

# Detailed Slide instructions

## Slide 1: Introduction and Overview

- **Title:** Seer's Approach to AcmeCo's Digital Marketing Needs
  - **Copy:**

**Introduction:**  
"Seer Interactive is a data-driven digital marketing agency specializing in SEO, Paid Search, and Analytics. With over 20 years of expertise, we don't trust our gut—we trust data to deliver results."

**Agenda:**

    - Understanding AcmeCo's needs.
    - Seer's approach to fulfilling these needs.
    - Why Seer is the right partner for AcmeCo.
  - **Visuals:**
    - Seer logo and tagline: *"We Don't Trust Our Gut. We Trust Data."* (Page 1 of the Seer Capabilities Deck).
    - Image of a diverse team or collaboration, such as a meeting or handshake.
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## Slide 2: Understanding AcmeCo's Needs

- **Title:** AcmeCo's Digital Marketing Goals
  - **Copy:**

"AcmeCo is focused on three key objectives:

    - **SEO Optimization:** Conducting technical audits, optimizing product pages, and implementing a content strategy to improve organic visibility.
    - **Paid Search:** Performing competitive analysis, launching optimized campaigns, and using A/B testing to maximize ROI.
    - **Data Analytics:** Providing actionable insights and clear reporting for both technical and non-technical stakeholders.

As AcmeCo's new VP of Marketing reevaluates all investments, we have a unique opportunity to solidify our partnership by demonstrating measurable value."
  - **Visuals:**
    - Quote: *"There is a person behind every search."* (Page 3 of the Seer Capabilities Deck).
    - Icons representing SEO, Paid Search, and Analytics.
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## Slide 3: Approach to SEO Optimization

- **Title:** SEO Strategy to Drive Visibility and Growth
- **Copy:**

"Seer's SEO approach focuses on three key areas:

  - **Technical Audit:** Identifying and resolving issues that hinder site visibility to ensure a strong foundation for organic growth (Page 9 of the Seer Capabilities Deck).
  - **Keyword Strategy:** Prioritizing high-converting keywords using PPC data, identifying gaps, and targeting opportunities (Page 11 of the Seer Capabilities Deck).
  - **Content Optimization:** Developing a top-of-funnel content strategy to engage and convert audiences at every stage of their journey."
  - **Visuals:**
    - SEO capabilities list from Page 9 of the Seer Capabilities Deck: Highlight services like "Technical SEO Audits" and "Content Strategy."
    - A pipeline graphic: Audit → Strategy → Results (Page 11 of the Seer Capabilities Deck).

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## Slide 4: Approach to Data Analysis and Insights

- **Title:** Data-Driven Insights for Continuous Optimization
- **Copy:**

"Seer uses advanced analytics to transform raw data into actionable strategies.

  - **Trend Identification:** Regularly analyze marketing performance to uncover trends, gaps, and opportunities.
  - **Actionable Insights:** Present data in clear, stakeholder-friendly formats that drive decision-making.
  - **Tailored Reporting:** Align metrics and insights with AcmeCo's business goals to maximize impact."
  - **Visuals:**
    - Analytics approach diagram from Page 29 of the Seer Capabilities Deck: Highlight *"Help you make sense of the numbers."*

- Dashboard mockup (e.g., Google Analytics or Power BI).

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### Slide 5: Approach to Paid Search

- **Title:** Paid Search Strategy for Long-Term Success
- **Copy:**

"Our paid search strategy drives measurable growth:

  - **Competitive Analysis:** Leverage tools like SEMrush to benchmark AcmeCo's performance against competitors (*Page 15 of the Seer Capabilities Deck*).
  - **Optimization with Supernova™:** Detect inefficiencies and reinvest budget into high-performing campaigns (*Page 18 of the Seer Capabilities Deck*).
  - **Efficient Budgeting:** Eliminate waste and reallocate 10-20% of inefficient spend to maximize ROI (*Page 17 of the Seer Capabilities Deck*)."
- **Visuals:**
  - Stat: "\$200k in annual wasted spend identified" (*Page 17 of the Seer Capabilities Deck*).
  - Rapid query analysis visual from *Page 18 of the Seer Capabilities Deck*.

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### Slide 6: Seer's Experience and Expertise

- **Title:** Why Seer is the Right Partner for AcmeCo
- **Copy:**

"Seer's proven track record makes us the ideal partner:

  - **Results-Driven:** Waterlogic case study (*Page 13 of the Seer Capabilities Deck*): *2,000% exceeded goals and 90% new visitors*.
  - **Collaborative Team:** Dedicated specialists working seamlessly with AcmeCo's team.
  - **Industry Expertise:** Decades of experience across eCommerce, B2B, and B2C."
- **Visuals:**
  - Waterlogic case study metrics (*Page 13 of the Seer Capabilities Deck*).
  - Client logos or testimonials from *Page 65 of the Seer Capabilities Deck (if permitted)*.

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### Slide 7: Cross-Divisional Collaboration and Resource Allocation

- **Title:** Effective Resource Allocation for Seamless Delivery
- **Copy:**

"Seer ensures efficient delivery through:

  - **Team Structure:** Dedicated roles, including Team Leads and Account Managers, tailored to AcmeCo's needs.
  - **Collaboration Tools:** Asana and Slack streamline communication and task management.
  - **Capacity Management:** Leveraging Seer's average team capacity of 61% to ensure adequate resources are allocated."
- **Visuals:**
  - Collaboration quote from *Page 6 of the Seer Capabilities Deck*: *"Data has the power to unite teams around a common goal."*
  - Team structure diagram from *Page 60 of the Seer Capabilities Deck*.

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### Slide 8: Additional Value-Add Solutions

- **Title:** Going Beyond the Scope: Additional Value for AcmeCo
  - **Copy:**

"Seer delivers additional value through:

    - **Conversion Rate Optimization (CRO):** Optimize landing pages to improve conversions (*Page 34 of the Seer Capabilities Deck*).
    - **Proprietary Tools:** Supernova™ provides actionable insights, saving \$45M in PPC inefficiencies (*Page 59 of the Seer Capabilities Deck*)."
  - **Visuals:**
    - Funnel graphic illustrating CRO strategies.
    - Stat: "\$45M saved in PPC inefficiencies" (*Page 59 of the Seer Capabilities Deck*).
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## Slide 9: Relationship Building and Next Steps

- **Title:** Building a Strong Partnership with AcmeCo
- **Copy:**

"To strengthen our partnership:

  - **Trust-Building Steps:** Collaborate closely with AcmeCo's new VP of Marketing to align on goals.
  - **3-Month Roadmap:** Initial milestones include a kickoff meeting, SEO and PPC audits, and early wins (*Page 48 of the Seer Capabilities Deck*).
  - **Ongoing Collaboration:** Regular check-ins and transparent reporting to ensure alignment."
  - **Visuals:**
    - Roadmap visual from *Page 48 of the Seer Capabilities Deck*.
    - Collaboration quote from *Page 36 of the Seer Capabilities Deck*: "We play well with others."

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## Slide 10: Conclusion and Q&A

- **Title:** Why Seer is the Best Fit for AcmeCo
- **Copy:**

"Seer's expertise and client-first approach make us the perfect partner to drive AcmeCo's growth.

  - Data-driven strategies that deliver results.
  - Proven ROI across SEO, Paid Search, and Analytics.
  - A dedicated team ready to collaborate with AcmeCo."
  - **Call to Action:**

"Let's discuss how Seer can help AcmeCo achieve its digital marketing goals."
  - **Visuals:**
    - Quick facts from *Page 61 of the Seer Capabilities Deck*: "180+ members, global presence, proven adaptability."
    - Contact information from *Page 67 of the Seer Capabilities Deck*.