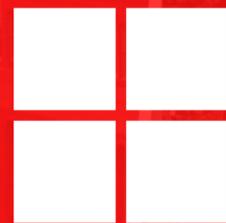


FULL STACK DIGITAL MARKETING AGENCY

**CXGS**

DIGITAL MARKETING CONSULTANTS



**Microsoft**

SAN JOSE, CR

MACOMB, MI

SAO PAULO, BR

ROME, IT

SEATTLE, WA

WELCOME

BIENVENIDO

BEM-VINDO

BENVENUTO

In the digital age, a marketing strategy serves as your business or organization's front entrance through which many customers will pass.

Our mission is to give you a professional on-line presence that will generally enhance your organization's image and branding, as well as to move prospects through the sales process.

We are your one stop agency for all your digital marketing needs.

FULL STACK DIGITAL MARKETING AGENCY

## ABOUT OUR AGENCY

With offices located in Costa Rica, United States, Brazil, and Italy, CXGlobals has been serving over 6000 top technology companies in 5 continents since 2008.

[WWW.CXGLOBALS.COM](http://WWW.CXGLOBALS.COM)



DIGITAL MARKETING  
CONSULTANTS



## OUR MISSION

To help your company in any step of your digital marketing transformation by enhancing your online presence to reach target audiences, nurture quality leads, increase sales opportunities, and strengthen brand loyalty.

Our audience-first approach means that every idea is grounded in a deep strategic understanding of the target audience and lives in the media most relevant to them.

# OUR CREDENTIALS

 6000+

CLIENTS  
SERVED

 12+

YEARS OF  
EXPERIENCE

 6

CHANNEL  
PARTNERSHIPS

 2

GLOBAL  
AWARDS

## MICROSOFT PARTNERSHIP AND AWARDS



# OUR R.A.C.E FRAMEWORK



## Reach

### Digital Media Channel Effectiveness

Improve core digital marketing techniques to drive visits towards a digital property; including great and fresh content, compelling digital properties such as a corporate website, landing pages, and paid/organic demand generation (SEO and PPC).

## Act

### Customer Journey Analysis

Identify "Quick Wins" to improve interactions and conversion through a website; based on where visitors are arriving, common footfall, and CTA improvements. Modern mobile responsive website with a fine-tuned navigation for content consumption and lead management.

## Convert

### Conversion Rate Optimization (CRO)

Identify improvements to increase lead conversion using powerful Business Intelligence tools, sales funnels setups, and CRM procedures.

## Engage

### Customer Digital Experience

Review and improve the drivers/levers for effective customer engagement and loyalty across all digital marketing properties and through the customer's entire purchasing journey.

# SOLUTIONS FOR MICROSOFT PARTNERS



## BRAND DEVELOPMENT

Creating a buzz around your brand's new look will make potential customers aware of your presence in the market. It can also excite and motivate existing customers.



## CONTENT DEVELOPMENT

Content is King. This is how you engage your audience. Create fresh and relevant content



## WEB DEVELOPMENT

Having a compelling website is your cornerstone for a strong digital marketing strategy. Robust CMS for ease of management



## DEMAND GENERATION

Helps customers find and engage with your website organically through the Major Search Engines, also with Paid Ads with PPC campaigns



## CONVERSION OPTIMIZATION

Execute improvements on the persuasive architecture of the website to maximize conversion rates with effective CTAs



## CUSTOMER EXPERIENCE

Drive improvements on the overall online customer experience across the entire purchase life cycle

## CUSTOM WEB SOLUTIONS

### *Overview*

Improve your sales strategy and marketing operations workflow with web assets that drive value and nurture qualified leads. To take advantage of all the benefits an online asset provides, you should focus on several essential areas to improve its Effectiveness, User Experience, Content Consumption, Branding, Storytelling, and Demand Generation.

### *Value to the Partner*

Develop a complete customer journey that nurtures visitors from discovery to a conversion or a close. The ability to track visitor behavior on every component of your web properties should be at the heart of every Digital Marketing strategy. Empathize with your audience's needs and provide a solution; your visitors will have a reason to bond with your company, consume your content and find the right partnership.

### *Deliverables*

CXGlobals starts with the strategy and combines user-centric content, design, and development teams for optimal web assets production. Every project is managed with SCRUM methodology designed with the IDEO's optimal functionality and scalability approach, so you can leverage your web assets as your company grows. Our streamlined process begins with the strategy, content, design, development, and deployment.

### *Investment*

Based on the project size and complexity. A discovery call is required before providing a Scope of Work.

## CONTENT FOR SALES, MARKETING, COLLATERAL, AND DEMAND GENERATION

### *Overview*

Create engaging, informative, and purpose-built content and collaterals for digital marketing strategies to convert target audiences into leads. Content Strategy is the lifeblood of effective Demand Generation, and when you master your content strategy you will be in the ideal position to raise awareness, draw in prospects, and take them on a powerful customer journey.

### *Value to the Partner*

CXGlobals creates content crafted to meet the needs of potential customers at each stage of the buying funnel: early (What is their problem and how might you solve it?), middle (Which of your solutions might work best?), and end (How can you resolve their concerns and get buy-in from all stakeholders so you can finalize the deal?). The content can be transformed into collateral assets that can be used in different distribution channels, organic, paid, social media, email marketing, webinars, etc.

### *Deliverables*

The Partner will work with a CXGlobals team of SAP-specialized consultants to create Go-to-Market strategies and develop the collaterals to best support those campaigns. A broad range of collaterals are available, like video production, sell sheets, white papers, newsletters, blogs, case studies, infographics, social media assets, website content, etc.

### *Investment*

Based on the number of collaterals to be produced. A discovery call is required before providing a Scope of Work.

## LEAD GENERATION AND SOCIAL SELLING

### *Overview*

From organic outreach to paid advertising management and social media selling, boost your pipeline with valuable connections throughout the entire sales funnel. Identify and engage with your ideal customers, using cross-channel lead generation strategies. Monitor the campaign progress across all channels and adjust the campaign parameters as needed.

### *Value to the Partner*

Address every stage of the sales funnel (Awareness, Interest, Consideration, Evaluation, and Purchase) with highly effective lead generation programs to connect with the right prospects at the right time to grow your customer pool. Collaboration between your marketing and sales teams, constantly analyzing the effectiveness of your marketing campaigns, and leveraging your Marketing Technology Stack will deliver the best results every time.

### *Deliverables*

These are Agency-lead programs, and the Partner will work with several CXGlobals teams to ideate, develop, manage, and deploy demand generation campaigns in Social Media Channels, Search Engine Optimization (SEO), Paid Advertising (PPC), Sales Navigator Social Selling, and Email Marketing. All the campaigns are created from the ground up to best support the Partner's Marketing Maturity Journey.

### *Investment*

Based on the services requested. A discovery call is required before providing a Scope of Work.

# OUR APPROACH



Proactive hi-touch/low-touch segmentation based on current online presence and marketing capability.



Execution of Campaigns at the local-client level by working with marketing and business leaders to:

- Create marketing plans
- Successfully drive demand
- Increase conversion rates
- Deliver a stellar customer experience



Ongoing measurement and monitoring to track progress

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# LET'S WORK TOGETHER

 [INFO@CXGLOALS.COM](mailto:INFO@CXGLOALS.COM)

 1-888-612-6018

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