



V2M2 Group, Inc.
Data Based Strategies Combined
with
Unprecedented Creativity

Prepared by: V2M2 Group, Inc. | info@v2m2inc.com

The time has come for a digital agency that understands business. This means understanding what matters most for a business...measurable revenue results. We develop and help implement data based digital strategies with one goal in mind, increased revenue for the client.

Have a smart conversation with our team, and let us work with you to help you reach your company goals.

Best,

Franklin D. Rivera II, MBA

CEO, The V2M2 Group, Inc.



BACKGROUND

Here at the V2M2 Group we are passionate about solutions. As a matter of fact, our mission statement says it all.

We Turn Your Dream into Our D.R.E.A.M.(Data Rules Everything Around Me) and Make it a Reality through Data Based Strategies and Unprecedented Creativity.

With clients worldwide since 2016, our approach to the digital space has allowed us to develop successful, bespoke strategies regardless of the industry.



DIGITAL BUSINESS SOLUTIONS

Why Hire an Outside Agency

Poised for Great Growth

If your company is in a growth stage and seeking to take it to the next level, building an internal marketing agency can be a daunting and expensive task.

According to research, hiring all of the positions necessary for an all-inclusive marketing department can cost upwards of \$500,000. This takes into account the average salaries of a Director of Marketing and all of the other marketing positions needed, as well as benefits and other onboarding costs.

Additionally, the software needed for proper digital management (analytics, social media management, content creation, Search Engine Optimization, marketing automation) can increase your costs significantly.

Finally, factor in the cost and time for training, and you are probably looking at breaking even on your investment in roughly two years.

Benefits of an Agency

Personnel already on board-No hiring costs

Software for implementation already in place-No investment in required software

Proven processes for planning, strategy, and implementation in place-Faster time to market resulting in faster return on marketing investment.

No digital marketing training needed-Reducing the time and resources needed to train an internal team.

Varied Industry Experience and Success-This is what truly makes us different! We are able to draw from a myriad of industries to deliver a unique digital marketing approach to differentiate you from your competitors in the marketplace.

The image features three glowing incandescent light bulbs hanging from a wooden ceiling. The bulbs are arranged in a horizontal line, with the middle one slightly higher than the other two. The light from the bulbs creates a warm, golden glow, and the wooden planks of the ceiling are visible in the background, adding a rustic or industrial feel to the scene.

SAAS and Platforms

Business Acumen Combined with Unprecedented Creativity

Experience With

The Following SAAS and Digital Platforms

Microsoft 365

Google Docs, Sheets, Presentation

G-Suite

Google Analytics

Bing for Business

Facebook Business Manager

Zoho One Suite (prior Zoho Partner)

Databox (Data aggregation)

Project Management Software

- Smartsheets
- Basecamp
- Asana

Social Media Platforms/Management Software

LinkedIn, Facebook, Instagram, Twitter, Pinterest, YouTube, Google My Business

- Hootsuite
- Sprout Social
- Zoho Social
- Agorapulse
- EClincer
- Tailwind
- SocialPilot
- SocialReport
- Buffer
- Tweetdeck
- Discord
- Tweriod
- Facebook Creator Studio
- Madgicx

- Trello
- Teamwork
- Infinity
- Wrike
- Zoho Projects
- Monday.com

SEO Software

- Moz
- SEMRush
- SERanking
- Raventools
- Google Search Console
- RankMath
- Yoast
- SEOptimizer

Web Development

- Wordpress
- DIVI Theme

Integrations

- Zapier

Content Creation/Editing

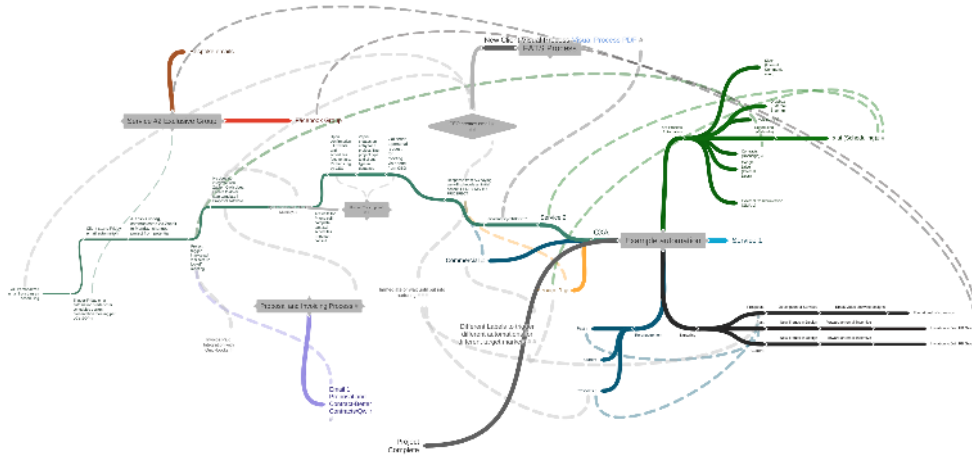
- Corel PaintShop Pro
- Adobe Photoshop
- PhotoShop Express
- Powerdirector 365
- Canva
- Kinemaster
- PhotoDirector
- Proshow Producer
- OnOne

Streaming/Webinar

- Zoom
- Streamlabs OBS Studio
- StreamYard

Marketing Automation

- ActiveCampaign (Certified Partner)
- SalesForce
- Zoho



Mind Map of Tech Stack and CXA
(Customer Experience Automation) Flow

Marketing and Customer Experience Automation

-Ability to map the customer journey and build out automated marketing technology stacks to help your company operate more efficiently while enhancing prospect/customer engagement. Click on Photo Below to Open PDF.

Tie Digital Marketing Strategies to Business Revenue Results (Click to Download)

	Marketing channel	Conversion Rate	Sales Value	Conversion Rate	Time spent	Costs of Sales	Media Spend	Conversion Rate	Sales Value	Costs of Sales	Media Spend	Conversion Rate	Sales Value	Costs of Sales	Media Spend
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Creativity-Created Our Own Creative Video Subscription Service-Videos for BMW France, Redbull, Social Media Posts, Car Dealerships Etc. [Click Here for Video Playlist](#)



Video content can't be
viewed offline

[VIEW ONLINE](#) 

Industry Experience

Restaurant

Consumer Product Goods

Design Agency

Political candidates

National Franchises

Co-Working Spaces

Construction

Counseling Services

Manufacturing

Government Agencies

Law Practices

Medical Groups

Software Developers

Corporate Housing

Non-Profits

Real Estate

Logistics

Consultancies

Chiropractic

Retailers

Marketing Strategy

Measurement and Results

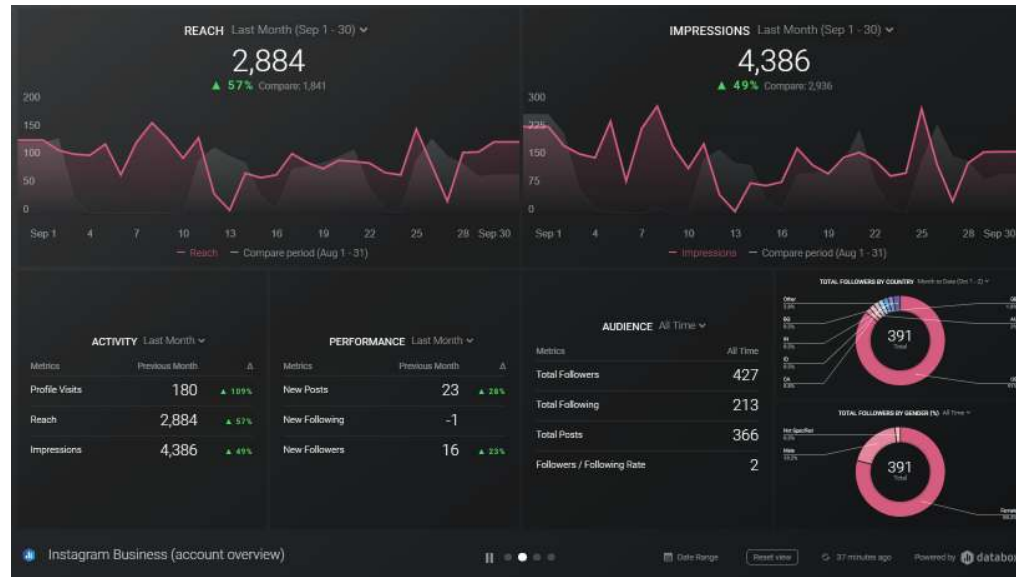
Our team sets specific KPI's which focus on, website traffic, social engagement, social profile visits, profile link clicks (these go to the website or a scheduling form), form completions, and phone calls.

I have included a snapshot of a current client's data as a result of our social media marketing. Note in particular the **growth in website traffic**, as well as all metrics of their social media. By the way, **this was accomplished with one bit of paid advertising**. Social media means nothing if we are not driving people to the website for a call to action.

Google Analytics Traffic to Website



Instagram Data



Facebook Traffic

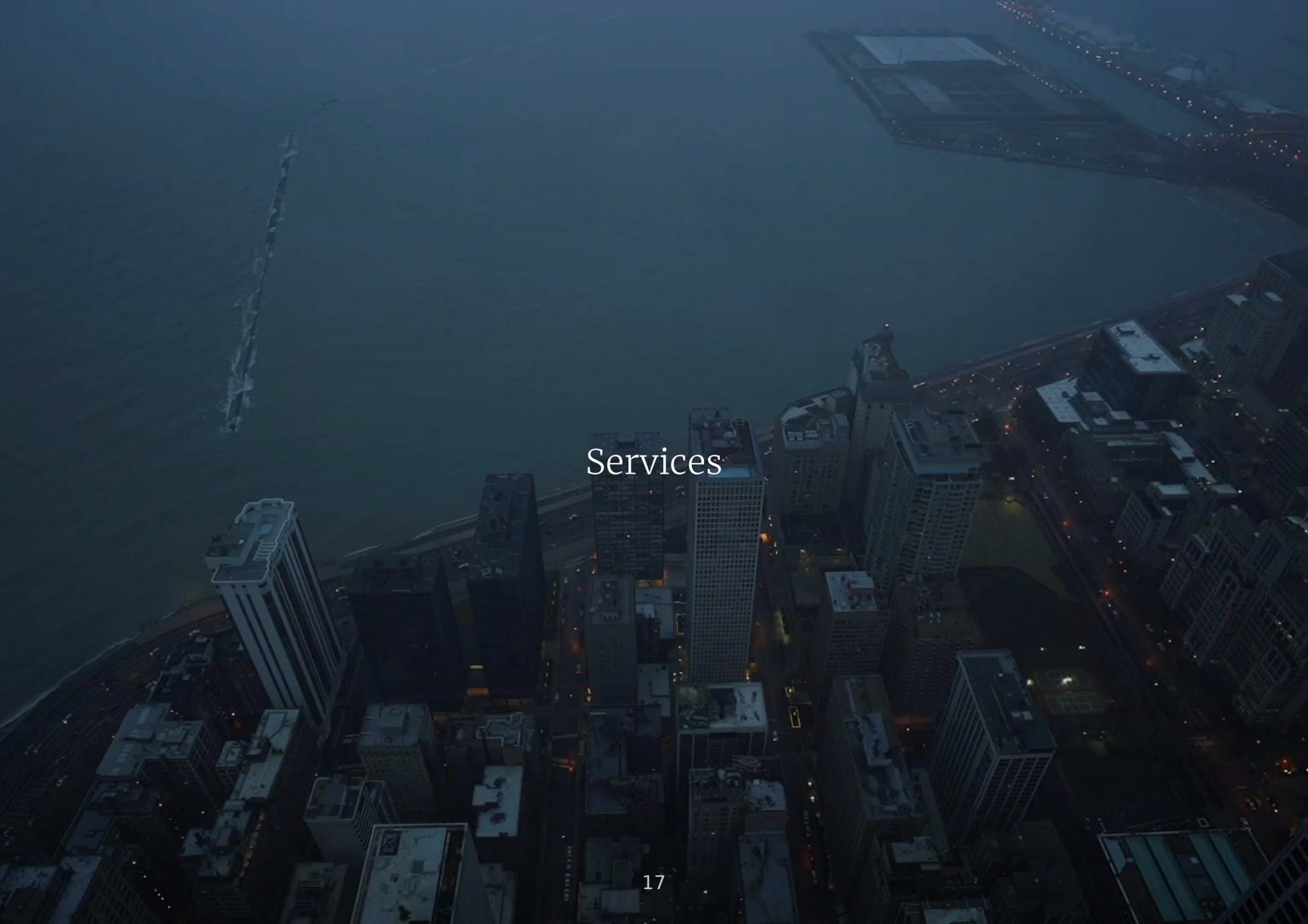


Website Visits and phone call conversions are 30%-50% on the average.

This strategy combined with a Programmatic advertising campaign should greatly increase conversion rates.

Final Thoughts

The V2M2 Group has been doing this for years with great results. What you get is a team that is passionate about success and seeing others succeed. Our experience in a variety of markets, as well as our deep knowledge of new technologies, allows us to draw from different industries to provide a truly unique approach that most have not seen.



Services

Digital Marketing Services

Digital Strategy Formulation

Social Media

- Posting and Management
- Analytics
- Channel Optimization

Content Marketing

- We curate and create the content relevant to your target audience
- Post the curated content
- This includes images, short form videos (30 seconds to 5 minutes in length). NO limit on how many we post. It is all based on social analytics.

SEO (Search Engine Optimization)

- Front end SEO through content marketing and social media marketing
- Link analysis
- Competitive research
- Website Auditing for errors
- Keyword analysis
- Competitive ranking
- Weekly ranking reports for target keywords
- We will make suggestions to your web developer/content creator based on our research.

Media Creation

- Short form to Corporate Video Creation
- Copywriting
- Photography and Image Creation

Customer Experience Automation

- One of the first ActiveCampaign Partner Agencies in the United States
- Build automated nurturing and lead scoring sequences
- Pre-qualify your leads from your website, social media and more
- Over 300 integrations with business software to automate your entire operation

SMS–Mobile Marketing

- Create automated SMS based messaging from Instagram, website and Facebook Messenger
- Automate responses based on keywords
- Direct responses to specific operators
- Webchat enabled SMS marketing
- Integrated chat automation for engagement & lead generation
- Reduce client churn with SMS marketing
- Own dashboard login with analytics

Google Services

- Google Analytics Setup and Analysis
- Google Search Console Analysis
- Google My Business

Our CEO

Franklin D. Rivera II

The Digital CEO

CEO's are instrumental in digital transformation.

The latest report from the 2020 Future of Leadership Global Executive Study and Research Project says the following:

The 2020 Future of Leadership Global Executive Study and Research Report finds that leaders may be holding on to behaviors that might have worked once but now stymie the talents of their employees. Organizations must empower leaders to change their ways of working to succeed in a new digital economy.

Background

West Point Graduate (Congressional Nominated)

Army Captain Honorable Discharge (High standards, Manage large teams, Fluid to Change, Unique Solutions)

Gulf War Veteran (Ability to operate under pressure, 6 Medal Recipient)

B.S. Human Factors Engineering-Process driven

MBA-Finance Concentration (Knowledge of more than just marketing, but how business processes affect marketing and revenue generation)

Adjunct Professor-Aurora University (Social Media Marketing, Consumer Behavior, Digital Marketing)

Adjunct Professor-Marketing Management (MBA Level)

Over 15000 views on his [YouTube Channel](#)

Over 152,000 unique people reached on his YouTube Channel

Followed by over 13,000 people, brands and major companies across all of his social media platforms, (LinkedIn, Twitter, Facebook, Instagram, YouTube)

Top National Sales Person-GlaxoSmithkline (1995), Johnson and Johnson (2005, 2007, 2008, 2009, 2011)

Digital Marketing Expert-Since 1998 (Onyx Internet Marketing), Connected to Forbes, Inc., Entrepreneur listed Top 10 Digital Marketing Thought Leaders, CEO of V2M2 Group Digital Business Solutions (clients worldwide)

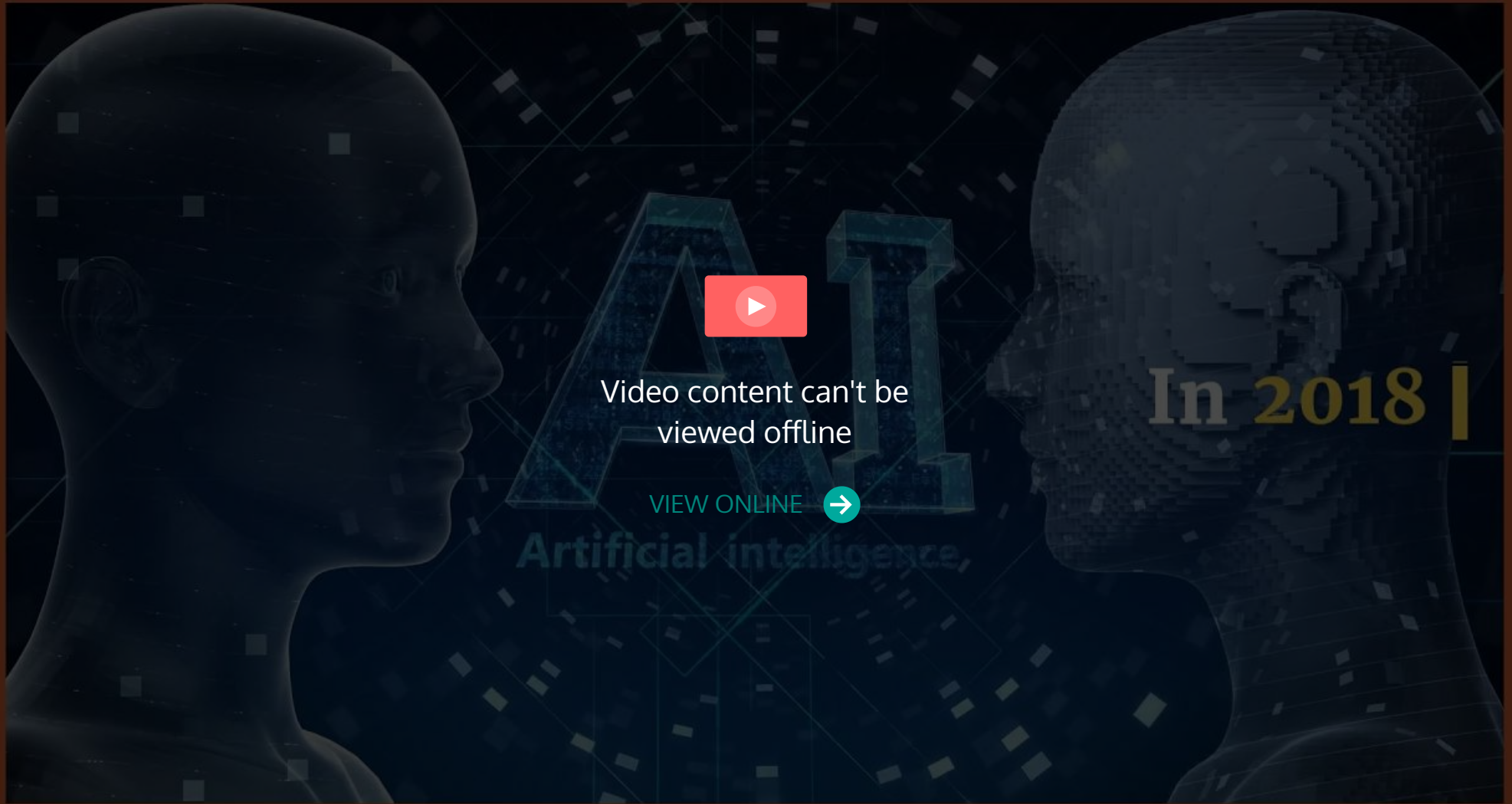
Social Media Thought Leader-Over 5000 LinkedIn followers, more than 20k total social media followers, followed by Hyatt, IBM, Johnson Media (marketing for Cadillac/American Express), Cinnabon, Adobe, and more. Connected to Top 10 Social Media Thought Leaders on LinkedIn.

One of the first marketing automation adopters and only 1 of 2 ActiveCampaign Partners in Illinois

Professional Photographer, Videographer, Musical Composer

V2M2 Group

Always Ahead of the Curve



Video content can't be
viewed offline


[VIEW ONLINE](#) →

In 2018 |

Corporate Video



Video content can't be
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[VIEW ONLINE](#) 



Ready to Take the Next Step?
Set Up a Consult

v2m2inc.com | frank@v2m2inc.com