



 **excelerate**®

Integrated marketing solutions, designed for an integrated world.

EXCELERATE



Meet **excelerate**

At the intersection of creativity, technology and results, we provide integrated marketing solutions, tailored to exceed expectations.

We are a full-service digital marketing agency created with one goal: to help national, regional, and local clients grow by smartly engaging the right audiences with the latest technologies and techniques.



HOW TO
**FIND MORE
CUSTOMERS?**



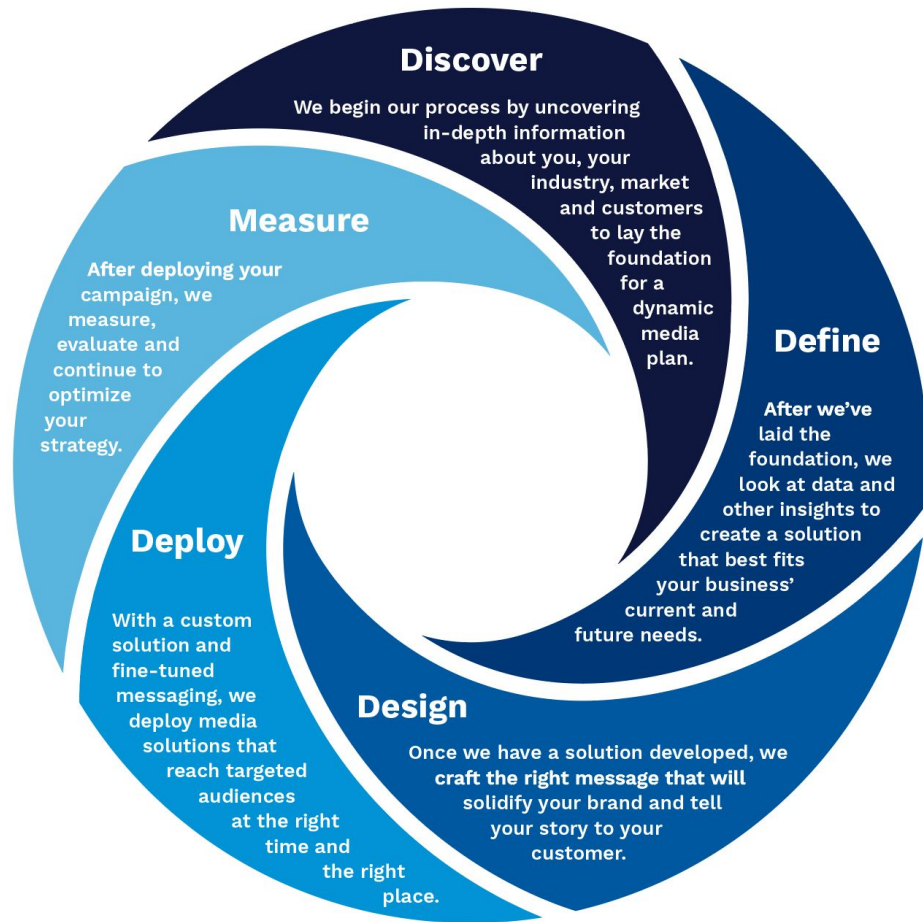
HOW TO
STAND OUT?



HOW TO
**DRIVE
EXCITEMENT?**



HOW TO
**GROW
REVENUE?**



Our Process

Our process is an ongoing cycle of discovering, defining, designing, deploying, and measuring. It's a far cry from "set it and forget it" and it is a process of continuous refinement. This is a reflection of our partnership as we continue to evolve your marketing campaign.

Here's some of our **key differentiators**:

- Research-based plans
- Customizable & nimble campaigns
- Local teams with national impact
- Franchise experts
- Analytical & attribution-driven recommendations

Consumer Journey



Awareness

Make consumers aware of your brand and educate them about the services you provide.

Digital TV • Display • Native
Social Media • Streaming Audio
Video • Website



Interest

Attract people to your brand who are interested in your products or services.

Email Marketing • Native • Video
Website



Action

For consumers ready to take action, convince them that your company is the right choice.

Email Marketing • Website



Advocacy

Encourage repeat business, and let your customers be the biggest advocates for your brand, bringing in new business.

Email Marketing • Reputation
Management • Video

How do I get started with accelerate?

We begin with a proposal.

Ask specific questions to get a better understanding of your business needs and goals.

Dedicate at least five experts on your project. They spend 30 hours or more researching and studying your business.

Gain key insights and data about your business and competitors.

As a result, we **create a comprehensive** media plan providing key insights and a recommendation for a multi-solution campaign that will **meet your business objectives**.



Case Studies



Appliance Retailer



Charlotte Parade of Homes



Childcare Provider



Community Trust Bank



Fairfax Cryobank



Funeral Home



Harley Davidson



HVAC_Agency



KC Ballet



Mercedes-Benz of Fayetteville



Newman University



Precision Glass



Rana Furniture



South County Chrysler



Tim Short



Tri Cities Cancer Center

"There are a million SEO companies out there that all promise the exact same things! But after six months with EXL they have really risen above the rest. They focus on what we want to see succeeding while giving their professional advice and really leading our SEO results. They have grown to love our brand as if they are us, we are extremely impressed with their work effort, communication, and constant completion in meeting goals."

Caila Sanford from Winnie Couture, Inc headquartered in Beverly Hills, CA

"We partnered with excelerate Digital last year and we were blown away with all the research and competitive analysis they provided before we even entered into an agreement. After we partnered with excelerate, they have been extremely hands on with our campaigns providing dedicated support, ongoing optimization and in-depth reporting for our corporate locations as well as franchisees. They are very quick to pivot towards solutions that provide the highest ROI. I look forward to our continued partnership. Thanks for all your hard work!"

Matt McGee, CEO and Founder



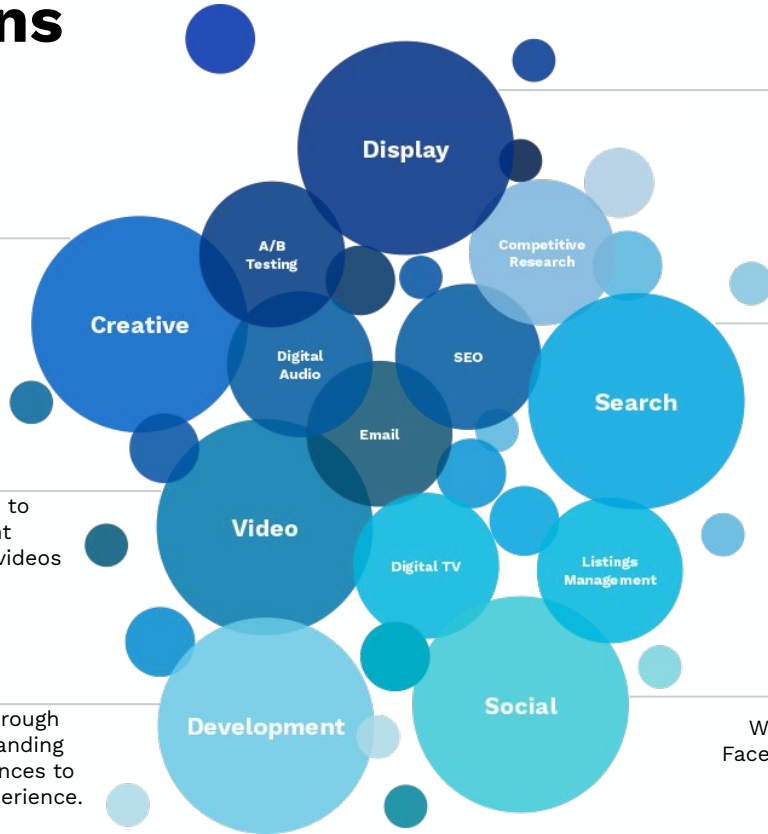
Our Solutions

Digital Solutions

We build and solidify brand recognition by captivating your audience with engaging advertising, insightful messaging and branded content.

From conception to production to placement, we capture the right audience through high-quality videos that reflect your story.

We solidify your brand messaging through website development, customized landing pages and other web-based experiences to improve quality scores and user experience.



We partner with quality data providers to reach specific audiences based on behaviors, interest and content they're viewing in the moments that matter.

Leveraging strategic targeting, tailored ad extensions, and paid search, we maximize your presence and performance to reach high intent audiences.

We find new and existing audiences wherever they are - Facebook, YouTube, LinkedIn, Pinterest - and connect with them through integrated ads.

Solution Summary Pages

excelerate
Websites

Improve online user experience, increase the opportunity for organic search engine ranking, and bring your brand to the forefront.

75%

75% of consumers visit the Web to research products and services before making a purchase decision.

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Websites

excelerate
Search Engine Optimization

Improve your website's organic page rankings for optimal keywords and search engines.

111%

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SEO

excelerate
Reputation, Listings, and Review Management

Take control of your digital reputation and make your potential customers and partners aware of your business information online.

84%

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Reputation, Listings and Review Management

excelerate
Social Media Management

Generate word-of-mouth and build your follower base organically.

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Social Media Management

excelerate
Social Media Advertising

Engage new followers, leads, and customers with paid social ads, blogs, and more.

8X

8X more leads from social media advertising than from other digital marketing channels.

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Social Media Advertising

excelerate
Search Engine Marketing (SEM/PPC)

Reach high-intent customers as they actively search on Google, Bing, and more.

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Search Engine Marketing

excelerate
Programmatic Display & Video

Reduce total marketing spend while engaging targeted audiences with high reach and high-quality content.

70%

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Programmatic Display & Video

excelerate
Email Marketing

Convert with new audiences while they are reading their email.

73%

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Email Marketing

excelerate
Owned & Operated

Reach a loyal, well-educated, and affluent audience in proximity to their purchase decisions.

71%

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Owned & Operated

excelerate
Digital TV

Maximize your ad reach by cost-cutting across TV during the ad break.

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Digital TV

excelerate
YouTube Advertising

Leverage the world's 2nd largest search engine with engaging video ads.

1.8b

1.8 billion views per month on YouTube advertising.

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YouTube Advertising

excelerate
Digital Audio

Reach potential customers in popular listening spots such as Spotify, Pandora, iHeartRadio, and more.

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Digital Audio