

**PROACTIVELY  
CRAFTED DIGITAL  
MARKETING  
STRATEGIES FOCUSED  
ON GROWTH**



[americaneagle.com](http://americaneagle.com)®

# Driving Qualified Leads & Revenue Through Targeted, Data-Driven Strategies

Americaneagle.com is a full-service digital agency that understands the nuances of building a creative, omnichannel digital marketing strategy to drive meaningful outcomes aligned with your goals.

Whether you are trying to generate qualified leads, increase conversions, or drive online sales, our robust team of experienced marketing strategists will create a roadmap that maximizes engagement and drives people to take action.

↗ 750+

Employees

↗ FAMILY OWNED

& Full Service

↗ GLOBAL AGENCY

Headquartered in Chicago

↗ 15+ YEARS

of Digital Marketing Experience

## FEATURED CLIENTS



WeatherTech®

BADGLEY  
MISCHKA



Kansas City  
STEAK  
COMPANY

REPAIR CLINIC®



SE STATE ELECTRIC  
SUPPLY CO.  
CUSTOMER FOCUSED. QUALITY DRIVEN

# Our Digital Marketing Expertise

In today's fast-paced and highly competitive online marketplace, a strong digital presence is critical for success. Americaneagle.com understands that which is why our team works diligently to achieve real, measurable results for our clients through a range of digital marketing services.

## Search Engine Optimization

We take a systemic approach by understanding your entire web presence before crafting a strategy that works to improve your rankings.

## Data Measurement

We take the time to understand how, where, & when visitors navigate through your site, & then provide you with actionable insights to drive intelligent business decisions.

## Paid Media

Our paid search management services work to design strategies custom-fit to your brand, targeting the right keywords & optimizing campaigns for success.

## Email Marketing & Automation

We'll build you a comprehensive strategy that grows subscribers, generates leads, increases open rates & click-throughs, & retains customers.

## Social Media Marketing

We combine data, analytics, & the latest social media trends to deliver messaging that drives your audience to convert.

## Conversion Rate Optimization

Through optimization techniques, we assess & evaluate your users' behaviors & motivations, & then work to improve conversion rates to increase revenue, form submissions, downloads, & more.

## Content Marketing

Our subject matter experts consider both your audience & your business objectives before developing an SEO-focused content strategy.

See where your company ranks against competitors with an analysis by Americaneagle.com.

Americaneagle.com's

# Roadmap to Digital Marketing Success

We take a very calculated approach to digital marketing. Divided into three steps, our detailed process ensures a carefully curated campaign that not only meets your goals, but exceeds them.

◆ 01



## STRATEGY & CONSULTING

- Align on goals & KPIs
- Conduct competitive analysis
- Understand target audience and personas
- Build out strategy and roadmap

◆ 02



## LEAD GENERATION

- Search engine optimization
- Paid media
- Social media marketing
- Content marketing
- Data measurement
- Email marketing & automation
- Conversion rate optimization

◆ 03



## OPTIMIZATION & IMPROVEMENT

- A/B testing
- Conversion tracking
- Data analysis & measurement tracking
- User experience support
- User surveys



Take the first step toward boosting your brand's reach & driving increased sales.

**Get started with a digital marketing assessment today.**

## CASE STUDY

### Key highlights:

- Revamped email marketing strategy to include targeted, personalized emails that promote & drive attendance to various hosted events
- Launched paid social media campaigns & developed social calendars for Facebook, Instagram, & LinkedIn
- Improved measurement & success metrics through an overhaul of analytics & reporting

↗ **238%**

Increase in email traffic (YoY)

↗ **108%**

Increase in paid and organic social media traffic (YoY)

↗ **75%**

Increase in overall users (YoY)

↗ **826**

New leads acquired (QoQ)

# REPAIR CLINIC®

## CASE STUDY

### Key highlights:

- Restructured PPC campaigns, updated ad formats, & optimized ad types to improve campaign efficiency & cut overall costs
- Improved search engine visibility through removal of duplicate & optimized SEO
- Implemented automated welcome emails with unique promotional codes to increase open rates, click-throughs, & conversions

↗ **106%**

Increase in transactions (YoY)

↗ **43%**

Increase in average email open rate

↗ **30%**

Decrease in cost-per-click

↗ **90%**

Increase in revenue (YoY)

WHAT OUR CUSTOMERS HAVE TO SAY



“We have utilized several web hosting groups over the past 21 years and the move to Americaneagle.com has been the most cost-effective and comprehensive in terms of content and understanding how to move up our rankings on Google Search. Our expectations are well ahead of projections with an increase in lead generation of over 300% percent. Plus, our websites are far more user friendly.”

**BADGLEY  
MISCHKA**

“The email marketing and paid ad campaigns have been life-changing.”



“Because of our experience with our new website, we approached Americaneagle.com with a project to increase SEO and begin a targeted ad campaign to help continue sales growth. Americaneagle.com took the reins and delivered fantastic results and did so with the efficiency and professionalism that we experienced with our website buildout. No matter what stage your online business is currently in, Americaneagle.com has the tools and sources to take it to the next level. I look forward to continuing our relationship with Americaneagle.com and watching our online sales and web presence continue to grow within our industry.”

**The road to digital marketing  
success begins now.**

Contact Americaneagle.com to get started.



877.932.6691 / [info@americaneagle.com](mailto:info@americaneagle.com) / [www.americaneagle.com](http://www.americaneagle.com)

**Don't just grow, soar.™**