Digital Marketing At Its Best

Ready to disrupt your industry and mesmerize your target audience?

Partner with Scopic to attract, engage and delight your future customers.

Innovative marketing solutions – breathing life into your digital ideas, boosting the popularity of your brand.
Find what you’re looking for. Browse through a handful of our favourite works.

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From Medical to Finance, Manufacturing to Health and Fitness — at Scopic we are not limited by industry, geography or technology. Our employees work from around the world to ensure your target audience embraces and shares their love for your unique brand.

Founded in Boston in 2006, we have since become one of the largest virtual companies in the world with:

- Over 280+ employees with diverse digital expertise
- A deep understanding of your digital marketing needs
- Versatility and experience in a variety of different industries
- Advanced analytical skills to optimize your marketing strategies
- Up-to-date knowledge of latest tools and marketing best practices

From Medical to Finance, Manufacturing to Health and Fitness — at Scopic we are not limited by industry, geography or technology. Our employees work from around the world to ensure your target audience find, embrace and share their love for your unique brand.
Take your ideas one step further.

Partner with Scopic to:

1. Grow your community following
2. Build long-term partnerships
3. Convert more leads to customers
4. Develop tailored marketing strategies
5. Increase revenue with powerful marketing initiatives
6. Drive more traffic to your website
7. Stand out from the crowd
8. Boost the visibility of your brand
Take your marketing strategies to the next level.

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

**SEO**
- ASO
- PPC
- Amazon Store Optimization

**SMM**
- Social media pages creation, optimization and growth, influencer marketing

**Email Marketing**
- Landing pages creation, blog post writing, website copywriting, ebooks

**Design**
- Brochures, flyers, print materials, app screenshots, website design, app design

**Video Production**
- 2D animated videos and stock footage videos, storyboards, narration and voice over

**Content**
- Outreach
- Media outreach, partnerships, blog outreach, podcasts outreach

**Lead Generation**
- Specialized websites and platforms, Product Hunt campaigns

**Marketing Audit**

**Competition and Market Research**

**Marketing Strategy**
A closer look:

From design to digital marketing, SEO to video production, read on to explore some of our project highlights – our expertise, at your fingertips.

Find, capture and convert your target audience.
SEO

Your website may be full of valuable, eye-catching content, but if you don’t follow SEO best practices, your chances of being found are slim-to-none.

Whip your website into shape by running an SEO audit, analyzing your current content, adding strategic keywords, and using link building to improve your rankings.

Let your strategy do the talking and Google will become a friend, not a foe! With a winning SEO game plan, your website will make it to the first pages on Google’s search engine! If we can do it, so can you.

Try searching for ‘cryptocurrency creation service’ or ‘chatbot solutions’ and you’ll see Scopic organically rank on the first page. If you follow the right steps, Google will vouch for your credibility.
It’s time to empower your audience to find you before you find them.

Within four months of creation, our Cross Platform page climbed to the second position on page 1 of Google search results for its focus keywords.
Our client’s website ranks on the first page of search results for its main keyword and on the second page for its related keywords. With a killer SEO strategy in place, we increased web traffic and boosted Sketchlist’s online presence.
Scopic Flash to HTML5

Currently in the third position on page 1 of Google’s search results, this page gathers traffic for a variety of focus keywords relating to Flash to HTML5 conversion.
ASO

Boost your visibility and make sure your app stands out from the crowd. Tap into App Store Optimization (ASO) best practices to increase your number of downloads and draw in new users daily.

Discover more in our Free ASO Guide

DOWNLOAD

Landing Pages
Google Ads

Fast results. Rapid ROI.

Work alongside SEO experts and Google certified specialists, who are experienced in all kinds of ad types and industries. Are you ready to create effective Google Ad strategies to set your campaigns up for success, increase website clicks and welcome more visitors?

Our average conversion rate working with SketchList was 22.60% – 20.19% higher than the industry average of 2.41%. With 1,310 conversions in total, our highest conversion rate reached a staggering 44%!

Our daily adjustments and ads setup for OriginBathrooms led to a decrease in the Cost Per Conversion for one of their main keywords: ‘bathroom refinishing’. The CPC dropped from 68%.

Discover more in our Google Ads Guide

DOWNLOAD
Landing Pages

The more landing pages you create, the more leads you will gain. And the more targeted your landing pages are, the higher your conversion rates will become. Start driving engagement by focusing your audience’s attention on a specific and targeted page for every campaign you run.

Spiritual and Intensive. The Yoga Teacher Training Course Uniting Your Mind and Your Heart with Your Goals.

Whether you’re an aspiring teacher or an yogin on the search for deeper spiritual connection, our 200 hour teacher training in Tampa is perfect for you.

Learn From Yoga Experts In Our 200 Hour Teacher Training

- Help you channel your breath
- Help you with the knowledge
- Offer a breadth and depth of
- 200 hour yoga training
- 7-day meditation retreat at

Eat Smarter.

Check The Nutrition Facts of Your Meals With This Unique App.

With Reappl, you can calculate the nutritional information of any recipe, order or food. Eat this traditional sandwich app and into something at what you eat.

The Nutrition Calculator App for Everyone

In addition to the basic and unusual features, our app allows you to:

- Calculate the nutrition of your food
- Analyze the nutrition of your meals
- Check the nutritional facts of your food
Copywriting

Position yourselves as thought leaders in your industry by providing high-quality copy on your website, your blog, in your email campaigns and media publications, and across all your marketing materials. Set new trends and share messages that matter with words that resonate.
A Closer Look at the World’s Largest Hemp Producers

Hemp has been used for thousands of years. With records dating back to 4000 BCE, hemp has been cultivated around the globe throughout history for its versatility. Hemp is known for its ability to be used in various industries, including construction, clothing, and energy production. Hemp's ability to grow quickly and thrive in diverse climates makes it an ideal crop for many countries.

Hemp Statistics Prove China Holds the #1 Spot

China has historically dominated the hemp market for decades, but since the hemp boom began in the 2000s, the U.S. has stepped up its game, becoming one of the top hemp producers in the world. China's hemp production is predicted to peak around 2030, while the U.S. is expected to continue growing at a rapid pace.

Copywriting

WANG IS IT FOR?

Fitting in is hard:
1. Gyms, studios, and fitness centers
2. Trainers, nutritionists, and therapists
3. Anyone who wants to live a healthy lifestyle

Select your plan:

VIEW CONTENT

Programs
Gyms, Studios, and Fitness Centers

VIEW CONTENT

Programs
Gyms, Studios, and Fitness Centers

VIEW CONTENT
Media Outreach

Make the most of media by providing the answers to your audience's biggest questions. Find the right words to bring your campaigns to life online. It's time to take your message one step further and spark a response from your target market.
Social Media Advertising

Increase brand awareness in a targeted and cost-effective way by tapping into social media advertising.

Discover more in our Social Media Ads Guide

DOWNLOAD
Alternative PPC Advertising

From Amazon ads to Quora ads, we have years of experience creating, testing and optimizing Pay-Per-Click advertising to ensure our clients reap the benefits of every cent they invest in advertising online.

With our knowledge and expertise working with Amazon Ads, we helped an e-commerce client of ours who sells cosmetics, to increase sales by a massive 140%.
At Scopic we use Quora ads to convert high numbers of leads at very little cost. To promote our marketing e-book for example, in just one week we achieved 21.28% conversion rate by acquiring 12 leads at a very low cost per lead.
Social Media

Make sure your brand’s personality shines through your social media profiles and outreach. From setting your profile up to boosting your following and maintaining your audience’s engagement, we can help you connect, communicate and build closer relationships with your target audience.

Read more in our Social Media Guide
DOWNLOAD
Social Media

- Fitstation: A community fitness app for coaches, gyms, and fitness enthusiasts.
- Namexbook: A platform for writers, with a focus on reading and writing.
- Scopic Software: A software development and marketing solutions provider.

Trends:
- Best foods before bedtime
- How to believe in yourself
- Building your own communication app

Social Media Platforms:
- Twitter
- LinkedIn
- Instagram
- Facebook

Resources:
- Scopic Software: Website and LinkedIn
- Namexbook: Website and Instagram
- Fitstation: Website and LinkedIn
Website Design


Our innovative designers turn your ideas into creative reality while always keeping UI/UX best practices in mind.
Website Design
Mobile App Design

Vibrant and engaging.

Our designers and developers use industry-leading technologies to create media-rich applications that are further enhanced through App Store Optimization (ASO).
Marketing Materials Design

We offer online and offline marketing materials from guides to brochures and more.

Download Scopic Marketing Brochure
Marketing Materials Design

Normal SPECT image

Positive SPECT image – malignancy confirmed by histology (adenocarcinoma)

How it works

Chronosite, a unique small synthetic peptide radiopharmaceutical, characterizes pulmonary masses as being rich in somatostatin receptors (SSTRs). Many malignant pulmonary masses and some inflammatory processes over express SSTRs.

Chronosite – A Brief Explanation

A close-up of Chronosite in action:

NeoTect radiolabeled peptide

Somatostatin receptor

Andarix

Advanced Detection of Pulmonary Malignancies

Targeted receptor specific diagnosis

Combined SPECT CT initial testing with increased capabilities over X-Ray’s to save more lives

Detect abnormal growth earlier

Attendees: Tim Burr, Barry Jay Mamuad, Karen Araullo, Ivan Dominic Baguio, May Ann Corugda, Elica Marie (Minrie) Macapugay

Ivan Dominic Baguio reflects:

“I volunteered to pick up Tim on the airport and take him to his hotel in Makati City. I got a paper and wrote ‘Tim Burr’ on it, and raised it up while passengers arrived. I’ve never done this before, so it was a fun experience. I took Tim to his hotel, and waited for him to settle before leaving. I had a one-on-one dinner with Tim on Tuesday in Greenbelt Mall, just across the street from his hotel. We ate in a Filipino restaurant called Mesa. On Wednesday, the entire Scopic Philippines team had dinner with Tim at Samba, an upscale restaurant on the 8th floor of Shangri-la. We talked about a lot of things, and indulged Tim with information about the Philippines, Filipino culture, and food! We had conversations about projects that we were working on, and about Scopic life. Tim was particularly interested to know why the Philippines seem to have so many talented QA. After a long dinner, some employees decided to call it a night, while a few of us walked around BGC and Makati with Tim before taking him back to his hotel. The event was definitely a success: all Scopic Philippines employees were present! I found the event very heartwarming. It was nice to meet other employees, and was a great pleasure to spend time with Tim.”

Being in Europe and closer to home was another reason for me to go back to my hometown, Tirana, and to spend some quality time with family and friends. While in Albania, I wanted to make sure to find time to meet as many people from Scopic as I could, because our Albanian team has grown significantly since I moved to the US, and there were quite a few people that I would be meeting for the first time. In addition to meeting everyone during an official meetup, I also spent some time coworking with some team members and coordinating a few one-on-one meetings. Since Kosovo was just a 3.5 hour-road trip away, I couldn’t not go and meet the team there as well. I’d been planning to make this trip since last year.

COMING HOME TO SCOPIC’S VIBRANT BALKAN TEAMS

Nereida Dema

AUGUST 2019 ISSUE 16

THE FUTURE OF LOW CODE PLATFORMS

Message from Management

Issue Feature: The Future of Low Code Platforms

Scopic Meetups this Quarter

Project Feature: OrthoSelect

Employee Spotlight: Catea (Kate) Barari

CONTENTS
Video Production

From promotional to 2D animation videos, from app preview to how-to videos, from narration to informational videos, we journey with you through the creative process to share what you have to say in an engaging and interactive way.
Working with Scopic: Clients’ Perspective

At Scopic we believe in more than just outstanding results. We believe in building partnerships that last.

“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.”
The Scopic Approach

The recipe to our digital marketing success lies in six simple steps tried, tested and perfected to help growing companies like yours reach your business goals:

S - Spark innovation by listening to and developing upon your ideas.
C - Construct a plan of action to ensure your goals are at the forefront of all our strategic decisions.
O - Outperform the competition by creating digital solutions that truly resonate.
P - Put your strategies into play to spread your message far and wide.
I - Increase your success by regularly analyzing our performance and optimizing our approach.
C - Capture your audience’s attention and watch those conversion rates rise!
Meet the friendly faces behind the marketing magic!

Based in all four corners of the world, our international digital marketing team is highly skilled in a wide variety of expertise. Passionate and knowledgeable, we work with you to drive more revenue, increase your customer base and help you reach your business goals.
Ready to join forces and make sure your voice is heard? Let’s work together to become trend setters in your industry.

GET MY FREE QUOTE NOW

marketing@scopicsoftware.com