INNOVATIVE DIGITAL MARKETING SOLUTIONS

Share your message.
Engage your audience.

scopicsoftware.com
Reach Your Full Potential.

Partner with Scopic’s digital marketing experts to empower your team to exceed their sales targets.

We embrace the individual needs of each client, offering a variety of services, including:

- SEO/ASO
- Social Media Campaigns
- Video Production
- Copywriting
- PPC
- Landing Pages

Variety is in our genes. Our digital marketing experts listen to your ideas and strategize a plan of action specifically tailored to your businesses needs.

FREE CONSULTATION
14+ years
13+ industries
1000+ projects

600+ web, 200+ mobile, and 150+ desktop apps developed, designed and marketed to reach our clients’ goals.
Tap into our marketing expertise and watch your business soar.

We can help you:

- Develop extensive marketing strategies tailored to your niche
- Optimize your website to stand out from the crowd
- Build long-term partnerships
- Convert more leads to customers
- Boost the visibility of your brand
- Grow your community following
- Drive more traffic to your website
- Create long-lasting product buzz
Transform your ideas into reality by ensuring your voice is heard. Let your message ring loud and clear in the ears and eyes of your target audience.

Work with Scopic to maximize your potential and set your business apart. We know just what you need to bring your brand to life online.

Ensure your ideas succeed. Boost your small to midsize company’s growth with industry leading digital marketing strategies that stand the test of time.
Unlock more doors. Enter new markets.

Join forces with Scopic and prepare to thrive online. Here’s how we can help you reach your goals...
### You name it. We do it.

Find the expertise and services you need to reach your target market with the right strategy, at the right time.

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Custom Marketing Strategy

Outsmart your competition. Reach your target market.

1. Perform Detailed Market Research to:
   - Truly understand your audience
   - Analyze your competition
   - Dive deep into marketplace trends

2. Conduct a Marketing Audit to:
   - Evaluate the success of your current marketing strategies
   - Identify areas to improve upon
   - Decide which alternative tactics to employ

3. Create a Custom-made Marketing Plan to:
   - Determine your long-term and short-term goals
   - Execute new strategies effectively and on time
   - Easily measure the results of new initiatives against your goals
SEO
(Search Engine Optimization)

Increase visibility and whip your website into shape with:

- Content Analysis
- Content Optimization
- Link Building
- Website Speed
- Local Search
- Full SEO Audit
- Technical Optimization
- Grow your community following
ASO
(App Store Optimization)

Be found. Be loved. Be downloaded!

Stand out from the App Store crowd by optimizing your product on both the Apple Store and the Google Play Store.

Work with Scopic to ensure:

- Unique and memorable titles
- Engaging short and long descriptions
- Eye-catching images, screenshots and app preview videos
- Keyword-enhanced content

And much more!
Copywriting
Content is king!

Drive more traffic with compelling copy that encourages action and engagement from your target audience.

Share your vision and we’ll write it with passion. Limitless creativity, available on tap. No matter your time zone, industry or format requirements, our expert marketers and native copywriters are at hand to help with:

- Blog Posts
- Landing Pages
- Website Copy
- Email Marketing
- App Store Descriptions
- Social Media Posts
- Ebooks
- Google Ads
- Influencer Marketing

CHECK OUT OUR PORTFOLIO
Social Media

Increase your following through:

- Need help setting up your social media pages?
- Looking to optimize and grow your following?
- Want to engage a network of top industry influencers?
- Hoping to increase brand credibility and make sure your product is found?
- Need support writing, designing and posting regularly?
- Want to leverage social media ads more effectively?

We’ve got you covered.

CONTACT US
Google Ads and Beyond

Define your goals and work with Scopic to select the right media cost model to suit your company’s specific needs. From CPM to CPV, CPC to CPA, we help optimize your Google Ads and drive targeted traffic straight to your website or landing page.

Your Google certified partner, at hand to research, write, bid, create and monitor your Google Ads to increase your online visibility.

- **Cost per View**: Increase video views
- **Cost per Mille**: Raise brand awareness
- **Cost per Click**: Drive more traffic
- **Cost per Acquisition**: Increase sales
- **Cost per viewable mille**: Pay for what’s viewable

Let’s work together and unlock your full potential.
Media Outreach

Making your outreach campaigns effective and memorable in three simple steps:

1. We put all our options on the table and brainstorm with you to identify the best approach for your specific needs.
2. We draw up an outreach plan to reach industry influencers, bloggers, media outlets, potential partners and more.
3. Execution Time! We draft out killer custom messaging and approach your target to generate long-lasting business relationships.

From **guest blog features**, to **influencer partnerships**, from **external newsletter features** to **podcast interviews**... whatever you need to strengthen your outreach, we know what it takes to get **real results**.
Email Marketing

Define your audience. Set your goals. And create targeted email campaigns that resonate with your specific audience.

At Scopic we know how to prepare engaging content of value, maximize your open and click rates, monitor campaign progress and make strategic changes based on concrete results.

Let’s join forces to ensure your emails reach the right people, at the right time, with the right content.
Lead Generation

Feed your sales pipeline with a constant stream of hot leads.

We know what you need to convert more high quality leads and dramatically boost sales.

“In just a few months, organic web traffic increased by 20%, software downloads rose by 50%, and sales amounts measurably improved.”

Dave Rozewski, Owner and Founder of SketchList Inc.
At Scopic, we know what works and what doesn’t.

- From effective CTAs to dedicated landing pages linked to specific ads and optimized for conversion
- From multi-channel marketing to tailored content creation and specialized lead generation platforms
- From engaging social media campaigns to automated email marketing schemes
- From finding industry specific and specialized lead generation platforms to the creation of targeted contact lists
Video Production

Gain your audience’s attention. Earn their respect.

Engaging your target market with video will significantly increase your chances of being heard. Say it in written form and your readers will retain 10%. Share it in video and your viewers will retain 95%.

So why not tap into Scopic’s video production services and reach your full potential with:

- 2D animated videos
- App preview videos
- Narration and voice over
- Stock footage videos
Why Market with Scopic?

**Industry expertise**
Over 14+ years experience innovating industries and spreading our clients’ messages far.

**Budget versatility**
Working to different budgets, implementing the marketing strategies that work best within your project’s scope.

**Control over spend**
Our transparent workflow gives you increased visibility. We set weekly time limits, and provide regular updates and reports.

**Results oriented approach**
We value your goals and work hard to exceed your expectations; tracking milestones and outcomes to gain measurable results.
Innovative companies like yours partner with Scopic because of our:

**Tailor-made and unique approach**
Adapting our marketing strategies to the specific needs of your company and industry to reach optimal success.

**Attention to detail**
Uniting your vision with your audience, we ensure your brand is marketed to the highest quality, with your voice always shining through.

**All-in-one solution**
Journeying with you beyond your marketing needs. From software development to graphic design, we can help you develop and transform your ideas too.

“Awesome team to work with! Fast and very responsive.”
Boni Muti, Owner of PreshaWash
Take the headache out of marketing. Partner with Scopic and increase the power of your online presence.

Let us be the bridge that sparks engagement between you and your future customers.

It’s time to work together to let your voice be heard, to let your products shine, to boost your conversions online.

LET’S GET STARTED
Working with Scopic: Clients’ Perspective

“Comparing our project before Scopic’s involvement is as different as night and day. We’ve added so much capability and continue to innovate every day.”

“Scopic has been an invaluable partner in helping to gain visibility for our brand. They have provided excellent strategy, content and execution.”
At Scopic we believe in more than just outstanding results. We believe in building partnerships that last.
Stimulate your audience’s interest and optimize results by using the right tools at the right time.

At Scopic, technology is in our veins. We keep on top of the best techniques and tap into the following tools to strengthen client campaigns:

- SEMRush
- Apptweak
- MailChimp
- AgoraPulse
- Sendgrid
- Climchamp
- Instapage
- Google Ads and Analytics

“I was impressed by their ability to understand my initial concept. We’ve seen about 10,000 downloads since we launched last summer.”

Kenneth Leeser, Owner and Founder of Recipe IQ.
Our Favorite Tools

The secret to our growth lies in knowing what tools to leverage and when.
Our Certifications

The key to our success lies in our constant search for knowledge.

Combine our certifications with our diverse expertise, and what do you get? A unique marketing team, made up of experienced professionals from around the world.
Ready to rock your online presence?

LET'S GET STARTED

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