



Media Kit 2024



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Clicta Digital Agency is a growth-driven digital marketing agency dedicated to providing results-driven solutions that's in sync with your business objectives and goals.

You'll find we do business a little differently. At the core, we plan every campaign with a tailored strategy designed for each of our clients. We believe in transparency, honesty, and data-driven results in our daily practices.

Our primary expertise includes:

- Search Engine Optimizations (SEO)
- Content Marketing & Copywriting
- Search Engine Marketing (SEM, PPC & Paid Search)
- Social Media Marketing & Advertising
- Influencer Marketing
- Digital Promotion & PR
- Reputation Marketing
- Website Design & Development
- eCommerce Marketing

Clicta Digital, Inc. was established in 2017 and is headquartered in Denver Colorado. As a certified LGBT Business Enterprise and 1% for the Planet Business Member, we are dedicated to diversity, equity, and inclusion. We are doing our part to fight for environmental causes.

We appreciate the opportunity and look forward to working with you!

Best regards,
Principal & CEO
Ronald Robbins



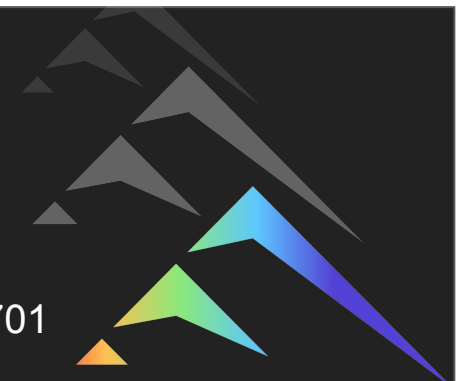
Codes

NAIC Codes:

- 541810, 541613, 54181, 54189, 5418, 541890

UNSPSC Codes:

- 82100000, 82101603, 82101801, 82101800, 82101701



We are a collaborative agency that works closely with our clients and their partners. No one knows your business as well as you do, so we use our skills to augment your expertise to achieve and surpass your performance objectives.

Effective growth marketing requires a holistic approach towards the strategy and execution of a campaign. This will ensure that the different elements work together, maximizing your results and ROI.

Our data-driven approach to marketing allows us to predictably craft a marketing campaign that will drive results. We look at more than just driving traffic and awareness to your website. We analyze search trends, evaluate audience needs, and refine strategies to produce optimal results that drives engagement and revenue.

We pride ourselves on being flexible. Pivoting quickly to new ideas and strategies to take advantage of the ever-changing digital landscape. We'll meet with your team on a regular basis to stay abreast of changes and shifting priorities. This ensures we stay ahead of industry trends and allows us to be proactive in all of our recommendations.

We succeed when our clients succeed. We deliver results that produce *significantly* more revenue than the cost of our services.

When you partner with Clica Digital, you can expect:

- Honest, transparent, and data-driven results.
- Ownership of all digital assets and elements.
- Online reporting dashboard that updates in real time.
- Dedicated client folder with full access to your campaign manager.
- Customized dashboard to monitor the progress of your campaign deliverables.

Capability Statement

Want to learn more about our capabilities and what it's like to partner with Clica Digital?

Scan the QR code with your phone's camera!



Search Engine Optimization (SEO)

- By focusing on targeted keywords with white hat SEO tactics, our growth marketing agency and SEO experts know how to get your products in front of customers with the intent to purchase.

Content Marketing & Copywriting

- Increase brand awareness, website traffic, and sales with a data-driven content marketing strategy. Our copywriters will get you the exposure you need to grow your business.

Search Engine Marketing (SEM, PPC & Paid Search)

- Drive targeted leads and increase lower funnel conversions to your website with our Google Ads management services. Our growth marketing agency will boost growth for your business.

Social Media Marketing & Advertising

- Maximize your social media presence, enhance marketing efforts, achieve real business results and get the most out of your marketing budget by reaching new targeted audiences with social posts and ads.

Influencer Marketing

- Build meaningful human connections and boost brand awareness with influencer marketing. This can forge connections, drive awareness, change perceptions, and generate solid leads.

Digital PR & Link Building

- Utilize the power of digital PR to build backlinks, a positive reputation, target publications, and expand your brands reach online.

Reputation Marketing

- It's more important now than ever to be responsive with your online reviews. Work with a growth marketing agency who can put the processes together and boost your brands reputation.

Website Development/Design

- Modern, mobile-friendly, and focused on sales. Our growth marketing agency can design a website that increases your customer experience but places you a step ahead of the competition.

eCommerce Marketing

- Need to increase sales to your online store? Our eCommerce growth marketing packages are tailored to drive brand awareness, website traffic and online sales.



For additional case studies, please visit the [Clicta Digital Website](#).

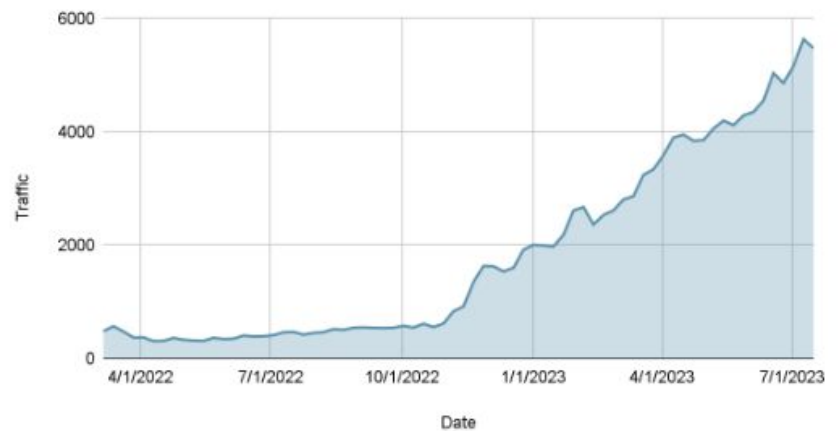
5X Growth in Traffic!

(Search Engine Optimization + Content Marketing)

Medical Practice:

- Organic Traffic started at **2,000** per month in March 2022
- Organic Traffic increased to **19,700** per month by June 2023
- **398%** growth in Organic Traffic to date

Steady Development Campaign

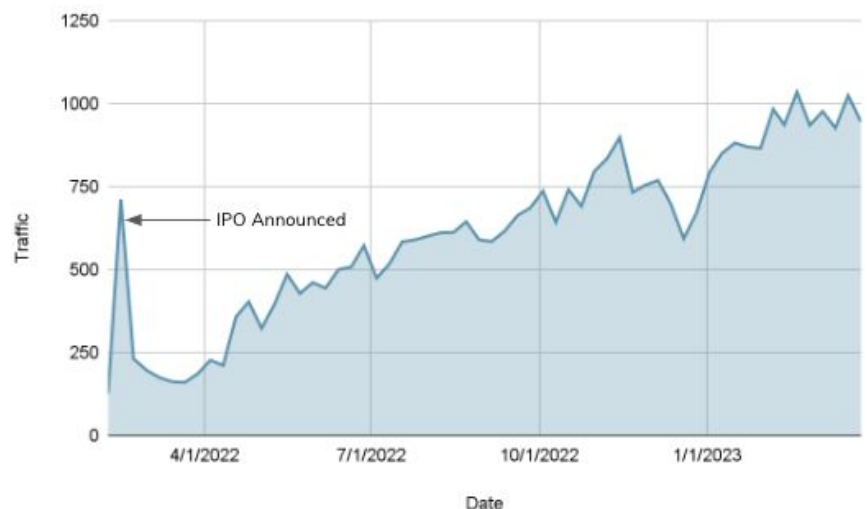


5X Growth in Traffic

(Search Engine Optimization + Content Marketing)

Financial Institution:

- Organic Traffic started at **790** per month in March 2022
- Organic Traffic increased to **3,870** per month by March 2023
- **390%** Growth in Organic Traffic in just under 1 year
- **2,380** New Revenue Generating Leads delivered in 1 year.



For additional case studies, please visit the [Clicta Digital Website](#).

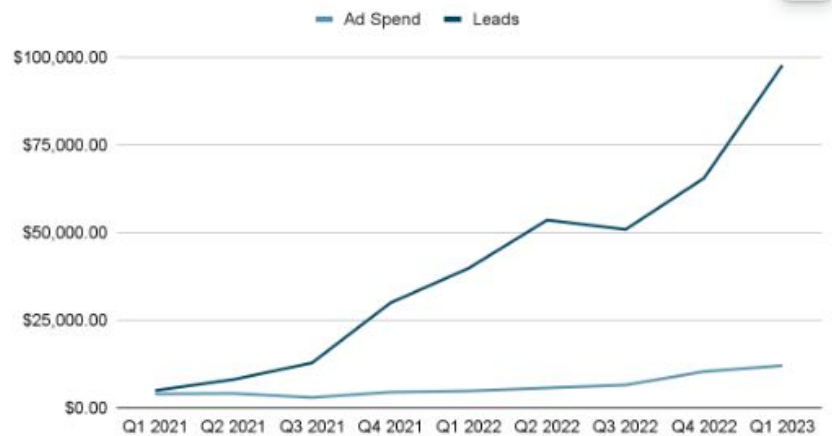
\$364K in New Revenue!

(Google Ads)

Med Spa:

- 1,614 leads generated.
- **\$364,764** in generated revenue.
- **6.63x** ROI.
- Ad Spend encompasses cost of Google Ad campaign and \$1,200 campaign management fee

Ad Spend vs Value of Leads Generated



\$200,000 in Leads Generated!

(Search Engine Optimization)

Medical Office:













































- Client's traffic was **20 clicks per day** when we started working with them.
- As of March this year, they are averaging **350 clicks per day**.
- We have generated **785 organic leads** since March 1st, 2022.
- Value of these leads is just under **\$200,000**

SEO Spend vs Qualified Leads Generated



Below is a sample of the client dashboard with some of the initial tasks to be completed within the first 3 months of the campaign.

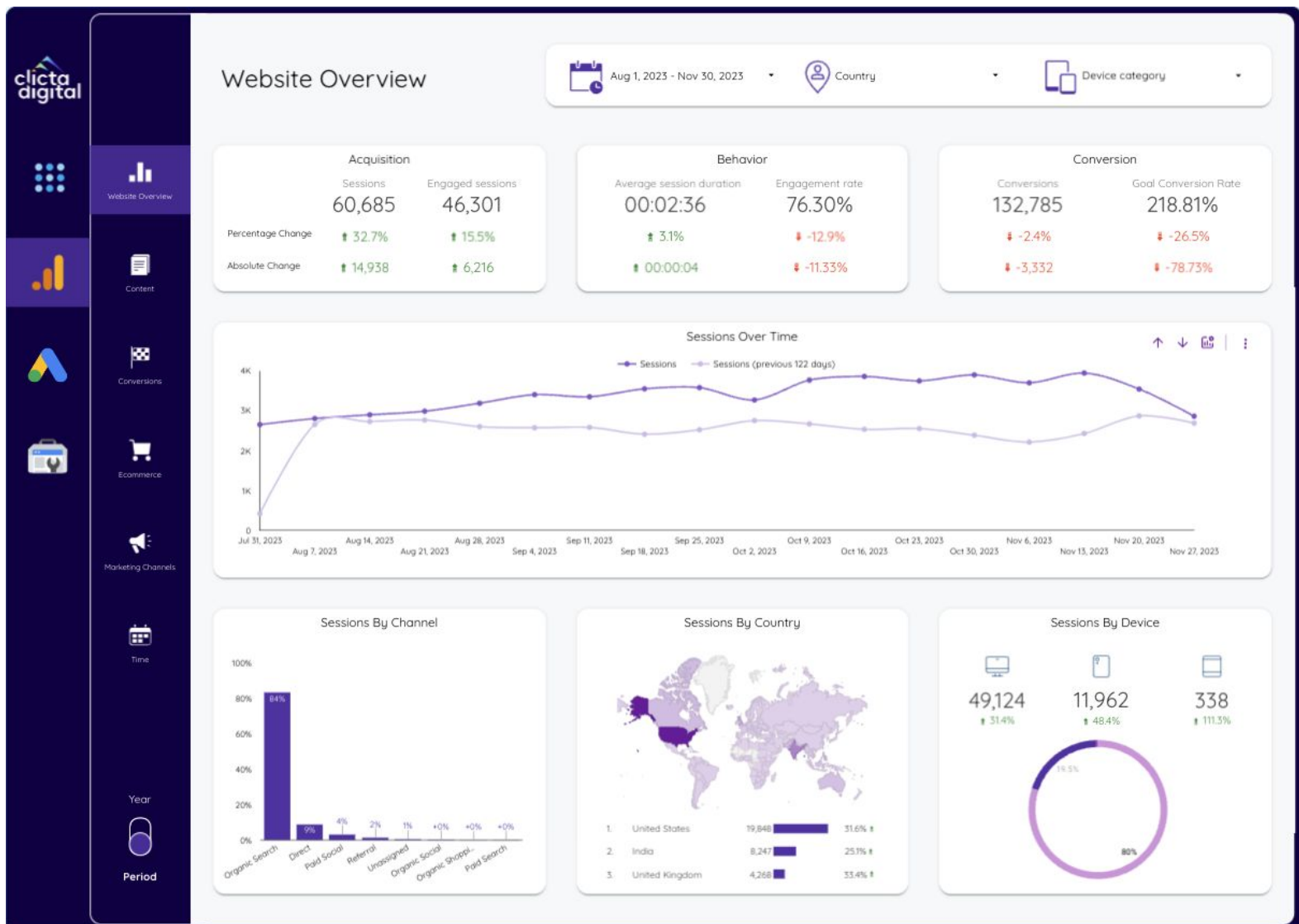
Additional tasks, details and deadlines will be tailored to your campaign and scheduled once the analysis and strategy are completed.

Client Dashboard					Main Table Weekly Ongoing Timesheet +	 Invite / 1				
New Item					<input type="text" value="Search"/>	 Person	<input type="text" value="Filter"/>	<input type="text" value="Sort"/>	<input type="text" value="Hide"/>	...
▼ Digital Strategy (SAMPLE)										
<input type="checkbox"/>	Item	Owner	Status	Due date	Time Tracking					
<input type="checkbox"/>	Onboarding/Strategy Meeting									
<input type="checkbox"/>	Run detailed S.W.O.T analysis of Port Discovery's website, digital assets, & digita...									
<input type="checkbox"/>	Competitive analysis of primary competitors websites, digital assets, & digital c...									
<input type="checkbox"/>	Set up performance tools and trackers									
<input type="checkbox"/>	Keyword & keyword variation research for SEO									
<input type="checkbox"/>	Keyword & keyword variation research for PPC									
<input type="checkbox"/>	Organize website pages & headers									
<input type="checkbox"/>	Optimize for page load speed and other technical SEO metrics									
<input type="checkbox"/>	Identify On-Page optimization opportunities									
<input type="checkbox"/>	Audit & edit existing content to optimize for keywords and searchability									
<input type="checkbox"/>	Optimize for mobile SEO & conversion									
<input type="checkbox"/>	Develop new content based on high-usage & targeted search terms.									
<input type="checkbox"/>	Develop geographic targeting pages									
<input type="checkbox"/>	Build & promote high quality backlinks									
<input type="checkbox"/>	Increase Topical Authority									
<input type="checkbox"/>	Optimize landing pages for PPC									
<input type="checkbox"/>	Set up and monitor Google Ads account									
<input type="checkbox"/>	Design and scheduled PPC ads and retargeting ads for first campaign									
<input type="checkbox"/>	Test, evaluate and expand PPC strategy to optimize for costs and conversions									
<input type="checkbox"/>	Research high-traffic and high-conversion topics to write about									
<input type="checkbox"/>	Analyze visitor's purchase journey to determine the optimal way to lead them to...									

When you partner with us, find comfort in knowing we talk the talk, and walk the walk when it comes to transparent reporting.

Every campaign comes with a real-time reporting dashboard that provides the data you need to make critical business decisions.

Over 100 reporting metrics available to measure the success of your campaign!



You're in Good Hands.



“★★★★★ Ron and the team are more than capable of taking your business to the next level. Not only is the team extremely intelligent, but they are always hitting their deadlines, very responsive, and will never leave you hanging. If you need SEO services, Ron is your guy.”



Nick C.

“★★★★★ Clicta Digital has improved our reach tremendously over the past year. Ron has helped us optimize our website to bring in more SEO than ever, at a consistent pace. He keeps up on the trends and knows exactly what to change. He has worked with our marketing department to refine paid ads and the audiences we are targeting. His services also include creative. All you need to do is approve! used to sell the services that Clicta offers and I can tell you, I never had a customer see such great results at such a fair price. We have unbeatable value with Clicta!”



Lisa R.

“★★★★★ What can I say? Ron and Clicta Digital are the best in the business. Ron knows SEO, inside and out. He is insightful, creative, and always responsive. If you are building a business and want an online presence, you literally can't go wrong with Clicta! 5 stars, without a doubt.”



M.P.

“★★★★★ Ron's service levels and attention to detail and results-oriented expertise are impressive. He is patient in explaining things to our team and also flexible when something isn't working for us or moving the needle in real time. I highly recommend him. He's the rare businessperson who has sky high service levels and demands results of himself even more than his clients.”



Audrey S.

“★★★★★ Clicta Digital Marketing have been an absolute pleasure to work with. Efficient, professional, and attentive to any questions I had. We were extremely satisfied with the work that was done for us. Highly recommend!”



Tony D.





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