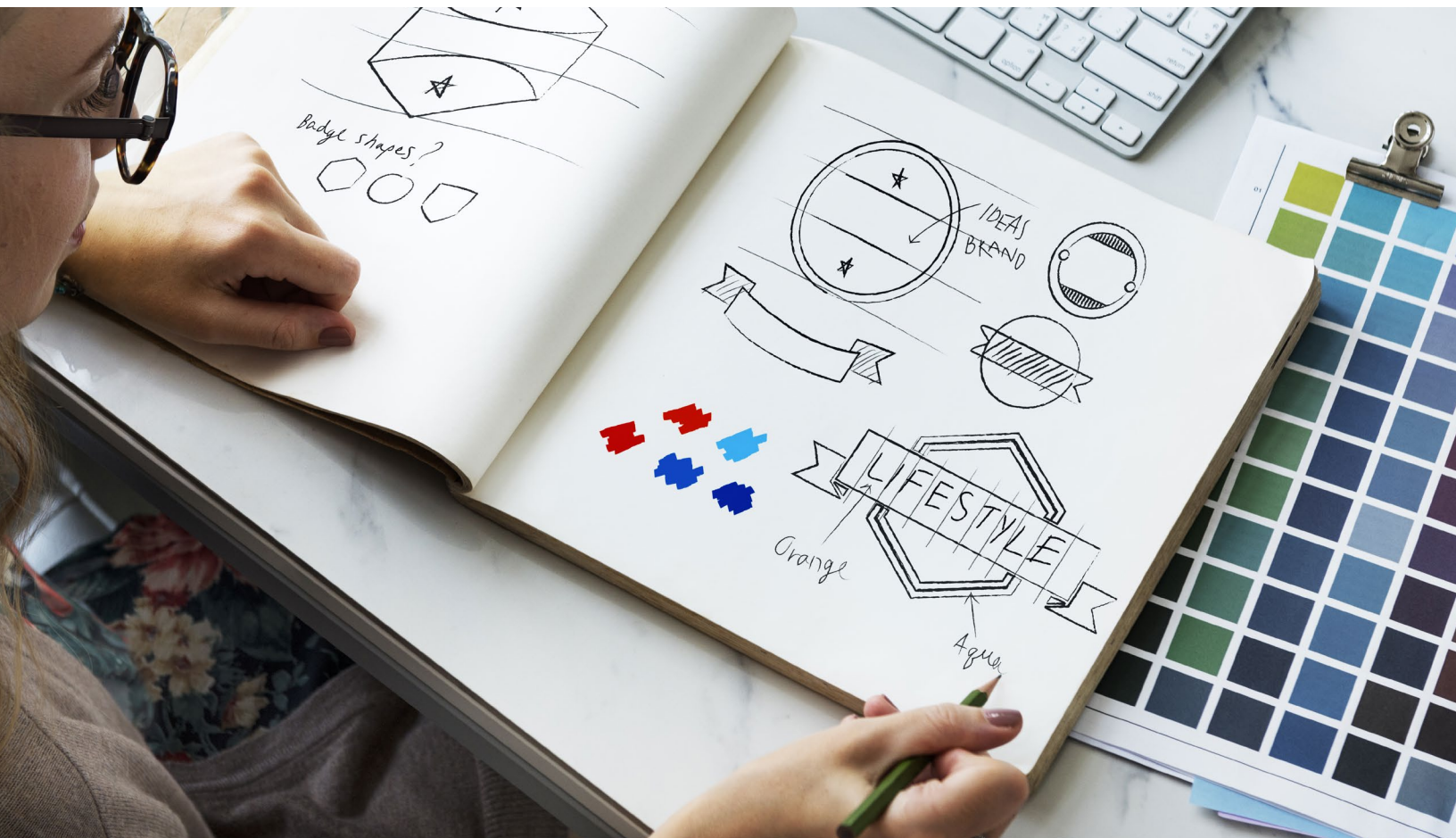
Unique logo and tagline creation, aligned with brand goals and values

Color Scheme and Typeface

Custom color palette and typeface collection

Brand Identity

Visual and aesthetic expression of a brand which includes name, logo, communications, experience, and uniformity standards throughout all media



Make an
IMPACT
with your brand

Print Materials

Branded Materials

Branded business cards, letterheads, envelopes, etc., ready for distribution

Promotional Materials

Custom-designed large signs, retractable banners, and promotional pieces for your events and initiatives

Brochures, Booklets, Flyers, Posters

Any size, length, paper quality, specialty, hand-check to ensure quality



Our strong relationships with reliable printers will guarantee you **the utmost quality**

Data-driven **Market Research**

Competitor Analysis

Reverse engineer emails from competitors' / partners' social followings for direct email marketing and targeted social advertising

Audience Insights

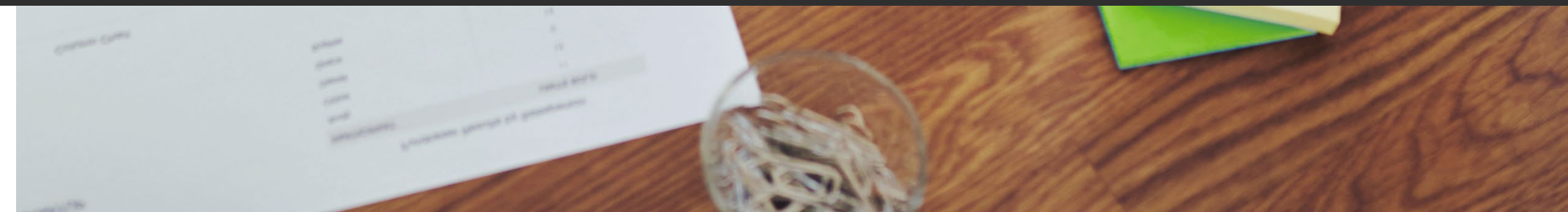
Create a granular audience profile based on demographics, location, interests, etc. in order to help direct advertising campaigns to the right customers

Influencer Analysis

Identify the most influential users within each following based on its reach and the strength of its reach



DON'T WASTE MARKETING DOLLARS; KNOW YOUR CUSTOMERS



Content Creation



Social Posts

Digital graphics and copy for social media posts, visually aligned with the highest response rates per platform

Blogs

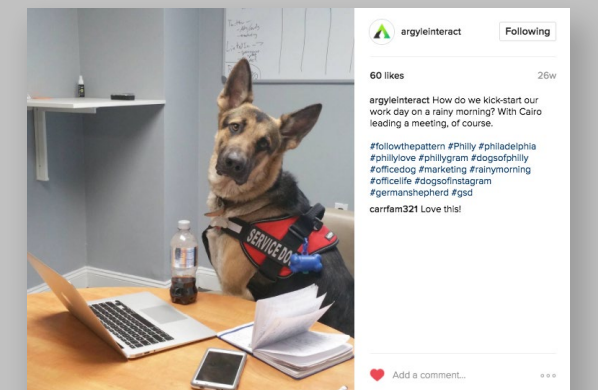
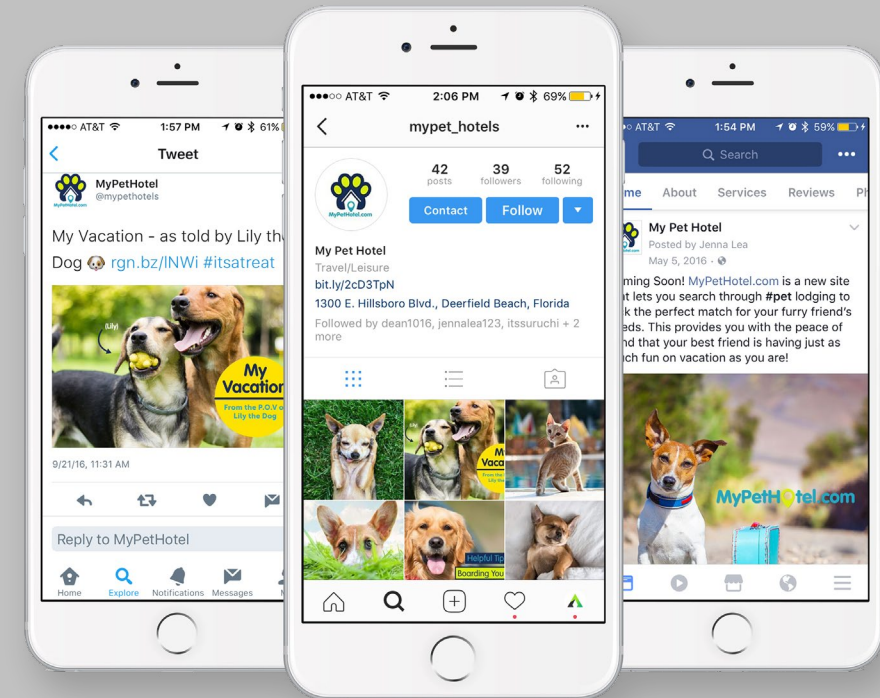
Articles focused on topics relevant to client's industry, target market, and current events

eBook Creation

Custom-designed eBook and downloadable pages on website

Infographics

Graphics designed in-house with information displayed in a fun, shareable, easy-to-digest fashion



Captivating content that **positions you as a thought leader in your industry**

Social Media Management



**SAY THE RIGHT THING,
AT THE RIGHT TIME,
AND LOOK AWESOME DOING IT**

Page Construction & Management

Complete setup and maintenance of all social media pages, including social handle suggestions, as well as cover and profile photos

Content Management

Social media strategy to engage target audience on all relevant platforms

Engagement

Earn the “Very Responsive” badge by maintaining a response time average of less than 5 minutes and a minimum of 90% response rate

 Very responsive to messages

Paid Advertising

Advanced Targeting

In-depth analysis of target market, key influencers, and competitor demographics

Social Media Ads

Innovatively designed targeted ads across various social media platforms that drive traffic to your site

Paid Search

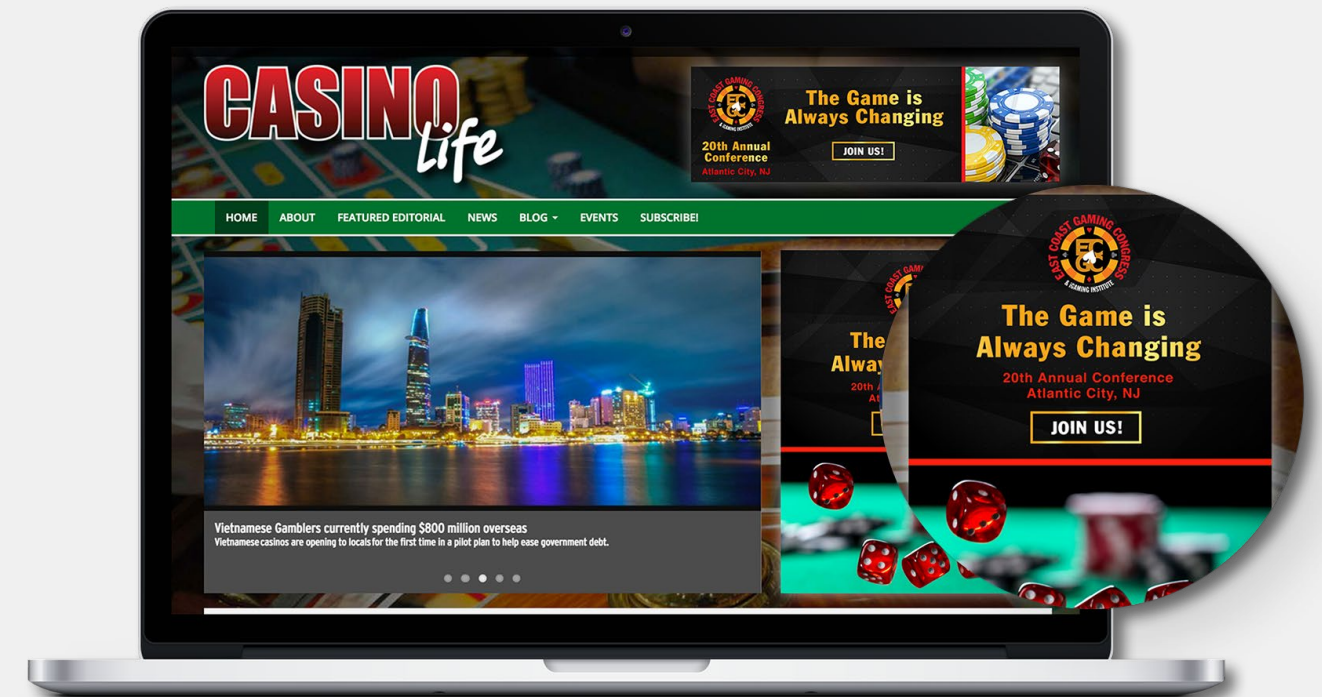
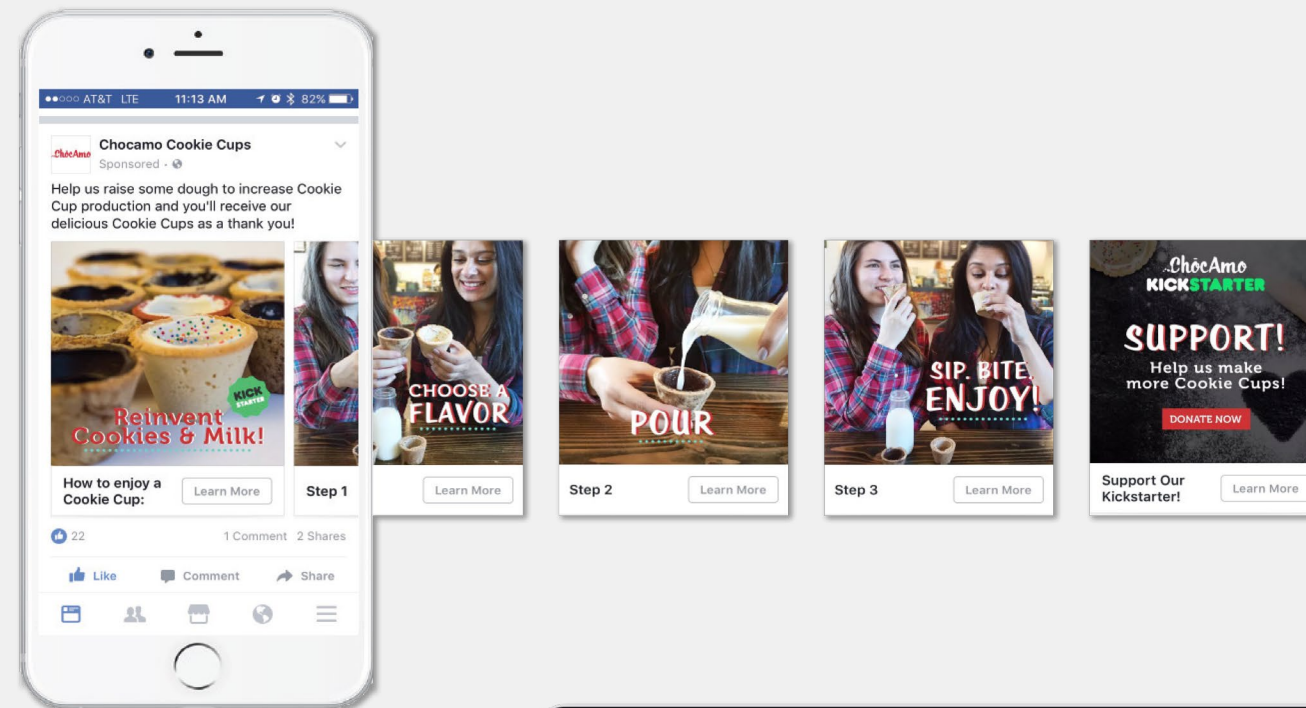
Advertise within the sponsored listings of a search engine or a partner site

Pixelation

All digital properties are pixelated to track engaged users allowing continuous targeting

Snapchat Geofilters

Branded filters that cover the event's geographic area to enable attendees to spread your message while sharing their experience



TARGET YOUR MARKET, REACH YOUR CUSTOMERS, CONVERT YOUR SALES

Email Marketing

Newsletter

Series of segmented promotional email blasts to stay in touch with subscribers

Segmenting Lists

Simultaneous email campaigns to maximize effectiveness through targeting

Automated Emails

Branded templates that are promptly sent out for event registrations and reminders, order confirmations, downloadables, etc.

**TARGETED EMAILS THAT
ENGAGE YOUR AUDIENCE**



Video Production

Live Coverage

Real-time video streaming on social media

Promotional/Recap Videos

On-site video production team and post-produced video content for events

* Access to drone footage, animations, and mastered post-production

Abbreviated Social Content

Short, captioned videos to share messages with high effectiveness

**CAPTURE THE MOMENT,
SHARE THE EXPERIENCE**



Comprehensive Campaign Management

Supplemental Communications


Working closely with your communications department, providing your business with our expertise in website development, graphic design, and content marketing

Event Promotion

360-degree marketing promotions including, but not limited to, website, social media, print, and email, leading up to an event and full coverage for all local events related to client initiatives

Product Initiatives

Ensure your products have the competitive edge for specific campaigns such as Kickstarters, retail placement, press, etc.



**Connect
the dots
to achieve
your goal**



Contact

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