



A Distilled Overview Of Our Capabilities, Past Work, And Vision For The Future

# COMPANY INTRO

ANDERSON COLLABORATIVE  
PREPARED Q3 2022



**SOUTH FLORIDA BASED | INTERNATIONALLY KNOWN**

## **WELCOME TO THE COLLABORATIVE**

Anderson Collaborative is a return-based growth marketing and advertising agency with offices in Coral Gables & Ft. Lauderdale. While we call South Florida home, we work with clients around the world to help them solve the marketing problems of today with the strategies of tomorrow.

We have a multicultural team of both Spanish & English speaking marketing subject matter experts throughout the western hemisphere ready to help take your business, brand, event, or cause to the next level.

Our doors are not open to many and are careful to only work with brands that we know we can scale. We are a boutique team that is known as the “secret weapon” to the companies that we partner with. We hope to be your partner in business, an extension of your team, and look forward to making your brand our next case study.

**Let's Get Started.**

**4000 PONCE DE LEON BLVD**  
**CORAL GABLES / MIAMI**

Southern Office (HQ)

**5000 E BROWARD BLVD**  
**FORT LAUDERDALE**

Northern Office



[Click To View Our Commercial Production Reel](#)





## "BEST AGENCIES FOR BRAND EXPOSURE"

10 Best Agencies To Work With



## "TOP MEDIA BUYING & PLANNING AGENCIES"

Best Media Buying Agencies 2021/2022



## "LOCAL EXCELLENCE MIAMI / FT. LAUDERDALE"

'21/22 Local Excellence Awards Recipient



## "THE BEST DIGITAL MARKETING AGENCIES"

Top 25 Digital Marketing Agencies



## "BEST ADVERTISING AGENCIES IN MIAMI"

Top Miami Advertising Agencies



## "BEST IN MARKETING ANALYTICS SOLUTIONS"

Top Marketing Analytics Companies



## "TOP UNITED STATES DIGITAL AGENCIES"

Top Digital Marketing / Digital Agencies



## "TOP MARKET RESEARCH COMPANIES"

Top 7 Market Research Companies



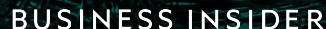
## "TOP WORDPRESS DEVELOPERS"

Top Wordpress Design Companies To Hire



## "BEST WEBSITE DESIGN COMPANIES IN U.S."

Top 19 Web Design Agencies In The U.S.



## "TOP DIGITAL MARKETING AGENCIES IN THE U.S."

Design Rush Q3 Industry Report



## "TOP FLORIDA BRANDING AGENCIES"

Top Branding Agencies In Florida



## LOCAL & NATIONAL

# RECOGNITION & AWARDS

The **Anderson Collaborative** team was listed as a top service provider both nationally and locally in over 125 articles on Mainstream Media Outlets and by 100+ B2B Rating Organizations 2019, 2020, and 2021.



DIGITAL AGENCY NETWORK





The Marketing Space Is Filled With Over-Promises. Talk Is Cheap

## "NO SMOKE & MIRRORS. JUST RESULTS."

*"The 'digital marketing' industry is full of companies who over-promise and underdeliver. This team takes the time to create a comprehensive marketing strategy for your business. They implement a holistic approach that optimizes your website, your Ads, and everything in between. Every dollar spent on Advertising with them is accounted for in their conservative Underwriting process and you know exactly what results can be expected before your Campaign even begins. They are the real deal!" - Google Review*



*"We're seeing a 12-18x ROI on our ads. They utilize a lot of our free media and press coverage to make us feel more authentic. Highly recommend their services to anyone looking to drive awareness and more importantly customer transactions."*

- Jamnola



*"Anderson Collaborative has been amazing for our company and all of our ventures. They are super relevant and understand trends, especially in a digital space. Their advertising reach is above and beyond anything we have experienced with more traditional marketing. Stellar!"*

- SNOWDAY Dallas



*"Working with Anderson Collaborative was hands down the best experience in digital marketing I've ever had. Their strategy had a very conservative ad budget and it yielded stellar results which have continued to grow even a month after the campaign while remaining in the Top 5 of the YouTube search. Just pure excellence from these guys."*

- Paul Paredes



*"I was incredibly impressed that Anderson Collaborative was able to deliver us a full, workable site in less than six weeks. They took a lot of pressure off my team and worked tirelessly to get the job done."*

- The Hall Agency



*"I spoke with vendors across the world but none of them gave us the confidence that Anderson Collaborative did, and very few could deliver the quality of work we required within our timeframe. They genuinely cared about the end result."*

- Nabooki



*"Both the ads and new website have garnered a noticeable increase in leads and conversions. Anderson Collaborative finds success in employing a team of subject matter experts rather than relying on generalists."*

- Washify

### OUR CLIENT EXPERIENCE

## REVIEWS & TESTIMONIALS

Working with **Anderson Collaborative** means world-class talent at your disposal as an extension of your team. It also means premiere support & expertise that you can't find anywhere else. Just look to recent testimonials and results from just a few of the clients that found home with us.

5/5



BRIGHT LOCAL

11 Reviews

5/5



CLUTCH

12 Reviews

5/5



DESIGN RUSH

7 Reviews

5/5



GOOGLE

12 Reviews

5/5



UPCITY

15 Reviews

5/5



FACEBOOK

17 Reviews



JACK DANIEL'S

BERKSHIRE  
HATHAWAY  
HomeServices

Sotheby's  
INTERNATIONAL REALTY

TEXAS  
The University of Texas at Austin

Mahindra  
Rise.

ATM  
TEXAS A&M  
UNIVERSITY

THE UNIVERSITY of  
MISSISSIPPI



COMPASS

CLUBCORP®  
The World Leader in Private Clubs

COINTREAU

KEITH  
CO  
FOODSERVICE DISTRIBUTORS



W  
HOTELS

VITA  
COCO



DRB™

nue  
VODKA

TYphoon  
TEXAS  
WATERPARK

kanex



COWABUNGA  
VEGAS  
WATERPARKS

Phase  
10

RUJO  
BE BRAVE

OLDGRINGO

nab°oki



Sulvaris

ROYAL  
Flowers

SNOWDAY



TRADEMARK

GALLERIA  
DALLAS

BRIDGEWATER  
COMMONS

JAMNOLA  
JOY ART MUSIC NEW ORLEANS

MUSEUM OF  
ILLUSIONS

metas

bodyecology  
Gut Smart Gene Smart



WE ARE KNOWN FOR

# TAKING BRANDS TO NEW HEIGHTS

With results-oriented and data-driven marketing methodologies, Anderson Collaborative's team of Subject Matter Experts have served as the primary driver of growth for premiere brands around the world.

Check out some of the results we've generated for a few of our favorite clients ->





**120K+**

Takeout/Delivery  
Orders Generated

**3.5x**

ROI From Our  
Advertising Efforts

**\$2.83M+**

In Revenue Generated From  
Paid Social Advertising

*Wingstop*



**42M+**

Impressions From  
Advertising

**12.45x**

Return On  
Advertising Spend

**\$3.1M+**

In Revenue Generated From  
Advertising Efforts

*Cowabunga Vegas*



**8.4M+**

Digital Billboard  
Impressions

**2.9M+**

Static Kiosk  
Impressions

**500K+**

OOH Proximity Devices  
Retargeted

*Phase 10 | Mattel*

GALLERIA  
DALLAS

**132%**

Increase In Holiday  
Ticket Sales

**42K+**

Ticket Sales  
Generated

**8.28x**

Return On Investment From  
Advertising Efforts

*Galleria Malls*

**50K+**

Ticket Sales  
Generated

**9.7x**

Return On  
Advertising Spend

**\$7.1M+**

In Revenue Generated From  
Advertising Efforts



*Typhoon Texas*

**52M+**

Impressions From  
Advertising

**7k+**

Cowboy Boots  
Sold From Ads

**\$1.9M+**

In Revenue Generated From  
Advertising Efforts



*RUJO Boots*

**158%**

Increase In Ticket  
Sale Revenue

**84.1%**

Increase In Concert  
Attendance

**4.1x**

Return On Investment From  
Advertising Efforts



*Hwy 30 Music Fest*

**\$1.7M+**

In Revenue From  
Advertising

**54M+**

Impressions From  
Advertising

**9.8x**

Return On Investment From  
Advertising Efforts

JAMNOLA  
JOY ART MUSIC NEW ORLEANS

*Joy Art Music New Orleans (JAMNOLA)*



**120K+**

Takeout/Delivery  
Orders Generated

**3.5x**

ROI From Our  
Advertising Efforts

**\$2.83M+**

In Revenue Generated From  
Paid Social Advertising

Body Ecology

**\$600k**

In Enrollments From  
PPC Ads

**8%+**

Conversion Rate  
From New Site

**\$1.3k**

Cost Per Enrollment From Top  
Ads (\$2,500 industry avg)

DebtBlue

DebtBlue



MUSEUM OF  
ILLUSIONS

**\$2.2M+**

In eCom Ticket Sale  
Revenue

**96K+**

Total Ticket Sales  
Generated

**5x**

Return On Advertising  
Spend

Museum Of Illusions

**67%**

Increase In eCom  
Revenue

**89%**

Increase In Cowboy  
Boots Sold

**143%**

Increase In ROI From Digital  
Advertising Efforts

OLD GRINGO

Old Gringo Boot Co.



**75%**

Increase In Revenue

**107%**

Increase In Qualified  
Phone Calls

**87%**

Increase In Qualified Leads  
Generated

DRB | Washify

**239%**

Increase In Website  
Booking Revenue

**215%**

Increase In Nights  
Booked

**143%**

Increase In Google Map "Get  
Directions" Requests

SOVA

SOVA Hotels

aventon

**406K**

Newswire  
multimedia views

**87,410**

Newswire views and  
hits

**6,208**

Newswire pickups from  
release distribution

Aventon Companies

**\$315K+**

In eCommerce  
Ticket Revenue

**4.2M+**

Impressions From  
Advertising

**200K+**

Website visitors generated  
from advertising efforts

AQUASHELLA

Aquashella



## OUR CORE COMPETENCIES

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### MARKETING & ADVERTISING

Search, Social, Email, Influencer, PPC, Retargeting, SEO, Programmatic, Mobile, DOOH, OTT, Geo-Targeting, Native, SEO, Media Planning & Buying, Custom Solutions.PR



### WEB DEVELOPMENT & MGMT

Website Design, Development, User Experience, User Interface, Feature Development, Web Applications, Hosting, Website Management, E-Commerce.



### DATA MGMT & ANALYTICS

Analytics, Google Tag Manager, CRM, User Recording, Funnels, A/B Testing, User-Insights, Dashboards, Lead Generation, Call Reporting, Custom Integrations.



### BRAND STRATEGY

Quarterly Planning, Brand Audits, Brand Guidelines, Experiential Marketing, Positioning, Presentations, Graphic Design, Signage & Booth, Consultation

### **MULTI-CHANNEL AMPLIFICATION**

Utilize targeted digital promotion efforts across multiple marketing channels to move them to action. Customized to stage in marketing funnel.



### **WEBSITE INTERACTION & EXPERIENCE**

Develop digital hub to educate our audience, act as 24/7 salesman of the brand, build high-quality brand perception, and provide seamless user experience.

### **DATA ANALYTICS & ANALYSIS**

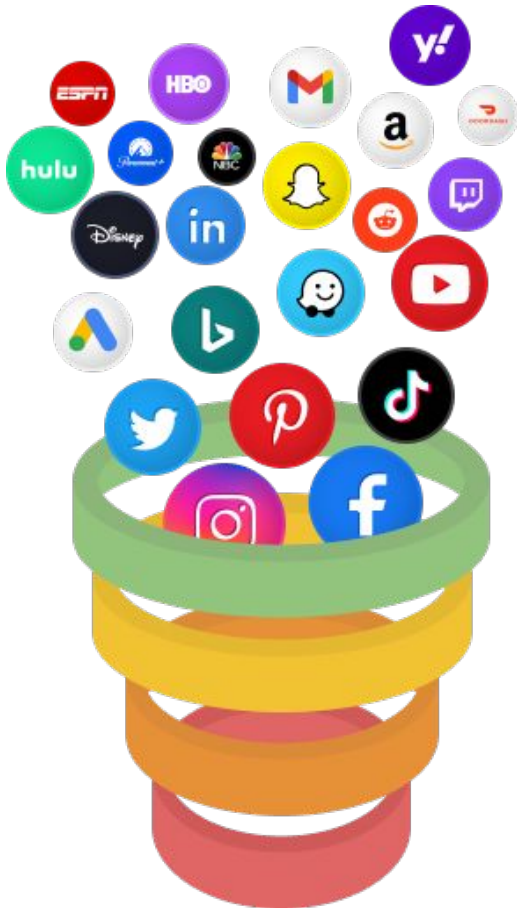
Build holistic view of overall user journey. Track return on investment. Use data analytics to pull insights and inform decisions on other communication channels.

**THREE COMPONENTS | FUELED BY EACH OTHER**

## **MARKETING GROWTH FORMULA**

Anderson Collaborative operates our business in three focused areas that all work in tandem to create an optimized and integrated approach to marketing communications. Each area of the business bleeds into the other to build an overall strategic plan that is focused on success, generates return on investment, and allows for our clients to make operational decisions based on hard data.





### 360 DEGREE REACH OF YOUR TARGET AUDIENCE

## CREATING CONNECTIONS THROUGH CROSS-CHANNEL PAID MEDIA

Comprehensive media planning & buying to capture the attention of your customers no matter the medium. Whether it's through social media, streaming services, digital billboards, or even airport terminals we can build you a custom-tailored paid media plan that gets your messaging in front of the right audience. Most importantly, every one of our campaigns is outfitted with cross-channel analytics/attribution so you never have to guess where results are coming from.

Our agency has also established relationships with some of the largest leaders in media and marketing technology to provide our clients with enhanced resources & customer support:



 SnapChat

Google

 Meta Business Partners

 *shopify* partners

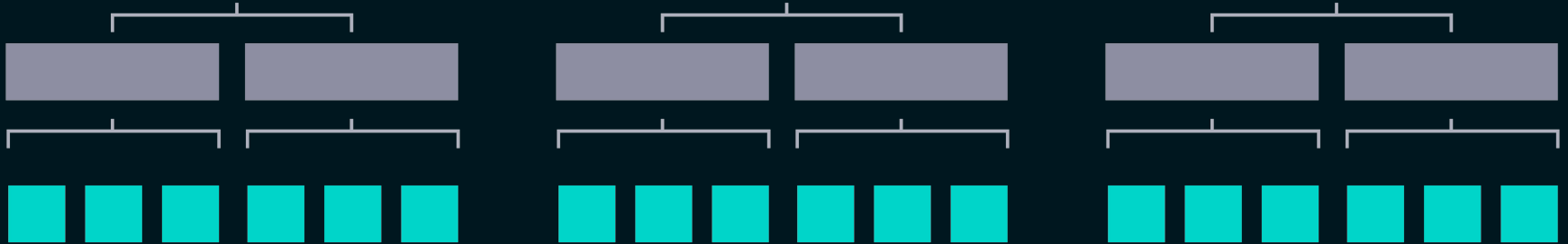
**TikTok** Ads

CHAMPIONS v. CONTENDERS

# SPLIT TESTING STRATEGY

Tactile approach of overall campaign structure in each ad platform. Campaign focuses on objective or position in the marketing funnel. Each campaign houses unique targeting sets which are also simultaneously testing ad creatives. Below example would test 18 unique variants. Test ends and winning variation promoted to champion to make room for additional contenders.

CAMPAIGN OBJECTIVE/POSITION IN MARKETING FUNNEL

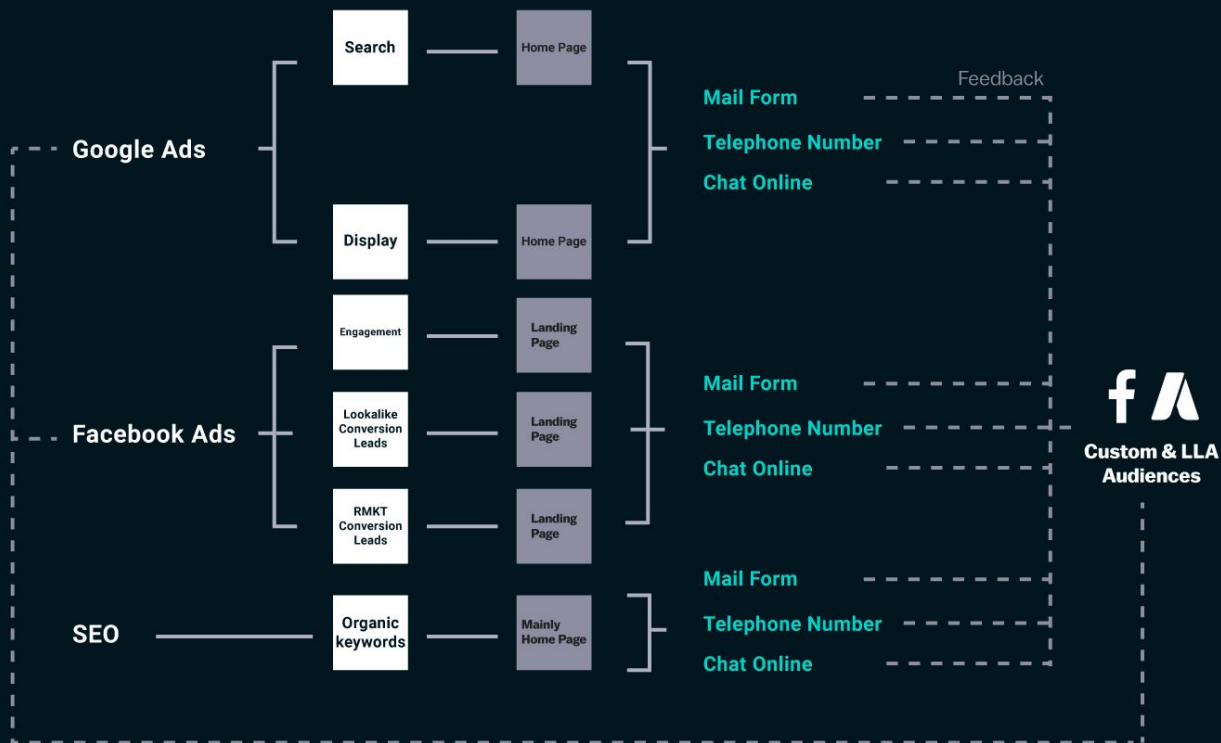




# DIGITAL MARKETING WIREFRAME

## Main Goal:

Cross-platform data connections to boost growth in the most efficient way.



Encouraging Virality Via Earned Media / Press

# BUILDING BRAND EQUITY THROUGH PUBLIC RELATIONS

Our agency works with clients to generate earned media in mainstream publications, television outlets, and influencer profiles. We've developed a straightforward core strategy that has generated our clients thousands of media mentions and has put them in a position to include "as seen in" sections on their website.

## Press Releases

Perfect your messaging to the media with expertly-written content. We package together your top news to position you as an authoritative leader in your industry. Easy-to-read yet compelling, we make sure reporters know the important points.

## Media List Building

We research the top local and national journalists writing about your beat and understand who their readers are. With a calculated approach, we secure media placements to the audience that matters most.

## Targeted Pitching

Pitching is an art and we understand how to separate ourselves from the pack. With journalists receiving hundreds of emails per day, we know how to make yours stand out with crafted pitches that land us the story.

## Newsire Distribution

We impact your audience by reaching the media they trust, on a global scale. Your distribution will be syndicated directly to more than 4,000 websites, 3,000+ media outlets, and more than 550 news content systems, and an exclusive media-only community of 20,000+ Journalists that use this service to search for new stories to feature in their own publications.

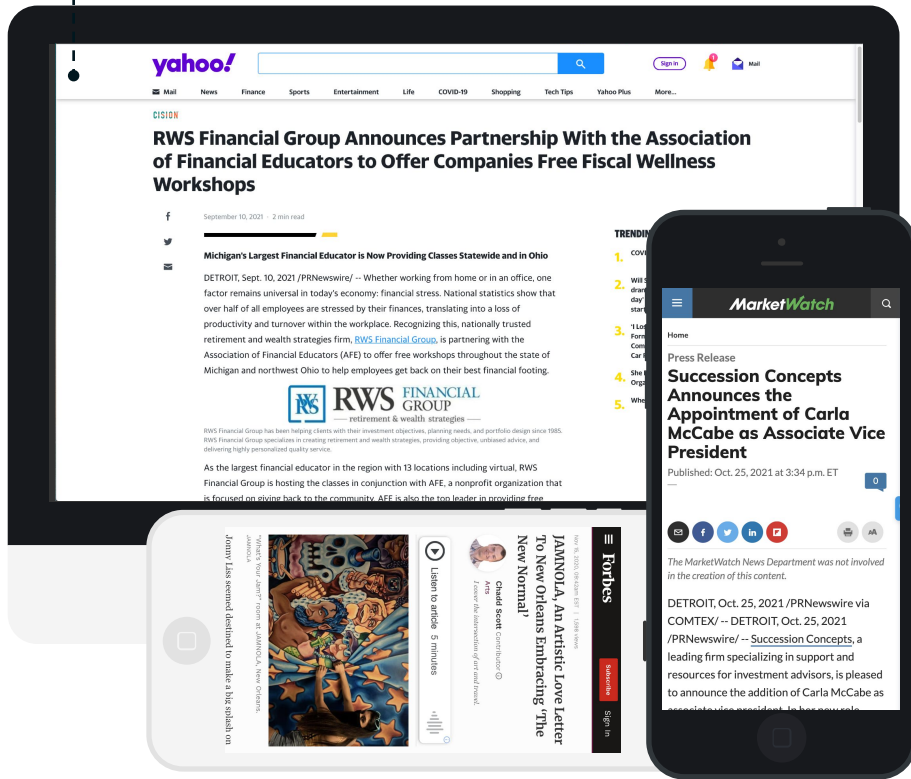
## Email Outreach

Perfect your messaging to the media with expertly-written content. We package together your top news to position you as an authoritative leader in your industry. Easy-to-read yet compelling, we make sure reporters know the important points.



## Direct Syndication

We craft your press release with a unique angle to encourage media pickup. Our newswire distribution syndicates directly to outlets such as Yahoo Finance, Market Watch, Business Insider, Benzinga, Morningstar, and more.



# AARRR

## DRIVEN TO SITE FROM **AMPLIFICATION**

**TACTICS:** SEO, SEM, PR, Social Media, Content Marketing, Newsletters, Outreach, Events.

**METRICS:** CTR, CPM, CPA, CPL, Bounce Rate

## CLIENT ONBOARDING & **REGISTRATION**

**TACTICS:** Website, Social Media, Content Marketing, Nurturing, Onboarding,

**METRICS:** Conversion Rate, Conversion Rate by Acquisition/Source, Lead Gen

## REMINDING CLIENTS OF **THE VALUE**

**TACTICS:** Continued Onboarding, Newsletters, Content Marketing, Communication

**METRICS:** Active Users, Actions Per User, Lifetime Value, Churn, Abandonment

## MAKE OUR CLIENTS **AMBASSADORS**

**TACTICS:** Incentives, Facilitation of Sharing, Embeds, Hyperlinks, Loyalty Programs

**METRICS:** Shares, Referrals, Search Volume, Leads from Referral

## CLIENTS GENERATE US **REVENUE**

**TACTICS:** Scarcity, Support, Evangelism, Cross-Sells,

**METRICS:** ROI, LTV, Sales Conversion Rate, Revenue Per Source

ACQUISITION

ACTIVATION

RETENTION

REFERRAL

REVENUE



# OUR MARKETING METHODOLOGY: THE SOSTAC APPROACH

There is no magic bullet for achieving success with marketing. It has to be driven by strategy in order to achieve success. The SOSTAC method involves clear strategic planning, goal setting, and optimization efforts to build a winning marketing strategy.

Through this exercise we are able to learn all of the necessary information about a client to achieve success. Anderson Collaborative applies this model to the projects we take on so we are measuring the progress made towards our goals.





Anderson Collaborative Design Team

# UI & UX DESIGN & DEVELOPMENT

# WEB TRACKERS



## WEB ANALYTICS

Data-rich insights on the visitors arriving to your website. Understand the full impact of your online presence.



## CALL TRACKING

Improve your sales team with call reporting, recording, and attribution modeling all on a live dashboard.



## USER RECORDINGS

Watch your customers interact with your website or application in real-time. Identify errors and analyze behavior.



## SEO & RANK RESEARCH

Closely monitor your online ranking in search results and identify keywords to better inform your content marketing.





# FULL TRANSPARENCY

INTERACTIVE LIVE CLIENT DASHBOARDS

See exactly what you're getting out of your marketing efforts while working with Anderson Collaborative.



# PARTNERS & TECHNOLOGY

Anderson Collaborative is accredited as a partner with multiple e-commerce organizations and has established great relationships with multiple SAAS companies and marketing channels to expand the capabilities of our agency and provide a wider range of solutions to our clients.

Whether it's for media buying, data-analytics, social media, or web development, or sales strategy these relationships we've fostered allow us to assist in multiple areas of the marketing and information technology space.



# DATA SOURCES

Audience Insights &  
Programmatic Targeting  
Capabilities Through The Use Of  
Customer Match Technology  
Powered By 20+ Data Providers.

With This Data Match, We Gain  
Invaluable Insights On  
Customer's Purchase Habits,  
The Cars They Buy, Where They  
Shop, What They Watch On TV,  
And More.



TimeWarner



J.D. POWER

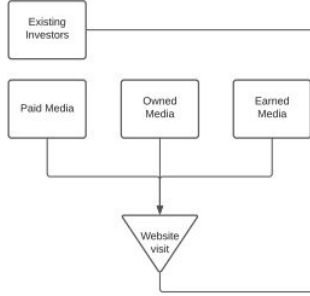


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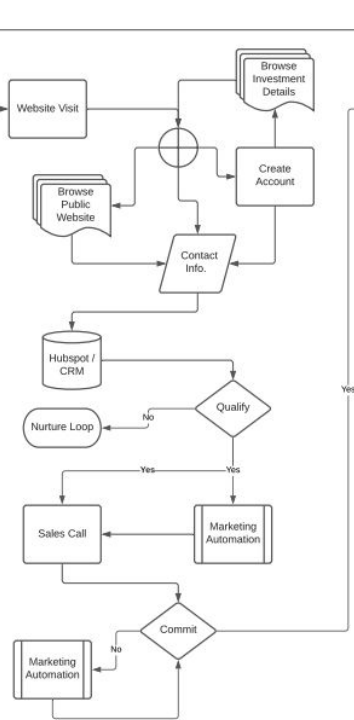




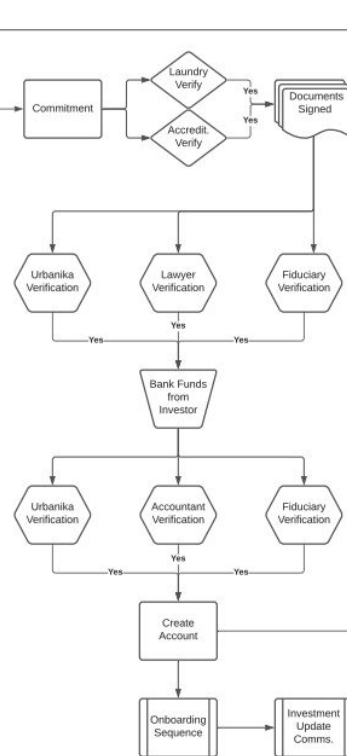
### Stage 1 - Acquire



### Stage 2 - Activate



### Stage 3 - Convert



### Stage 4 - Active Investor Experience

