

[arraydigital]

Company Overview

What: Digital Marketing Agency

Tagline: Maximize Your Digital Marketing

Industry: Advertising & Marketing

Office Locations: Chesapeake, VA and Orlando, FL

Founded: 2017

Erik Olson and Kevin Daisey are the founders of Array Digital.

Array Digital is an award winning digital marketing agency that provides highly targeted online marketing and advertising for regional brands in Hampton Roads. But our founding began years earlier in two different corners of Hampton Roads.

After years of working in windowless buildings on base for a DoD contractor, Erik left that world and started his journey in the commercial sector. Focusing his programming and management skills on his new agency, 80|20, Erik's team created data-intensive custom web and mobile applications for clients in Atlanta, Orange County, New York, and of course Hampton Roads.

In another corner of Hampton Roads, and after years of slaving away over blueprints at a civil engineering firm, Kevin decided to scratch his creative itch by learning web design on the nights and weekends. Starting his own agency, ID Web, they began building websites by the dozen. Five hundred websites later, his team was able to accomplish anything in WordPress.

With the many problems we solved for our clients, we noticed a pattern - many of our clients hired us to build a digital product but later failed to turn their creation into a thriving business. The movie Field Of Dreams taught us that if you build it they will come. Turns out, that's not exactly true in the business world. To help our customers, we both offered the secondary services of search engine optimization, social media, and content marketing.

In today's competitive landscape you can't expect to simply kick back and let customers come to you. There are too many options available and too much pressure from competitors. You have to be proactive and market the benefits of your offering to your potential customers or they simply won't know you exist.

For that reason, we joined forces and created Array Digital putting all of our collective focus into digital marketing for our clients.

Our Services

Online Advertising

The fastest, most cost-efficient way to jumpstart your lead generation. We use the Internet's enormous data pool and A.I. to target your ideal prospect where and when it matters most. Get more leads from search engines, display networks, and social media advertising.

Search Engine Optimization

Climb Google's search results to get in front of more prospects looking for your services. With our keyword optimization, content marketing, and backlinking, you won't just get more traffic. You'll get more leads.

Social Media

Turn your social media presence into a brand-building, lead-generating asset. We handle everything including professional caliber content, proactive follower engagement, and reputation management.

Websites

Turn your website into a lead-generating machine. Whether your website needs a facelift or a total redesign, our simple monthly pricing takes care of your every website need.

Our Ideal Customer

- B2C companies with a revenue of \$2,000,000 - \$20,000,000
- Companies that have multiple locations, at least one of them in Hampton Roads
- Have been in business for at least five years
- Has already doing traditional advertising and has dabbled in digital marketing with mixed results, but they know they need to spend money on marketing to grow their business.
- Able to spend \$5,000 per month.

We currently serve 45 clients in and beyond Hampton Roads

Big brands we have worked with:

U.S. Army, Hilton, CBRE, and Trane

A Few Local Clients:

The Floor Trader, Carpet World, ProSource, Mechanical Services Company, ABS Technologies, Farmers Bank, Jones CPA, Jewish Family Services, Motor World, and Frye Properties.

What Makes Us Different

After more than ten years of running agencies, and learning from hundreds of clients in different industries, we have a unique perspective that combines technical excellence with marketing expertise.

- We don't "Also do digital marketing". That's all we do.
- We focus on what actually matters: Leads
- Touch-points: Regular transparent reporting twice a month
- Video based reporting from our team
- 90 day business reviews with every client

Technology Roadmap

Our current needs for additional technology are slim, but with planned growth these needs may change rapidly.

Current technologies: Google G Suite, Asana (Project Management), Adobe (Design tools), Slack (Communication), Grasshopper (Phones), COX (Internet & Phone), and AT&T (Mobile Devices).

Needs for 2019: New sales CRM (Currently on Hubspot)

Future needs: More sophisticated phone system as we open more offices

Marketing Roadmap

As a marketing company, we are constantly making an investment in our marketing. Of course, like all businesses, we are limited by our budget. We plan to increase this budget and effort as we grow.

Future Plans: Hire a dedicated marketer for our internal brands

Cost: \$40,000 salary plus benefits.

Growth Plans

Our Mission (3 year plan): Dominate Digital Marketing in Hampton Roads

Our Vision (10 year plan): Become a Dominant Digital Marketing Agency in the United States and reach \$100 Million in Revenue.

2019 Revenue Goal: \$1.8 Million in secured recurring revenue

Challenges

- Funding a growing team
- Capital for acquisitions

Opportunities

- Acquisitions of older traditional agencies

Needs to Help Growth & Next Steps

- Mentoring
- Partners for experience sharing
- Need to develop a strategic plan for growth