



SEO, Digital Advertising, and Social Media

How Explorer Achieves their Clients' Goals

2023-2024 Explorer Case Studies





Who is Explorer Marketing?

Successful business owners and **leaders like you** have a vision for the future. You know your **values**, you know your **strengths**, and you know that **people want what you offer**.

To **connect** with the people who are looking for you, you need **proven marketing strategy** advised by **data analytics** to launch effective initiatives.

You'll need **quality content** to engage, excite, inspire, and educate your audience. Modern marketing requires **strategy** and **storytelling** using the tactful combination of **photo, video, graphic design, and writing** to deliver effective **paid & organic** marketing campaigns on **Google** and **social media**.

This is what we do. **Stellar Strategy, Quality Creative, & Expert Execution.**

What You'll See In These Case Studies



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SEO | FastExpert & MarketReach (Slide #9)



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How Explorer served the YMCA

Cross-platform Digital Marketing

The YMCA's Story



The YMCA of Western North Carolina's association comprised of 7 fitness centers, a summer camp, and multiple childcare centers. Before connecting with Ryan, they needed a total website redesign as well as an expert digital advertiser to replace their need for an advertising agency.

Their biggest challenges were reducing advertising costs for Google and social media without losing results. They also needed assistance rebuilding and optimizing their website. Lastly, they needed social media managed and routine platform maintenance and analytics.

That's when they found Explorer Marketing.

Explorer implemented:



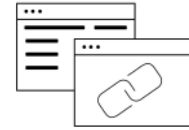
SEO & Website Content

With the new website on the horizon, the Y wanted to reach a wider audience organically through **Google** by using **on-page optimization** and by **fixing SEO issues** that their site was experiencing.



Digital Advertising

The YMCA was working with an expensive digital marketing agency and wanted to reduce costs on advertising and increase results. Explorer took over implementing ads with **Facebook, Instagram, Google Ads, and Google Grants.**



Social Media Marketing

The YMCA had 9 Facebook pages, 1 Instagram, 1 Twitter, and 1 LinkedIn account. They needed content scheduled well in advance to ensure content pace remained consistent. Explorer **scheduled content for 3 months in advance** and made new posts when timely posts were needed.

Accomplishments

Replaced Ad Agency, saved \$130k annually

Results from ads on Google and Facebook campaigns remained the same or improved universally.

Coordinated 7 month website redesign project

Included managing internal team and other contractors.

Performed SEO Copywriting and on-page optimization

Crafted over 300 pages with improved SEO & new SEO features.

Crafted conversion optimization content strategy

Implemented conversion optimized design and copywriting on all pages that would be used for sales and advertising.

Repaired bad redirects, 404 errors, and other SEO issues

Implemented steps to ensure good performance for new website and did routine troubleshooting afterward.

Accomplishments

Built website features to enhance UX and SEO

Including auto-scrolling links, div labels, embedded calendars, and filtered menus.

Maintained social media content calendar with content scheduled 3 months in advance

This allowed for content pace to stay consistent while allowing for timely posts to be inserted as needed.

Coded basic application for use in case of site outage

This ensured a swift response if a site outage occurred when Explorer was not available to respond.

Built robust and targeted analytics tools using Excel

Ensuring results could be easily tracked and analyzed, targeting the KPIs that mattered most to the YMCA.

Created photo and video assets for internal media library

Captured dynamic and versatile photo and video content for social media and advertising.



How Explorer served FastExpert & MarketReach

Search Engine Optimization

The Client's Stories

FastExpert was founded in 2014 with the goal of connecting people with the best real estate agents possible. In 2018, they were ranked as the #134 fastest growing company in the United States.

Their biggest three challenges were; industry competition, quality of content, and targeted content to reach high-value keywords.

MarketReach is a B2B Appointment Setting, Lead Gen, and Telemarketing agency specializing in big-ticket sales for their clients.

They required assistance with inbound lead gen from high-value prospects. They wanted to increase their site's visibility by increasing domain authority, website traffic, and solid blog content strategy.

Explorer implemented:



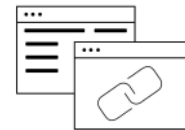
Blog Revisions

We focused on **revising low quality content** that could **be penalizing search rankings**. By removing low ranking pages and replacing them with high quality information for the audience, **we expected to increase ranking, traffic, and domain authority**.



Content Creation

We created articles for **targeted and competitive keywords** that were high enough in quality to **win search snippets and other SERP features**. This was a great way of showing search engines and users that FastExpert is an **authority in the industry**.



Backlinking

Explorer implemented the **Hub & Spoke SEO Content Model** to **enhance their blog's SEO overall**. We created hubs for the main keywords that were targeted. Then we created content and connected these hubs and spokes together. **This built a way for search engines to understand connections between the blog pages**.

Accomplishments

Blog Traffic from Google Increased Dramatically

- FastExpert's clicks had a steady increase over the the course of our partnership, from averaging less than 2 per day to over 2000 per day!
- MarketReach has seen a 4x increase in clicks year over year during the years working with Explorer.

Total Impressions

- FastExpert's total impressions reached over 1.5 million over 6 months.
- MarketReach sees 4x increase year over year on average.

Page Views

- FastExpert's average page views increased by over 400% sitewide as a result of our work on this case.
- MarketReach sees a 600% increase on average year over year.



How Explorer served Herra Productions

Digital Advertising

The Client's Story



Herra Productions approached Explorer Marketing to get assistance in promoting their newest documentary, "A Sexplanation."

Their biggest challenges were budget, community guidelines, and getting converting traffic. Social platforms frequently flagged content as violating community guidelines. When ads did run successfully, the documentarians were unable to motivate users to take their desired actions.

With their \$6,500 marketing budget, we were able to swiftly craft a strategy, put it into action, and deliver positive ROI. Here's how:

Explorer implemented:



Variety of Ad Campaigns

We developed 3 separate advertising campaigns to drive 3 primary desired outcomes: Reach, Engagement, and Purchases. We categorized these campaigns as Top of Funnel (TOFU), Middle of Funnel (MOFU), and Bottom of Funnel (BOFU).



A/B Testing

We set up A/B tests in each of the advertising campaigns we launched to isolate variables that we wanted to understand. The results of these tests advised how we handled creative, targeting, and budget allocation.



Content Planning

Explorer created organic social content plans to work alongside the paid marketing campaigns to maintain engagement from ad engagers, as well as to keep Herra Productions front-of-mind for users as the film release date approached.

Accomplishments

Positive ROI

The of the \$6500 marketing budget yielded **more than 600 sales**, returning **245% ROAS** and **210% ROI overall**.

Social Share-of-Voice

A Sexplanation was approached by several publications and featured in their articles. Publishers include, but were not limited to: NY Times, The Guardian, Passion River, Variety, and more.

Effectively navigated community guidelines with sensitive content.

With Explorer Marketing's guidance, Herra Production's creative team was able to deliver new content that was allowed to run on all major social platforms. Before Explorer's intervention, all of their content was flagged and removed.



How Explorer served Simba Stocks

Organic Social Media Marketing

The Client's Story

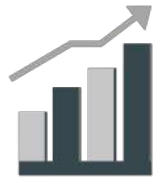


Simba Stocks is a rapidly growing investing firm that offers coaching services and membership to a community of investors who seek council with other stock-savvy minds.

They wanted to escalate their engagement on social media and to turn their engaged users into converting customers.

In our first week working with them – we were able to accomplish this quickly.

Explorer implemented:



Strategize

We communicated with Simba about what they wanted out of social media and drafted a content calendar that injected evergreen content as well as stock market news.



Redesign

Designs for Simba were revamped to reflect the cutting-edge brand that Simba represents.



Retarget

We utilized the new engagement to implement a retargeting strategy for ads, targeting the audience that engaged with the new content, yielding more results for a smaller budget.

Accomplishments

Strategize

Scheduled content 1 month in advance, lightening Simba's team's workload.

Redesign

DOUBLED Social Engagement within one week of Explorer's intervention.

Average Leads Generated From Social

An increase of 20 conversions per month.

Ad Spend

Decrease in ad spend by 15% and maintained lead gen pace.





Client Testimonials





SEO Pros, Easy To Work With

SEO PROS, CONTENT KINGS, STELLAR STRATEGISTS

Explorer Marketing and their Content Strategy team has helped us grow our brand and business through amazing blogs, articles, and SEO Optimization. They also helped us gain significant site performance by optimizing our photos and videos.

We particularly loved it when our Explorer team allowed us to be involved in the content creation process. They worked remotely with us, providing consultation services regularly with their analytical analysis and reports that showed us the progress of our content campaigns, SEO Optimization Copy Editing, photos, videos, and much more.

We are greatly appreciative all their hard work and highly recommend them.

Go Explorer Marketing!



They can do it all!

STRATEGY, SOCIAL MEDIA, SEO, CONTENT WRITING, & MORE

The Explorer Marketing team was great to work with. They were very flexible with the tasks and jobs we asked them to do for our company and delivered everything quickly. From social media management to SEO to content writing, they really did it all. We were very happy with their work and they were a pleasure to partner with!



Versatile, Personable, & Professional

PHOTOGRAPHY, COPY, WEB-REDESIGN, EVERYTHING!

Ryan was -and still is- the best person I've partnered with to grow my business! :)

We started working together right before the grand opening of my business. I needed help developing my brand, but also visual content for my website and social media. I needed a variety of creative services to get up and running. I was surprised at how well he listened to me- he really understood my vision for this business. He did my headshots, made my whole website, my business cards, and a brochure for print advertising. It all looks great!

I would recommend him to any small business owner looking to work with a personable, trustworthy, versatile business minded creative.



There is no limit to what we can do – and we are always hiring expert specialists in various fields of Digital Marketing

If you have preferred team members or contractors whom you'd like to continue presiding over some aspects of your digital marketing operation, we are more than happy to collaborate with them. **Just know that you can always rely on Explorer Marketing to provide expert implementation for all of your digital marketing initiatives.**



Thank you for reviewing our case studies!

We look forward to partnering with you soon.

