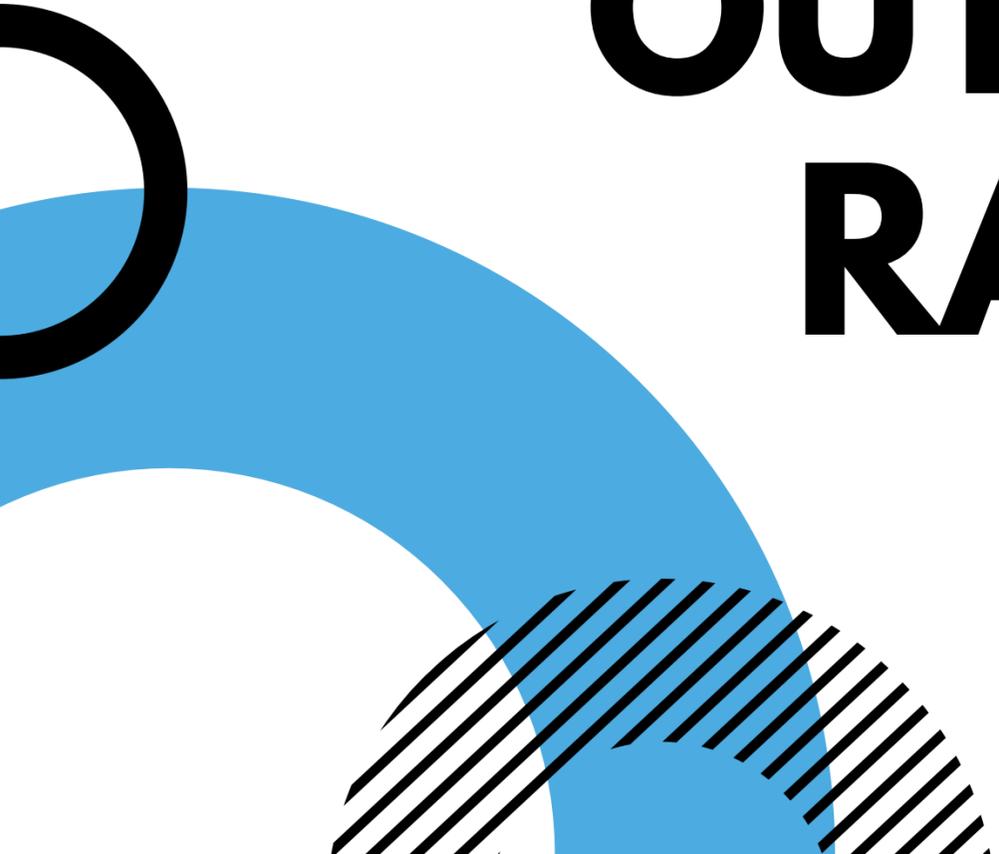
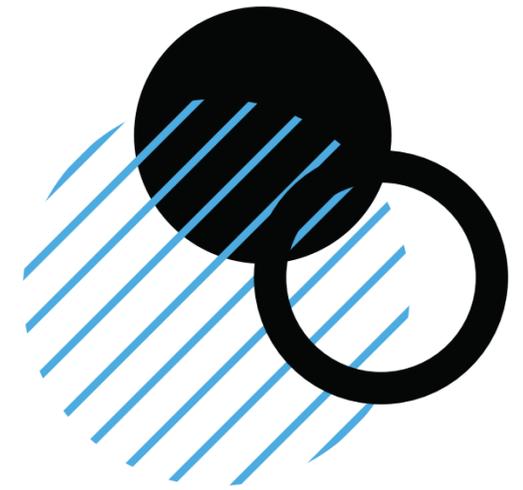


**HOW STARTUPS CAN  
LEVERAGE  
OUTSOURCING FOR  
RAPID GROWTH**



# SEO and Competitor Research: Expertise for Quick Decision Making



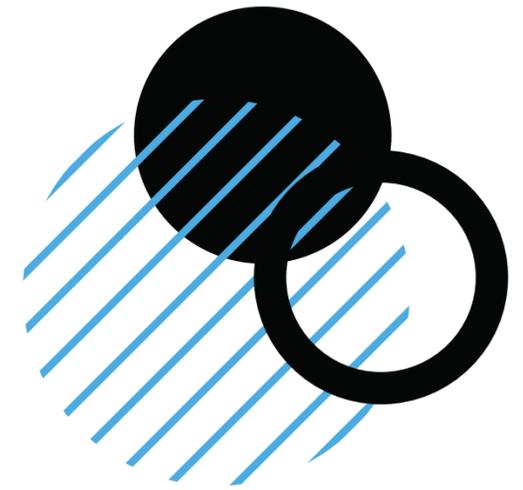
SEO gives you substantial data to help SEO specialists analyze and report findings that will help businesses in making smart decisions and strategy.

- **Organic traffic, impressions, and rankings** let you know if your website has the answer to your audience's search queries.
- You can also see **keyword search volume** to use for your next content. You can also improve your authority through the **number of backlinks and referring domains**.

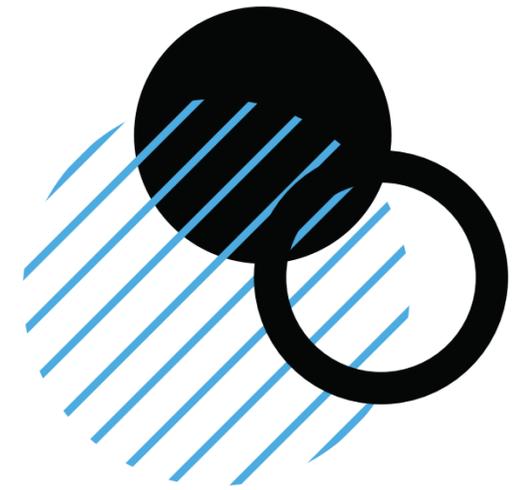


With **competitor research**, you can leverage what already worked for your competitors.

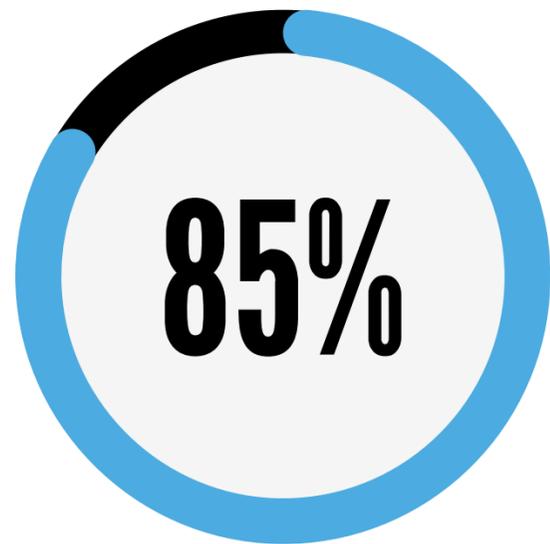
- You can predict how your target market sees your brand versus your competition.
- Take note of their strong points and weaknesses to develop a new and innovative business strategy.
- Enter the business market with evidence-based expectations to lessen the chances of mistakes and ultimately, failure.



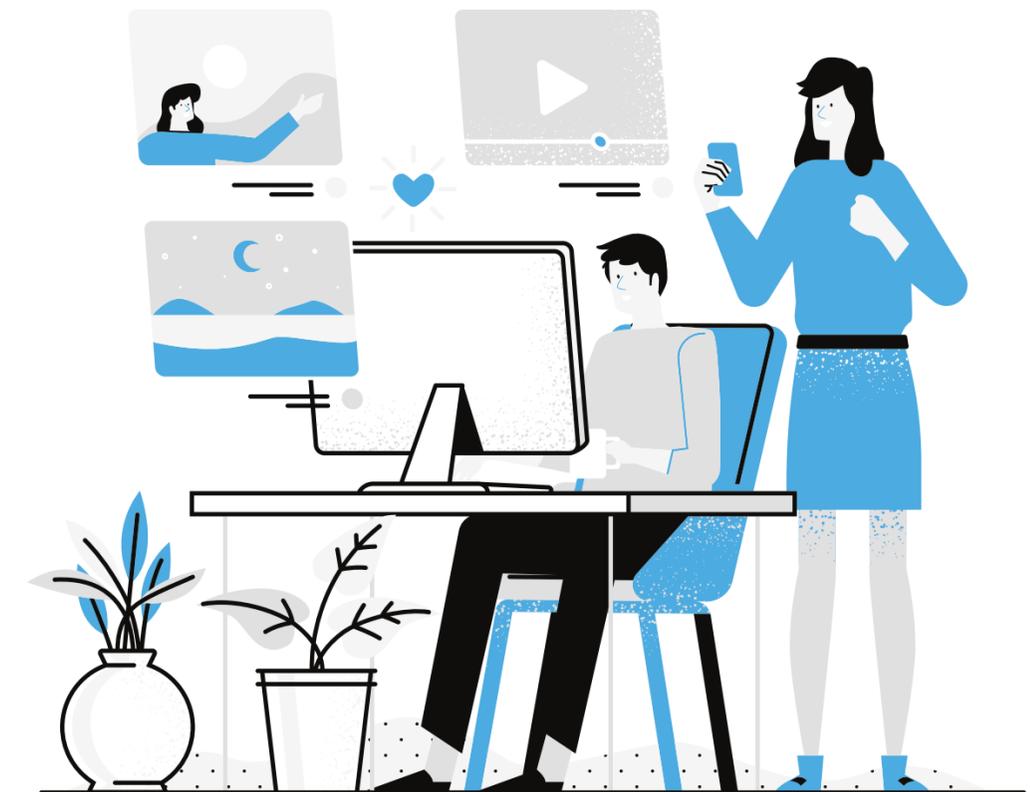
# Social Media Marketing: Engagement and Consistency



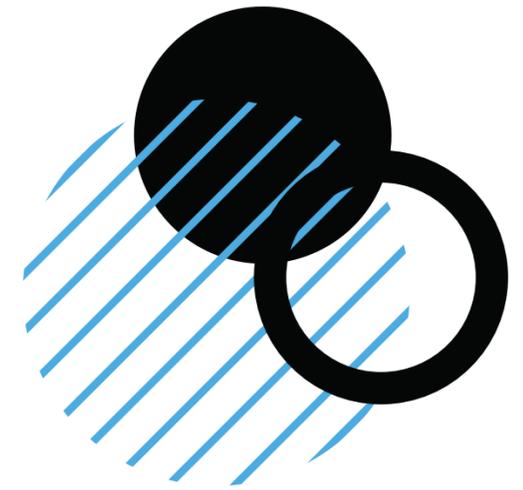
Businesses with strong omnichannel customer strategies gain and retain more customers through engagement and interactions on every customer's touchpoint.



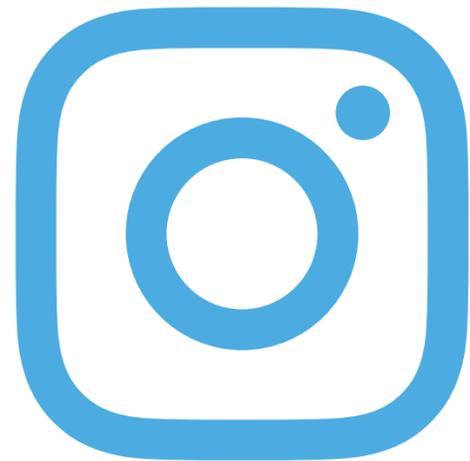
85% of businesses use social media to build brand awareness.



- Identify your target market and your outsourced team can connect your brand with them effectively on social media.
- Social media marketing teams humanize your brand and reinforce connections with target customers, competitors, and create a brand community for your brand buildup.
- Social media lead generation filters your traffic and converts them to customers.



**40%**

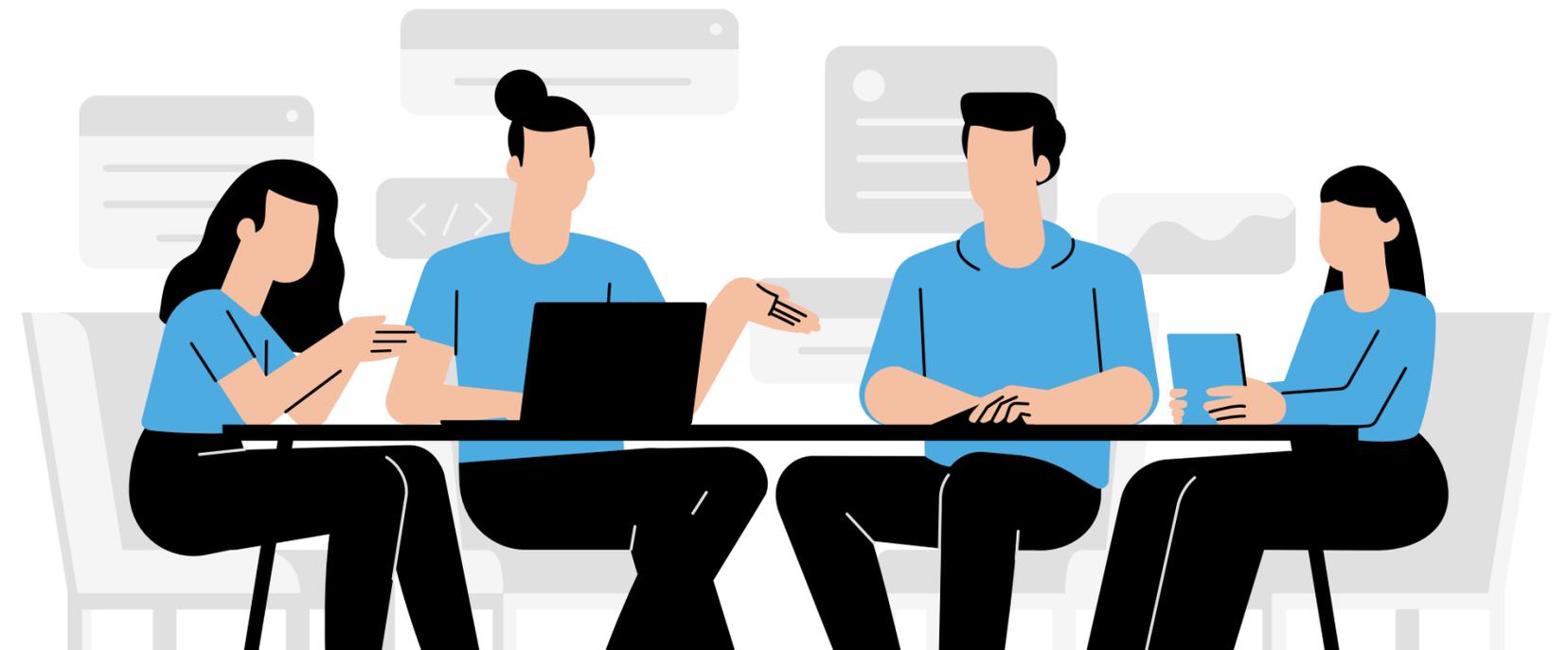


**30%**

Social media has a high return on investment (ROI). Meta's platforms Facebook (40%) and Instagram (30%) are one of the most effective business channels.

Your outsourced team can either build your social media accounts for you, optimize your existing website, or improve your existing posts. They rely on data from in-feature analytics or insight tools.

Your startup can develop a strong brand positioning through social media marketing. It is not only for engagement but social listening as well - listen to what your customers want.



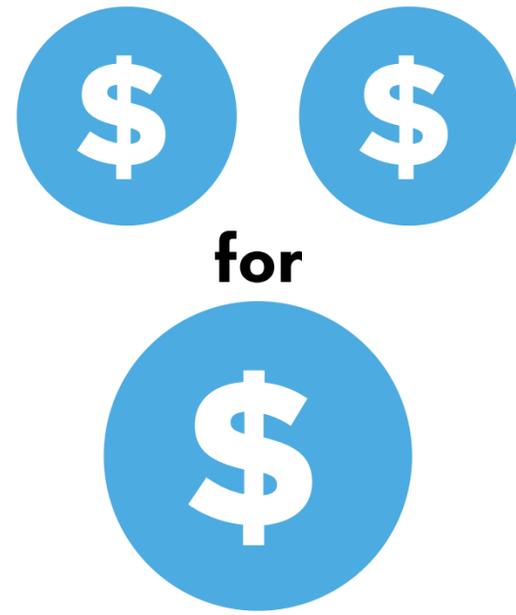
# Digital Advertising and Content Marketing: Get in front of your target customers, connect and convert



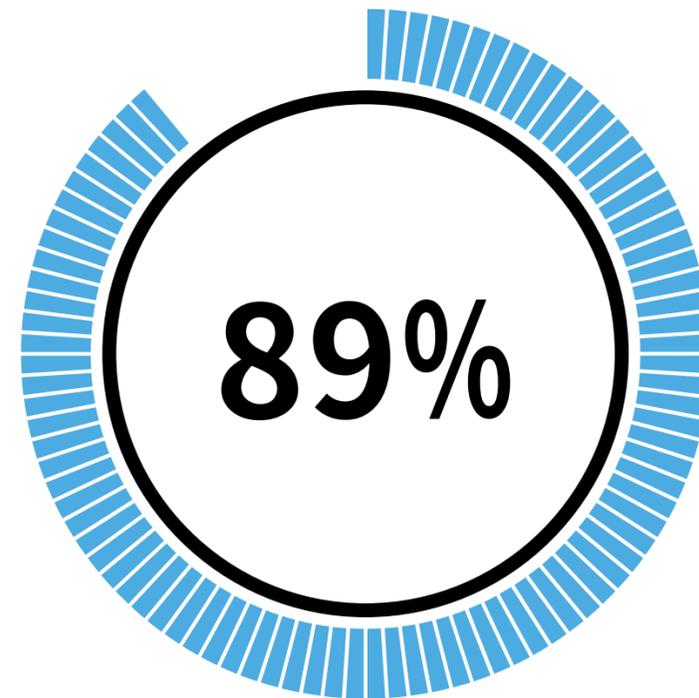
After optimizing your site and social media presence, you do want a paid marketing strategy, too. It adds to your reputation when you also pay to reach your target audience.



Here are stats to remind you of the power of digital marketing for your startup:



Businesses earn \$2 for every \$1 they spend in Google Ads.



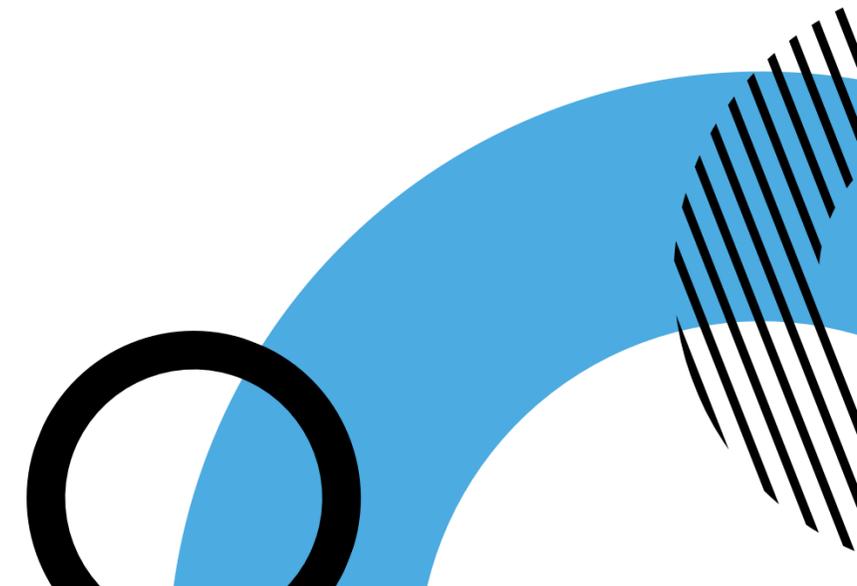
89% of marketers believe that video advertising gives them impressive ROI.

**A whopping  
4,200%!**

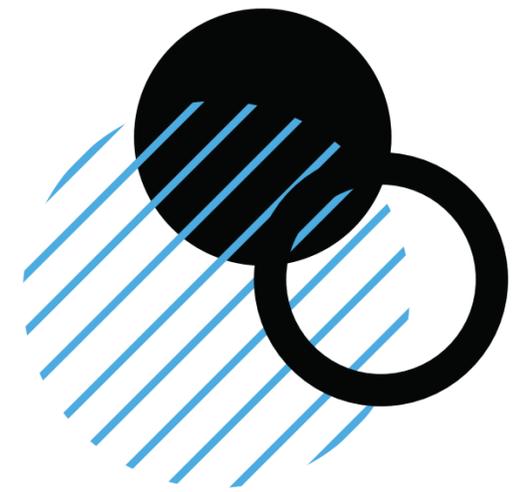
Email marketing generates ROI at 4,200%. Every \$1 spent on email marketing, businesses get an ROI of \$40.

**Digital advertising** helps you establish your brand. Your startups can also use blogging as a marketing tool which is **13 times** more likely to get a positive ROI.

- Content marketing has an annual growth rate of **15.37%**. Your outsource team can create interactive content that increase clickthrough rates.
- Service providers offer content marketing tailored to your target market such as product reviews, advice, and recommendations.
- Consumers prioritize the source where they'll get the information from. Generate credibility and trustworthiness with well-researched and well-written content.

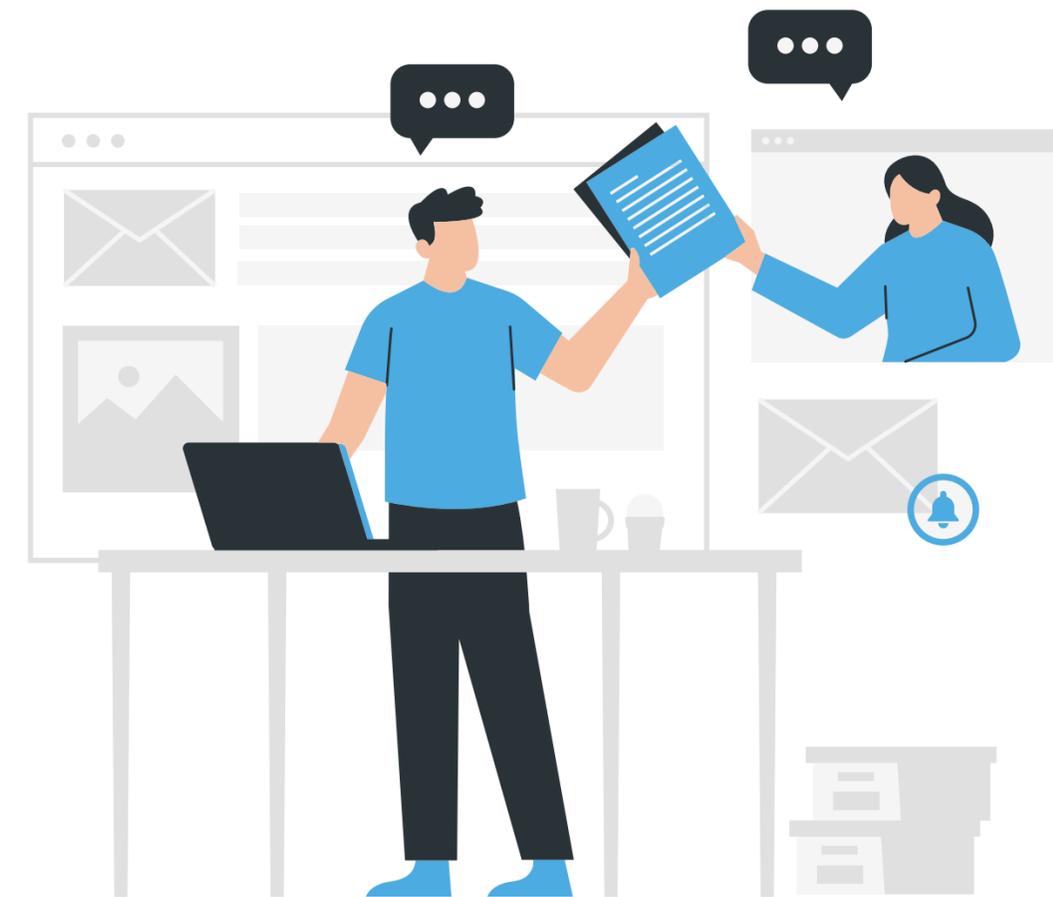


# Graphic Design and Web Development: Clickthrough and Conversion Rates

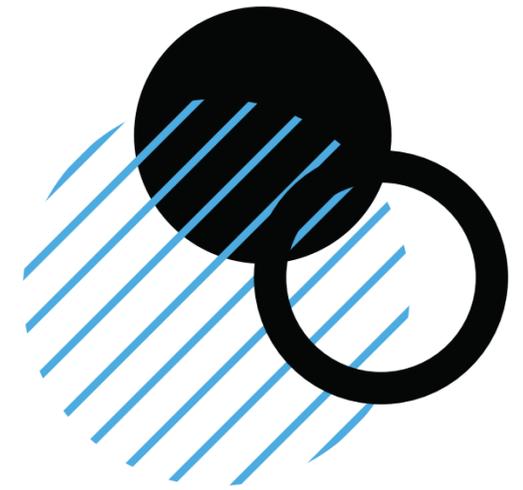


You have a higher chance of a high click-through rate and conversion rates when you have on-point visuals in your social posts and your website.

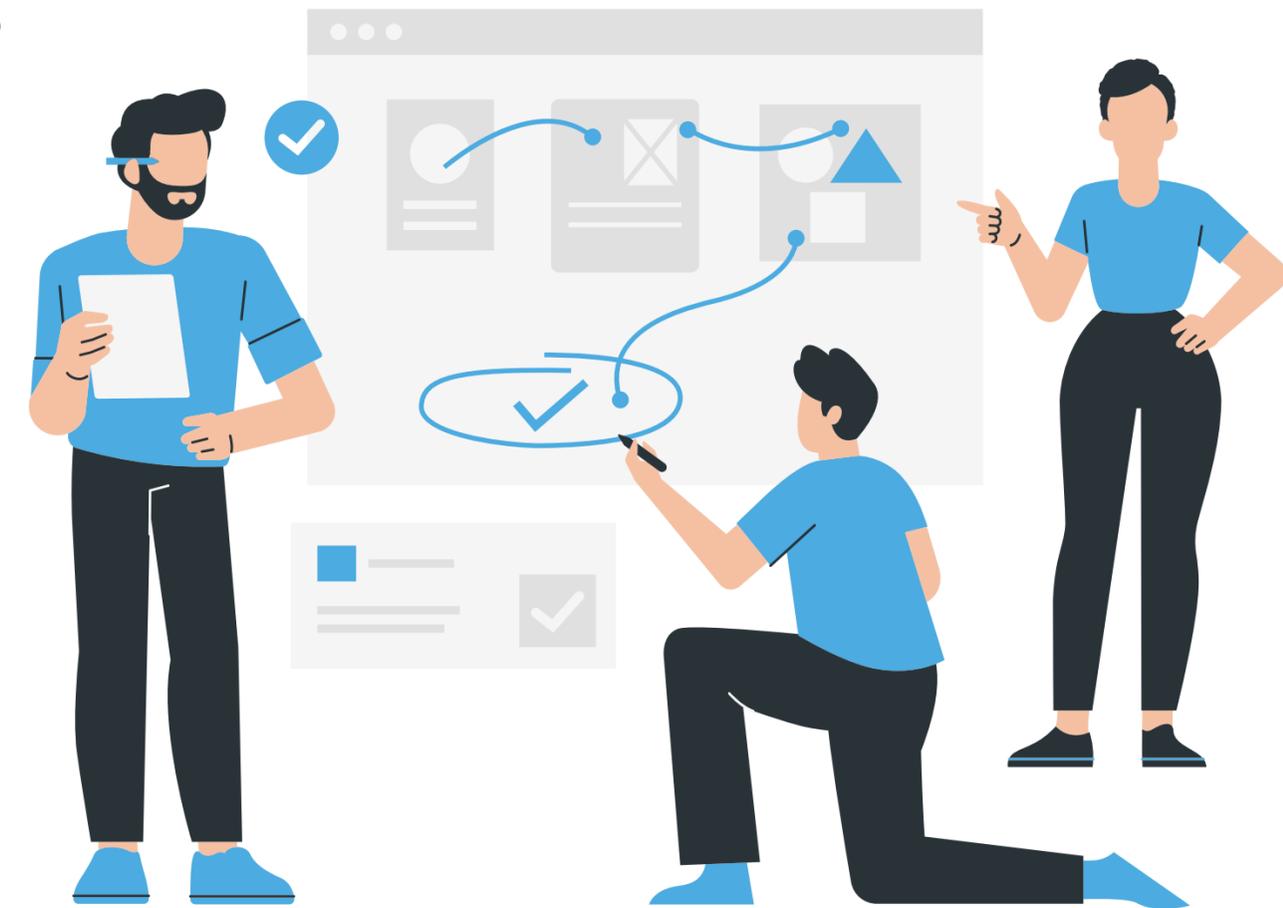
We're all visual creatures. Your graphics and your website are crucial to your business. Otherwise, people ignore you and won't even read what you have to say.



Commission brand logos and templates which reflect your brand message. Designs can generate engagement and build connections with your audience.



- **48%** of people associate credibility to the brand's web design and **38%** stop engaging with websites with unattractive layouts.
- Users expect a website to load **in less than two seconds.**
- For every \$1 spent in user experience has \$100 ROI.
- You can boost your conversion rate by 140% with **video backgrounds** and by 400% with **a well-designed user interface.**



# Customer Support: Upsells and Cross-sells



Improving customer experience is marketing for the long-run. Positive customer experience improves customer retention, customer satisfaction, and increases cross-selling and upselling.



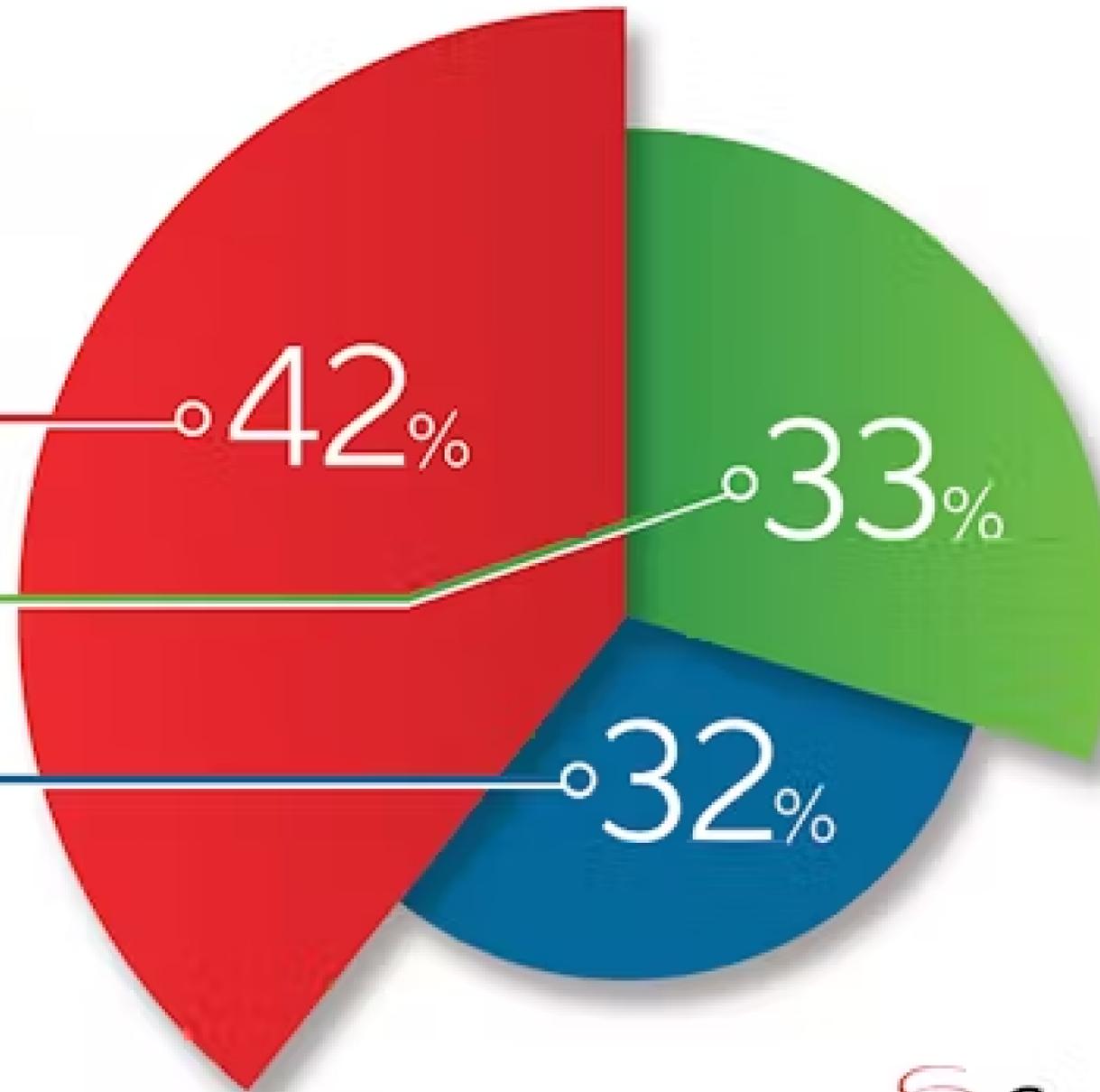
# Why Improve Customer Experience

## WHY IMPROVE CX?

The top three reasons why businesses proactively manage and invest in customer experience are to:

- 1** IMPROVE CUSTOMER RETENTION
- 2** IMPROVE CUSTOMER SATISFACTION
- 3** INCREASE CROSS-SELLING AND UP-SELLING

Addressing each of these reasons can positively impact bottom line revenue.



(c) Genesys

# UPSELLS

Provide your customers the seamless customer experience with upgrades, enhancement, and premium options. There's a 60-70% probability of selling to existing customers higher than 5-20% probability of selling to new prospects.

According to sales professionals, 30% of their revenue comes from upselling (72%) and cross-selling (74%).

# CROSS-SELL

Offer discounts and promotions, or recommend other products or services from your brand. Recommending complementary products to existing customers can increase sales up to 20%.

