

LIGHTHOUSE INTERNATIONAL



Blue Fountain Media 2013



AGENDA

- Lighthouse International 2013 Objectives
- Discovery & Insight:
 - Trends
 - Competition
 - Trend Setters
- Guiding Principles
- Lighthouse International Opportunity
- BFM Strategic Approach
- BFM Related Case Studies
- BFM Additional Capabilities
- Next Steps



2013 OBJECTIVES

Immediate Objectives include:

1. Migrate site from Ruby on Rails
2. Improve site usability and navigation
3. Drive donations

The screenshot displays the Lighthouse International website. At the top left is the Lighthouse International logo. To the right, there are language options (En Español), font size controls, and a search bar. A dark navigation menu is overlaid on the left side, listing categories such as 'About the Lighthouse', 'Services & Assistance', 'About Low Vision & Blindness', 'Our Schools', 'Support The Lighthouse', 'Information & Resources', 'The Lighthouse Store', and 'Executive Conference Center'. Below the menu is a 'Stay Connected!' section with an email sign-up form and a 'SIGN UP' button. The main content area features a blue banner with the text 'Dedicated to fighting vision loss through prevention, treatment & empowerment.' and a prominent 'Donate' button. Below this is a video player showing a child with sunglasses playing with blocks, with the text 'See how your support has improved lives and illuminated futures' and 'Lighthouse International's "Visions of Hope"'. A '> Watch now' link is provided. The footer contains three columns: 'Get Help' (with links for 'Help Near You', 'Make an Appointment', 'Helpful Products', and 'Contact Us'), 'For Professionals' (with links for 'Continuing Education', 'Physician Outreach', 'Practice Management', 'Research', and 'Refer a Patient'), and 'Get Involved' (with links for 'Become a Volunteer' and 'Advocate', plus social media icons for Facebook, Twitter, and YouTube). At the bottom, there are sections for 'News »' and 'Events »'. The 'News' section includes a headline about a presentation on taxi technology for blind and visually impaired passengers. The 'Events' section lists a concert on Friday, March 8, 2013, and a music concert on Tuesday, April 9, 2013.

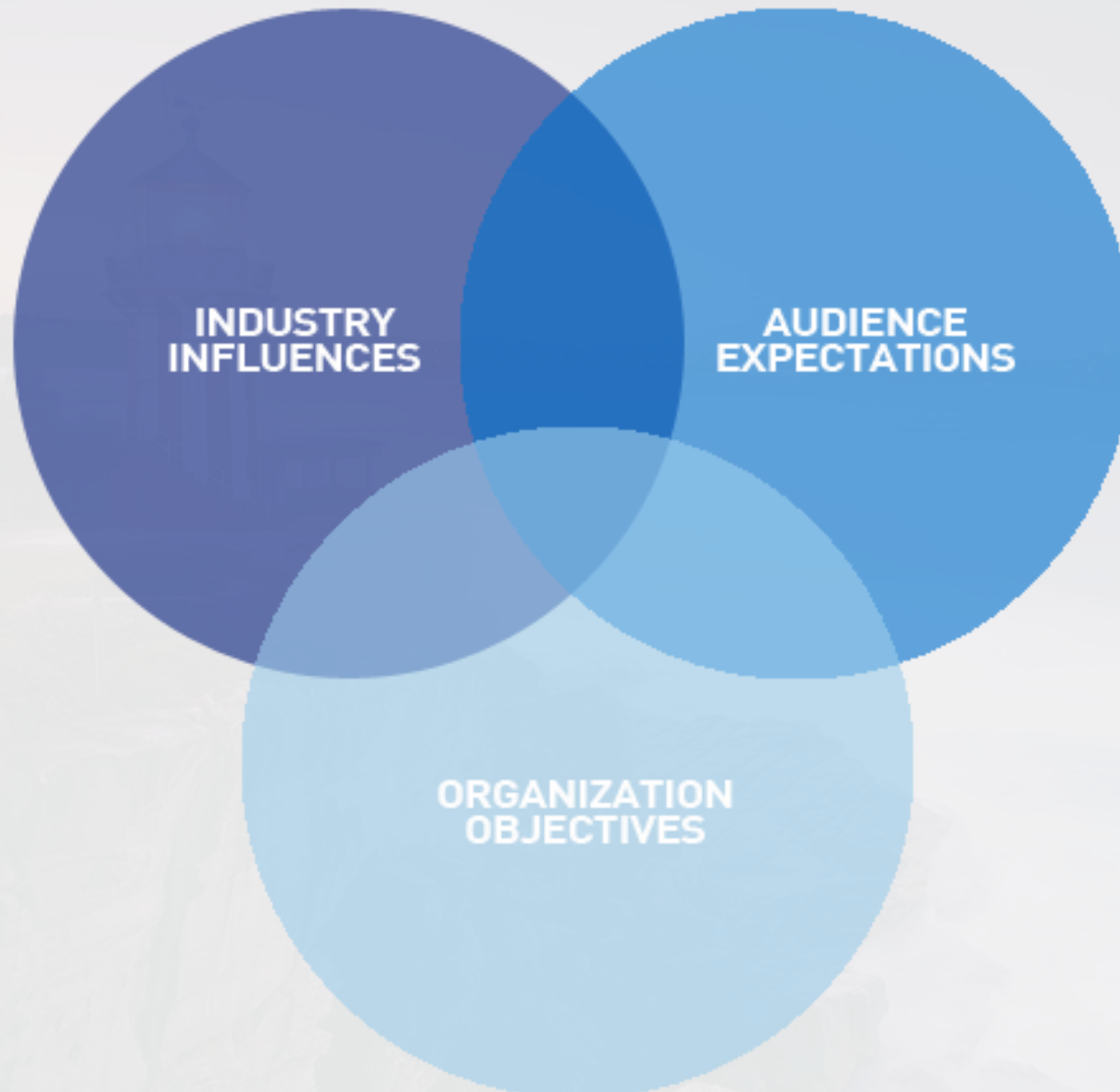


A scenic photograph of a lighthouse perched on a rocky cliff overlooking the ocean at sunset. The lighthouse is illuminated from within, casting a warm glow. The sky transitions from a deep orange near the horizon to a dark blue at the top. In the distance, a city skyline is visible with lights reflecting on the water. The foreground shows the rugged, layered rock formations of the cliffside.

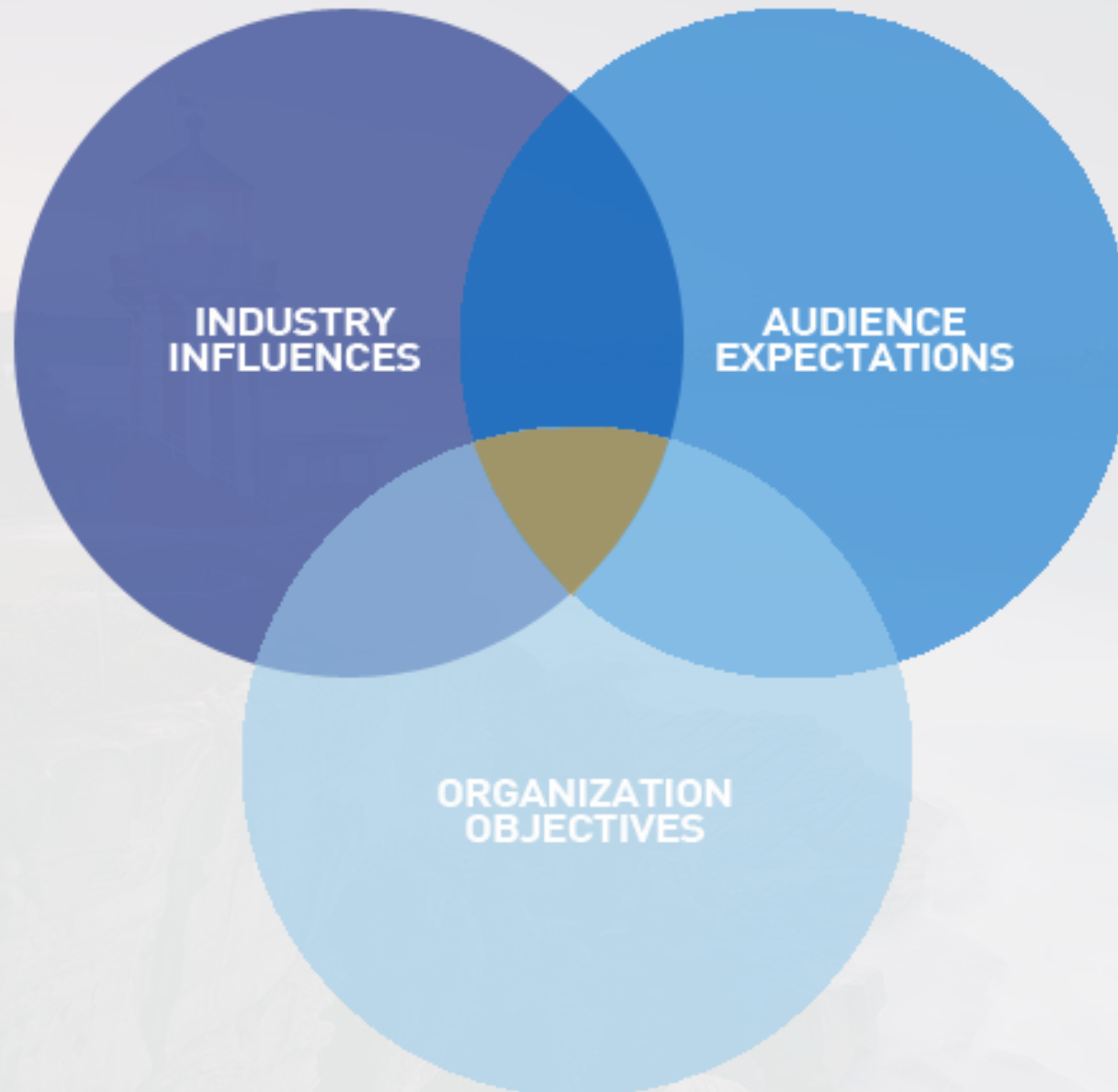
DISCOVERY & INSIGHT



OUR PROCESS



OUR PROCESS



INDUSTRY TRENDS

CURRENT LANDSCAPE

10% of donors make up 90% of funding, with a rapidly aging donor base



Oversaturation of charities within the vision segment with little brand differentiation



75% of Gen Y report giving to charity by volunteering time and donating money, and are expected to be the greatest giving generation ever*



IMPLICATION

Current donation/marketing tactics are unsustainable as donors will eventually age out

Lighthouse International's unique positioning and story can get lost within the shuffle when it is not clearly told

Lighthouse International has huge potential to recruit new donors and grow charity loyalty through a refreshed digital presence

* <http://communities.washingtontimes.com/neighborhood/networking-without-faces/2012/jun/27/75-generation-y-making-charitable-contributions//>



GIVING TRENDS

Individuals on average donate to multiple charities within different verticals:

MATURES

6.3 charities



BOOMERS

5.2 charities



GEN X

4.2 charities



GEN Y

3.6 charities

“Competitor” charities exist in the individual giving mix:



The Metropolitan Museum of Art
www.metmuseum.org

ROBIN HOOD



New York
Public
Library

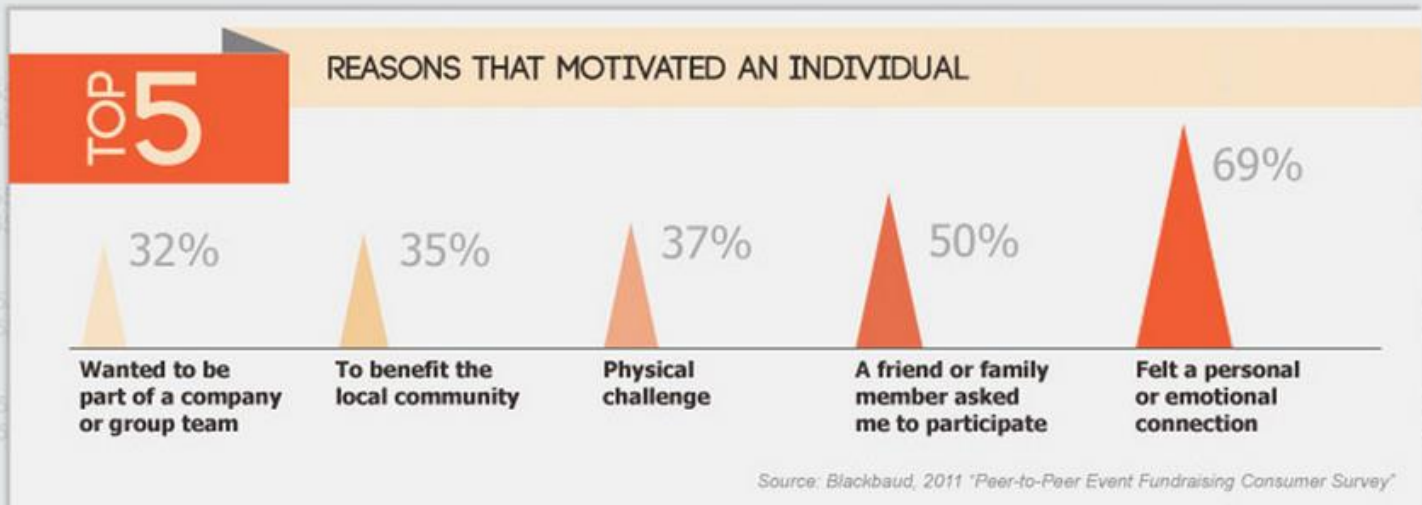
<http://www.edgeresearch.com/Edge%20Research%20Case%20Study%20-%20Next-Gen-Whitepaper.pdf>



AUDIENCE TRENDS


TOP FIVE 5

WHERE AND WHY
PEOPLE DONATED
THEIR TIME
AND MONEY
2010/2011 TRENDS




COMPETITION

Competitor charities message themselves similarly...



“**THE VISION of CHILDREN**
“Our mission is to cure hereditary childhood blindness and other vision disorders and to **improve the lives of visually impaired** individuals and their families.”



“**BrightFocus™ Foundation**
...funds research seeking cures for Alzheimer’s disease, age-related macular degeneration and glaucoma, and provides information about risk factors, **preventative** lifestyles, available **treatments** and coping strategies...”



“**AFB American Foundation® for the Blind**
Expanding possibilities for people with vision loss
“...removes barriers, creates solutions, and **expands possibilities** so people with vision loss can achieve their **full potential.**”



“**National Eye Foundation**
See Well ... Live Well.
“The National Eye Foundation provides **comprehensive eye care** to underprivileged people of all ages, races and walks of life.”



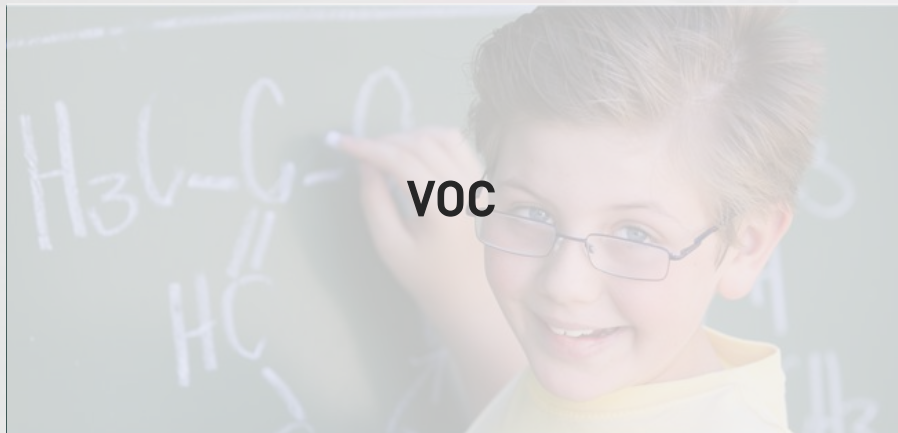
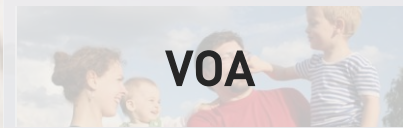
COMPETITION

Imagery is indistinguishable...



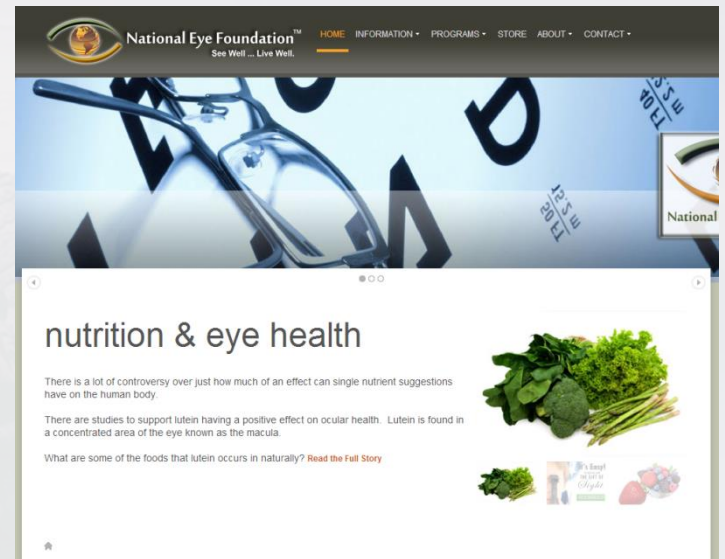
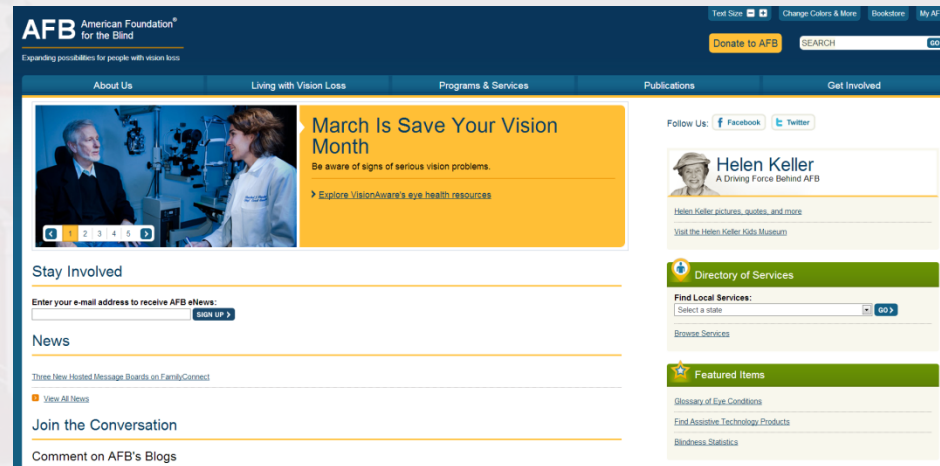
COMPETITION

Imagery is indistinguishable...



COMPETITION

And they do not engage in relevant ways...




TREND SETTERS


The screenshot shows the American Red Cross website homepage. At the top left is the American Red Cross logo. To its right, navigation links include 'Sign In/Sign Up', 'Cart: 0 (\$0.00)', 'Español', and 'New York, NY (10001)'. Below this is a horizontal menu with 'WHAT WE DO', 'RED CROSS STORIES', 'NEWS & EVENTS', 'FIND YOUR LOCAL RED CROSS', and 'SHOP'. A secondary menu below that includes 'DONATE FUNDS', 'GIVE BLOOD', 'TAKE A CLASS', 'WAYS TO HELP', and 'GET ASSISTANCE', along with a search bar. The main banner features a woman hugging a child wearing a Red Cross shirt, with the text: 'Are you in need of immediate assistance? The American Red Cross is here to help. FIND HELP NOW'. Below the banner is a 'LATEST NEWS' section with two articles: 'Major Storm Heading East After Burying Midwest' and 'Heroes Acknowledged During Red Cross Month'. A 'Sign up for news and updates' box is also present. The footer contains a 'Contact Us' section with social media icons and a grid of categories: 'WHO WE ARE', 'WHAT WE DO', 'PLAN & PREPARE', and 'OUR SUPPORTERS'. A 'Join In' section lists activities like 'Volunteer', 'Involve Your School', 'Host a Blood Drive', 'Workplace Giving', and 'Fundraise'.

The screenshot shows the American Red Cross Facebook page. The header includes 'Home > Ways to Help' and 'Ways to Help' with social media sharing icons. The main post is a 'Donate \$10 right now' campaign, featuring an image of a hand holding a mobile phone and the text: 'Just text redcross to 90999'. A sidebar on the right explains: 'YOU CAN HELP PEOPLE IN NEED WITH A SIMPLE TEXT MESSAGE. Simply text the word redcross to 90999 to donate \$10 through your mobile carrier. Charges will apply to your mobile phone bill next month. SMS Data rates may apply.' Below the main post are two smaller posts: 'Ways to Donate' and 'Ways to Fundraise'. The page also features a 'Sign up for news and updates' box and a 'Join In' section. The footer shows the page's name 'American Red Cross', a profile picture, and statistics: '502k likes', '4,307 talking about this', and '5,362 were here'. There are also buttons for 'Like', 'Message', and 'Causes'.

TREND SETTERS



DONATE STORE WHY WATER? WATER PROJECTS GET INVOLVED ABOUT US mycharity: water



DONATE AND GIVE CLEAN WATER

Just \$20 can provide a person with clean drinking water. 100% funds water projects for people in need.

[DONATE NOW](#)



We're Hiring



Donate



The Water Crisis



Sponsor a Project



Pledge Your Birthday

OUR MISSION

We're a non-profit organization bringing clean, safe drinking water to people in developing countries. 100% of all public donations directly fund water projects, and we prove every dollar using photos and GPS coordinates on a map.

Sign up to get email updates about our work:

[SUBMIT](#)



DONATE STORE WHY WATER? WATER PROJECTS GET INVOLVED ABOUT US mycharity: water

Learn How

WATER CHANGES EVERYTHING


Water Changes Everything



Video animation by Jonathan Davis, VHS by Kristen Bell
Score and sound effects by Doug Kaufman

WHY WATER?

[Facebook](#) [Twitter](#) [LinkedIn](#) [Google+](#) [YouTube](#)



charity: water

246,577 likes · 2,741 talking about this · 865 were here

Charity Organization
We're working every day to reinvent charity while bringing clean drinking water to the 800 million people living without it. Join us.

About · Support an Edit

Photos Likes charity: water Birth Videos

Highlights

Post Photo / Video

Write something...

charity: water shared a link.
22 hours ago · 4h

Our team can't stop laughing at Ben Crane and the Gelf Boys new video benefitting our work in Ethiopia. It's hilarious, and every cent they raise with it will fund water projects.

Take a break and watch "2.0h"

Recent Posts by Others on charity: water See All

- James Jorgensen http://www.youtube.com/watch?v=7Xh6de_Ek 3 hours ago
- Lois Edelstein Making a Difference...Isn't that what it is all about? 22 hours ago
- Shreya Shona guys open d link and pb do vot <http://www.facebook...> Yesterday at 2:51pm
- David Rona Just offered a portion of the proceeds from my music...



TREND SETTERS

G THE GIRL EFFECT HOME EXPLORE WHY GIRLS? ABOUT NEWS GIVE



GIRLS ARE THE MOST POWERFUL FORCE FOR CHANGE ON THE PLANET.

WELCOME TO THE GIRL EFFECT.

EXPLORE. DISCOVER. TAKE WHAT YOU NEED...

G
THE GIRL EFFECT

EDITOR'S CHOICE

NEWS ITEM

NEW **BANDA'S VISION FOR GIRLS: INTELLIGENCE, CREATIVITY, JOY**

Malawian president Joyce Banda talks from personal experience about the power of girls' education



LATEST: S OFF THE HOOK' - @FLEETWOODJMACK HTTP://T.CO/DXIIWWSHBPO VIA @GDNDEVELOPMEN'

[PRESS](#) [PRIVACY POLICY](#) [FAQ](#) [GET IN TOUCH](#) [TERMS OF USE](#)



www.TheGirlEffect.org

G THE GIRL EFFECT HOME EXPLORE WHY GIRLS? ABOUT NEWS GIVE



GIVE A LITTLE. HELP A LOT. GIRLS GET LESS THAN TWO CENTS OF A DEVELOPMENT AID DOLLAR. SHAKE THAT UP.

ONLINE

You can make online donations to the girl effect in two ways:
You can either:

MAKE IT HAPPEN

Give to the **girl effect fund**, which distributes your donation equally across a group of socially-charged aid

GIRLS ARE THE MOST POWERFUL FORCE FOR CHANGE ON THE PLANET



The Girl Effect
310,393 likes · 2,632 talking about this

About Photos Likes 310k Twitter Pinvoke

Highlights

Post Photo / Video

Write something...

The Girl Effect shared a link about an hour ago

Want to make gender justice a reality? Catapult has the answers:

Flat bellies, big voices: how crowdfunding is changing lives www.girleffect.org

Recent Posts by Others on The Girl Effect

- Jo Ann Gamier-Lafontant** @ "You have the right to dream big..." <http://www.facebook.com/...> 15 hours ago
- Joewan Kuruvilla** @ More stories of mothers who reach IDH Sunday at 12:01pm
- Juan Pi Grandes** hey... could you please tell me something or give me som... Sunday at 11:52am

More Posts



GUIDING PRINCIPLES

Lighthouse International should focus on being top of mind for vision/healthcare related donations by:

1. Clearly articulating your mission
2. Make an emotional connection with donors
3. Make it easy to share the cause and make a donation
4. Show direct cause and effect of money donated



THE OPPORTUNITY

Lighthouse International has the opportunity to differentiate through **messaging, imagery, storytelling, and user engagement.**

This will lead to a stronger organizational foundation and will **increase brand awareness** and **drive donations.**





BFM APPROACH



APPROACH

PHASE ONE

Within Phase I, Blue Fountain Media proposes to **redesign Lighthouse International's website** to follow best practices:

- Clear user pathways
- Prevalent stories of donors & beneficiaries
- Transparency in how donations will help the community
- Increasing engagement

We will also implement **Google Grants AdWords** to drive traffic to the website and calls to action to donate.

PHASE TWO+

Within future phases, Blue Fountain Media proposes to enhance brand presence, messaging, and engagement initiatives.



CLEAR USER PATHWAYS



Find A Region About YSC FAQs Newsroom Blog Contact SHOP

JOIN US

LOG IN

Search



PROGRAMS

BREAST CANCER IN YOUNG WOMEN

GET INVOLVED

PARTNERS AND SPONSORS

COMMUNITY

DONATE



know more >



EAST COAST
SEPTEMBER 27-29 >

ATLANTA
SEPTEMBER 28 >

WEST COAST
OCTOBER 18-20 >

2013 Registration Is Now Open!



Breaking News

YSC Responds to JAMA Article >

YSC Turns 15

Check Out February's 15 Facts >

Tue. 3.12 @ 8pm

Metastatic Support Call >

CELEBRATING

15 YEARS

YOUNG WOMEN FACING BREAST CANCER TOGETHER

1998 • 2013



Survivor Stories



> READ ALL SURVIVOR STORIES

Info Just for you

I am
NEWLY DIAGNOSED

I am
A SURVIVOR

I am
A CAREGIVER

I am
A MEDICAL PROFESSIONAL

YSC COMMUNITY FEED

Genetics_Wisdom GSTT1, GSTM1, and GSTP1 polymorphisms and chemotherapy response in locally advanced breast cancer. We evaluated

PREVALANT STORIES

(0) GIFT & DONATION

SEARCH



CONTACT US ▶

DONATE NOW ▶



**Episcopal
Relief & Development**

Healing a hurting world

What
WE DO

Where
WE WORK

What
YOU CAN DO

Who
WE ARE

Press &
RESOURCES

Church
IN ACTION

BECOME A
MONTHLY GIVER ▶



NEWS UPDATE: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut Lorem ipsum dolor sit amet, consectetur. [READ MORE »](#)



FEATURED PROGRAM: FOOD SUPPLY



Make a Difference Today ▶

Other Programs ▼



FEATURED COUNTRY: NICARAGUA



Make a Difference Today ▶

Other Countries ▼

GIFTS FOR LIFE

GIFTS BEYOND GIVING

DONATE NOW

MAKE A DIFFERENCE



WHERE DONATIONS GO



Help build
houses
and hope

A Sound Investment in a Family's Future

Did you know that your gift does much more than help families escape from unsafe, unhealthy living conditions?

You're helping families to break the cycle of poverty and build long-term financial security. Habitat's affordable, no-profit house payments free up money for food, child care, medicine and other necessities. And research has shown that decent housing improves health, increases children's educational achievement and strengthens community ties.

Thanks to your support, Habitat is transforming the lives of more than 3 million people around the world!

* Indicates required field

More Ways to Donate

- [Monthly gift](#)
- [Gift by mail](#)
- [Planned gifts](#)
- [Employer matching](#)
- [Even more ways](#)

Quick Gift Guide

Your gift could help buy:

- \$10 = Box of Nails
- \$35 = Roof Shingles
- \$50 = Low Flow Toilet
- \$75 = Window
- \$100 = Kitchen Sink
- \$150 = Front Door
- \$500 = Siding
- \$1000 = Wallboard
- \$2000 = Flooring

Rest Assured

Our donation system's [security measures](#) keep your personal information safe.



Good Stewardship

Donation Amount

Amount: (U.S. Dollars)\$: * \$10 \$25 \$50 \$100 \$200

Other

Click to make this a recurring monthly donation.

[Terms of Agreement](#)

Address Information

First Name: *

Last Name: *

Click if making a corporate contribution.

Address 1: *

Address 2:

City: *

State: *

Zip Code: *

Country: *

Phone Number:

Email Address: *

Payment Information

Credit Card PayPal [\(What's this?\)](#)

Cards Accepted:



INCREASING ENGAGEMENT

DONATE LIFE New York Organ Donor Network
A Donate Life Organization

SUBSCRIBE to our NEWSLETTER
Get updates, news, events and more!

Enter Email

SIGN UP TO BE AN ORGAN DONOR VOLUNTEER WITH US CONTRIBUTE TO NYODN

ALL ABOUT DONATION PERSONAL STORIES TRANSPLANTATION ABOUT US RESOURCES NEWS & EVENTS TAKE ACTION!

Language Search

REGISTER TO BE AN ORGAN DONOR TODAY!

HAVE A NEW YORK STATE ID? **DON'T HAVE A NEW YORK STATE ID?**

REGISTER ONLINE **PRINT ENROLLMENT FORM**

For New York State ID holders. You will be directed to MyDMV. For non-New York State ID holders.

Be a game changer! Team up with us and the Brooklyn Nets to save lives. [LEARN MORE](#)

FEATURED VIDEOS

MORE VIDEOS

Donate Life

NY ORGAN DONORS New York Organ Donor Network [Like](#)

37,348 people like New York Organ Donor Network.

BLUBLUB FOUNTAIN MEDIA | 102 MADISON AVENUE NEW YORK, NY



VALUE OF MARKETING

Increase Awareness

Gain recognition

Stay top of mind

Create an organization preference amongst donors

Drive New Visitors

Build awareness

Entry point for learning about organization

Lay foundation for creating long-term donor loyalty



GOOGLE FOR NONPROFITS

ARE YOU ELIGIBLE FOR GOOGLE NONPROFITS?

To be eligible for the Google Nonprofits program, organizations must:

- Hold current [501\(c\)3 status](#), as determined by the U.S. Internal Revenue Service; and
- Acknowledge and agree to the application's required certifications regarding nondiscrimination and donation receipt and use.

Google for nonprofits

GOOGLE GRANTS:

www.google.com/nonprofits/

- Leverage online advertising to reach donors, volunteers and constituents when they're searching on Google
- Raise awareness by choosing relevant keywords and creating unique ads to highlight your work
- Track online donations, newsletter sign-ups, volunteer registrations and more so you can see what's working and what's not
- Promote your organization's website on Google with in-kind AdWords advertising



1

Review eligibility requirements



2

Apply to the program

MAXIMIZING YOUR GOOGLE GRANT

GOOGLE GRANTS PROGRAM

With a Google Grant, you are given the funds to reach your target audience by:

- A daily budget set to \$330 USD, which is equivalent to about \$10,000 per month
- A maximum cost-per-click (CPC) of \$2.00 USD
- Only run keyword-targeted campaigns
- Only appear on Google.com
- Only run text ads

GOOGLE GRANTS PPC SETUP – 2 WEEKS

- Keyword Research
- Campaign Structuring
- Setup Conversion Tracking
- Ad Creation
- Launch

HOW BLUE FOUNTAIN MEDIA MAXIMIZES YOUR GOOGLE GRANT

- Reach the widest range of targeted customers
- In-depth keyword research
- Ensure that your website is setup to keep users engaged
- Enable your website to track and analyze users coming to your site
- Eliminate wasteful ad spend
- Continuously manage your campaigns and make necessary adjustments



A photograph of a white lighthouse with a red door and a red lantern room, situated on a rocky shore. A stone path leads to the lighthouse. The sky is dramatic with purple and blue clouds, and the ocean is visible in the background. A yellow horizontal bar is overlaid on the left side of the image.

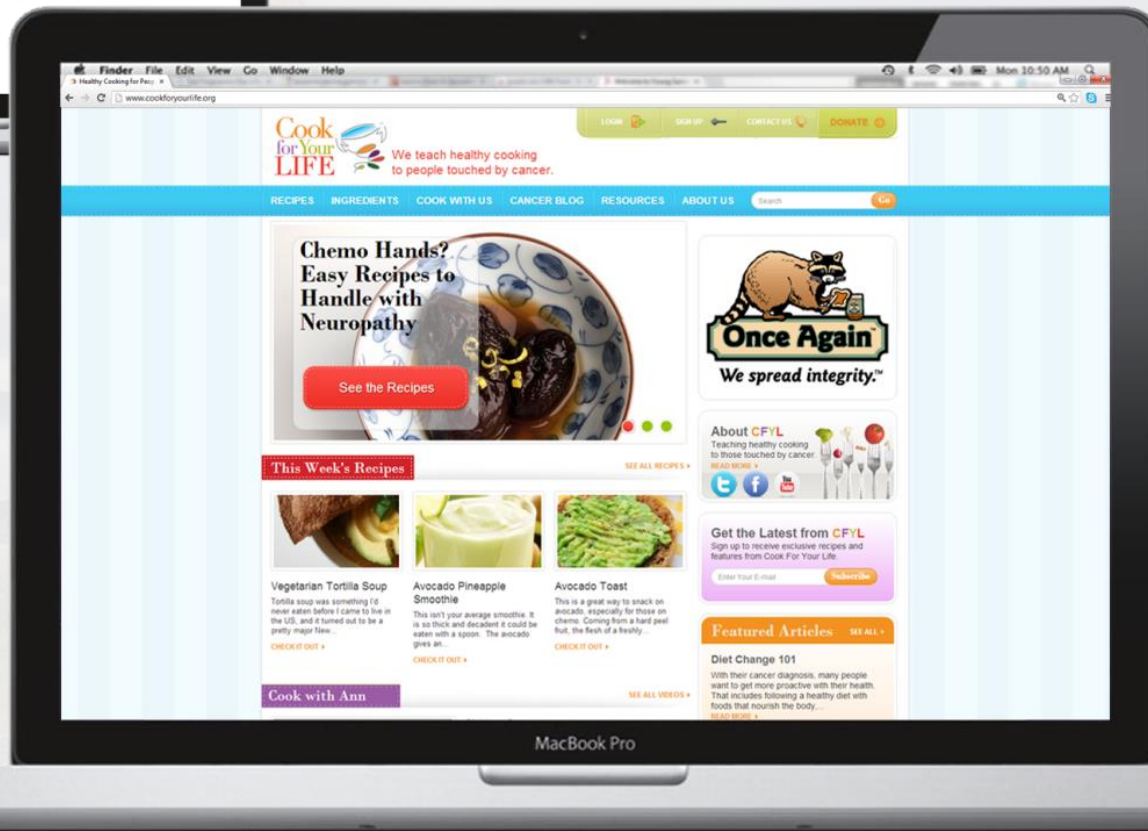
CASE STUDIES



COOK FOR YOUR LIFE

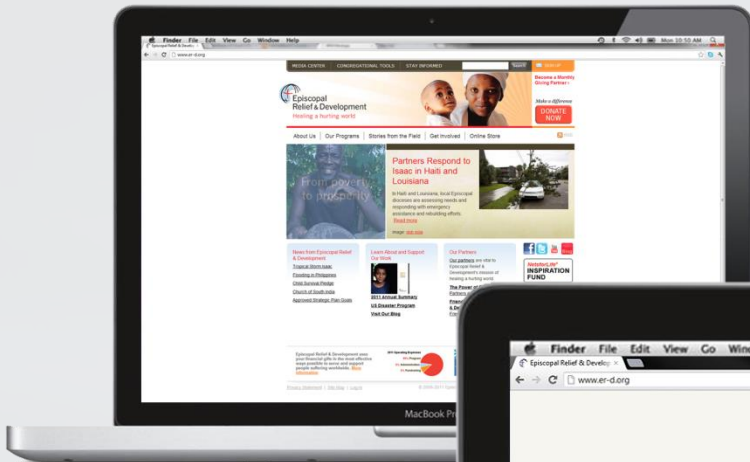


Before

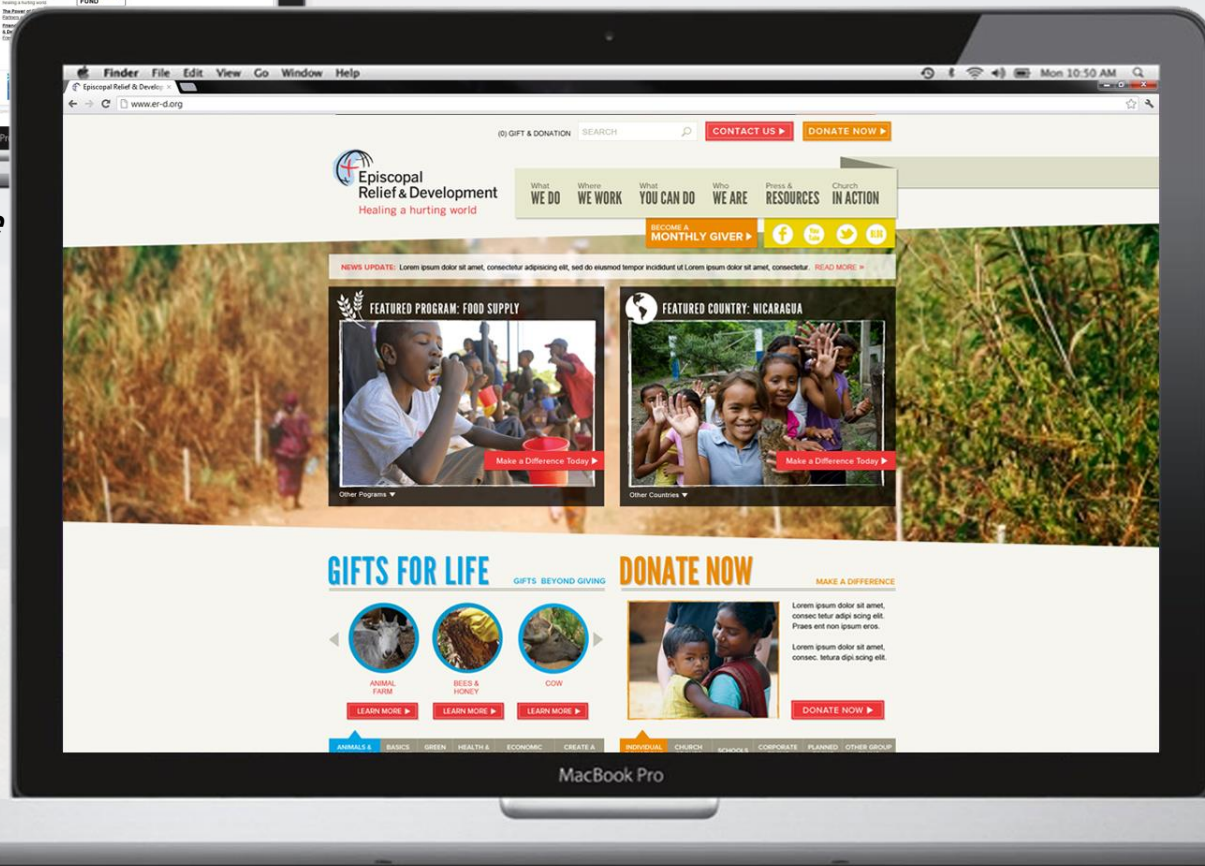


After





Before



After



Episcopal Relief and Development

BFM developed multiple ER-D campaigns to coincide with organizational fundraising events. Through effective Pay-Per-Click management, BFM conducted thorough keyword research and created specific campaign landing pages, which garnered the following 2011-2012 results:

- 81.8% increase in website traffic *
- 142.2% increase in conversions **
- 31.2% in conversion rate
- 93.9% increase in impressions

Non-branded keywords drove visitors who were not aware of ER-D:

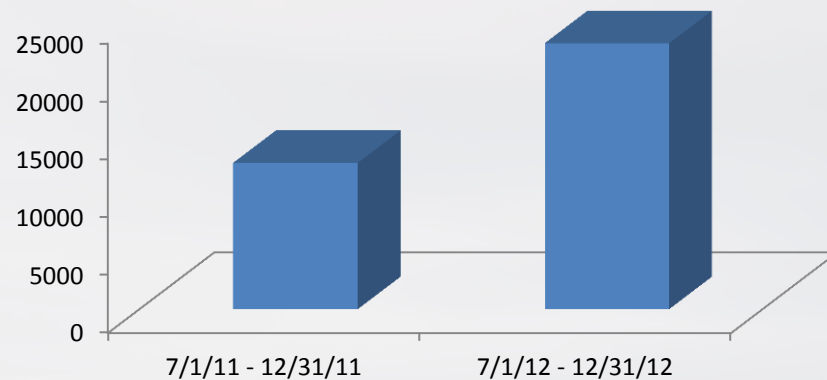
- 93.2% increase in impressions
- 78.1% increase in new visitors to the site
- 27.8% increase in conversions

Overall efforts **improved conversion rate by**

16,696%

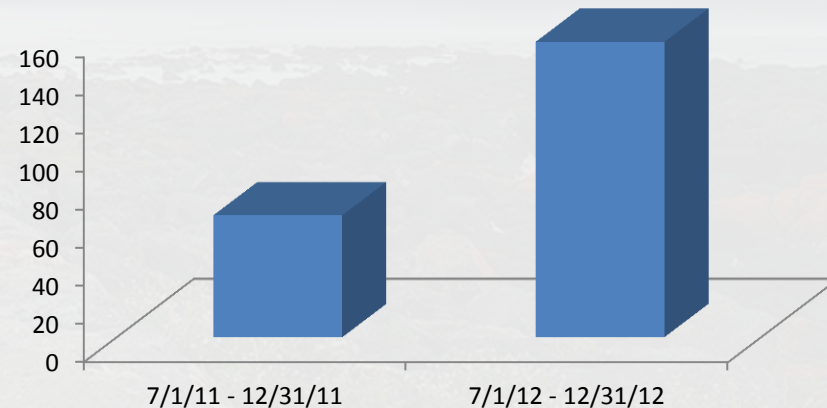
*Clicks

% Change 81.8%

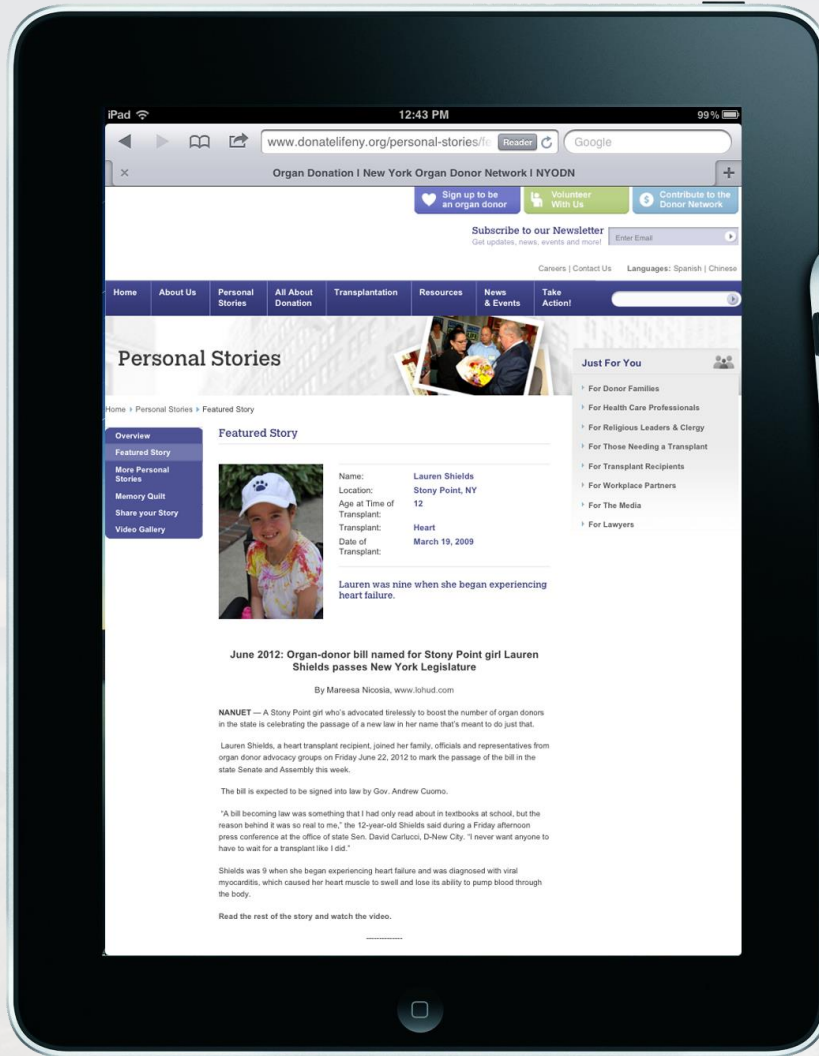


**Conversions

% Change 142.2%



New York Organ Donor Network



New York Organ Donor Network

New York Organ Donor Network

<http://www.donatelifeny.org/>

BFM developed a campaign to increase brand awareness and drive increased site traffic from September 2011 – Present (18 months).

We **improved Click-through-Rate** (CTR) by **264.5%** through:

- Enhancing Quality Score by having Relevant Ad Copy to Keywords, which decreases cost per click & maximizes Google Grant spend
- Creating relevancy of Search Terms, Ad Copy, and Content
- Testing Ads: Continuously testing and improving CTR for each ad

We **increased clicks** from beginning of engagement through 18 months by **1,037.7%** through:

- Proper and strategic optimizations of CTR
- Continually creating new campaigns from new keyword research



HEREDITARY NEUROPATHY FOUNDATION

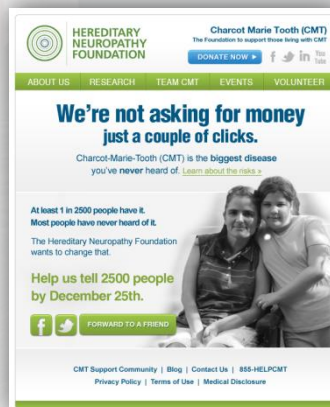
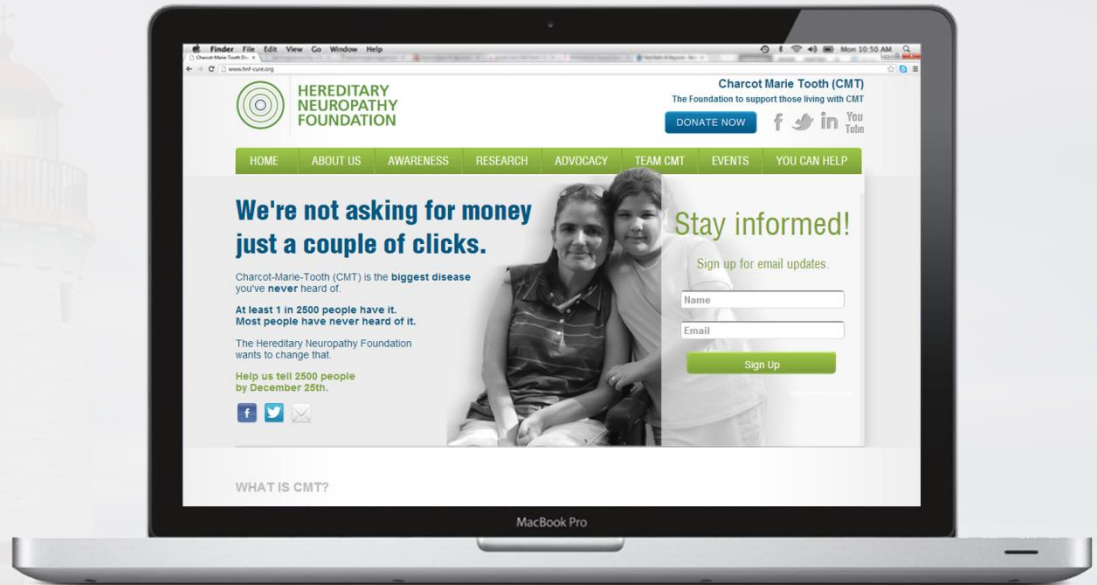
www.hnf-cure.org

The Hereditary Neuropathy Foundation came to us seeking a creative and impactful end-of-year campaign to raise awareness about Charcot-Marie-Tooth, a wildly underrepresented disease that impacts millions of people around the world.

BFM developed a campaign that used the power of email marketing and social media to mobilize HNF's small but passionate group of brand ambassadors to spread the word about CMT. The campaign stood out from other end-of-year campaigns by not asking for money, but instead for help spreading the message.

From our work:

- 23.6% email open rate
- 28.9% email click-through rate
- 1,466.67% increase in website traffic from Facebook
- Impressive growth in Facebook engagement



YOUNG SURVIVAL COALITION

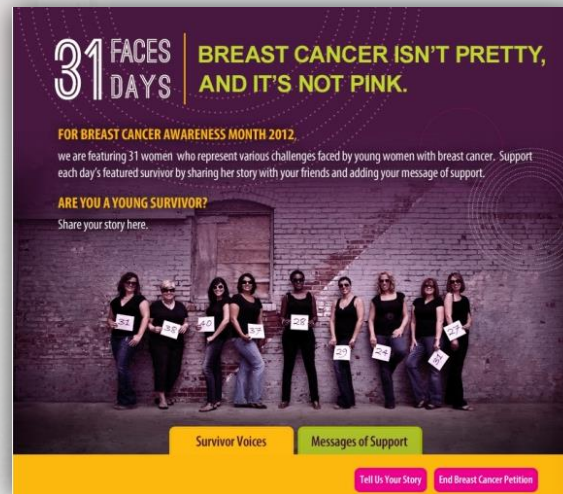
www.youngsurvival.org

Young Survival Coalition came to BFM with an idea for a “31 Faces, 31 Days” social media campaign for Breast Cancer Awareness, and were seeking a partner to help them turn it into a reality.

The BFM team took the idea and applied expertise and best practices to turn it into a full-fledged social media marketing campaign. First, we created a comprehensive document outlining every necessary page, app, feature and function, as well as actionable recommendations for messaging and content throughout the course of the campaign. We then designed and developed the necessary website landing pages and Facebook app.

From our work:

- The landing page received 13,129 page views – accounting for **21.54%** of the site’s total page views in the month of October
- The page also had a **31.4%** higher time on page than the site average
- Traffic referred to the website via social sources spiked in October and brought in thousands of new visitors
- Facebook reach also experienced a massive surge during this time, as the campaign encouraged viral sharing and social participation





OUR CAPABILITIES



A DIGITAL AGENCY FOCUSED ON GROWING BRANDS ONLINE



Digital
Strategy



Creative
Design



Web & App
Development



Online
Marketing

SPRINGING IDEAS TO LIFE!



FROM CONCEPT TO MARKET

- ➔ Fully integrated end-to-end Services
- ➔ Highest conversion rates & best marketing results in the industry

Consulting • **Web + Mobile** • **Branding** • **Strategy**
Design • **Development** • **QA** • **Security** • **Optimization**
SEO • **PPC** • **Social Media** • **Newsletters** • **Facebook**
Video • **Print** • **Tradeshaw** **Demos** • **Infographics**



RESULTS GENERATED IN 2011:

Over **200 MILLION** Visitors Monthly

Driven to our client sites with 3 billion hits per year

Over **50,000** Keywords

Page 1 Google Ranking

Over **\$2 BILLION** In Revenue

Generated on client sites last year



CLIENTS



OppenheimerFunds®

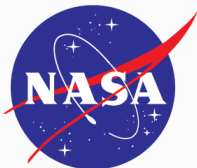


at&t



HarperCollins

Sotheby's



P&G

SHARP.

SONY



BIZBASH

OK!



UNITED STATES MINT



SPAFINDER
THE GLOBAL SPA & WELLNESS RESOURCE

Kiss®





We Grow Online Businesses By:

- ➔ Increasing your **customer base**
- ➔ Lowering your **cost of acquisition**
- ➔ Increasing **brand loyalty** and **repeat visits**

“Blue Fountain Media team did a **TREMENDOUS JOB!**”

Director of Marketing
www.NFLYouthPD.com



“Blue Fountain Media team turned **OUR VISION INTO REALITY.**”

Founder/President
www.Anthony.com

Anthony
Logistics For Men®

“Thanks to BFM, the site portrays a **MAGICAL CANDYWORLD.**”

Director of Digital Media
www.Smarties.com



INDUSTRY RECOGNITION

Expertise

- We are columnists for the NY Times, INC. and AmEx Open Forum
- Top 10 Agency of the Year 2011 (IMA)
- 5 Star D&B Rating for Outstanding Service and Quality of Work
- #541 on INC 5000

Awards



Press

The New York Times

THE WALL STREET JOURNAL

The Washington Post

Bloomberg Businessweek

REUTERS

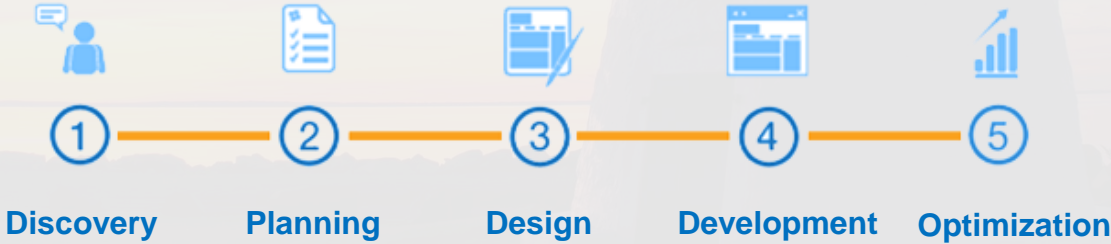
CRAIN'S
NEW YORK BUSINESS

FOX
BUSINESS

USA TODAY



OUR PROCESS



TEAM STRUCTURE

OUR 360° APPROACH

- ➔ Dedicated Team
- ➔ Specialized Experts



WHAT WE BRING TO THE TABLE

360° Innovative Solutions, Holistic Approach
Strategy + Creative + Technology + Marketing = **Greater Market Success**



Personal Attention & Proactive Service Ethic

5 STAR D&B Rating for outstanding service & quality work



Proven Marketing Success

Google AdWords Google Analytics YAHOO! bing SEMPO SES SMX



Award Winning Design Team

W3 BEST Creative HORIZON IdMA 80 Inc. 500 W DAVEY AWARDS



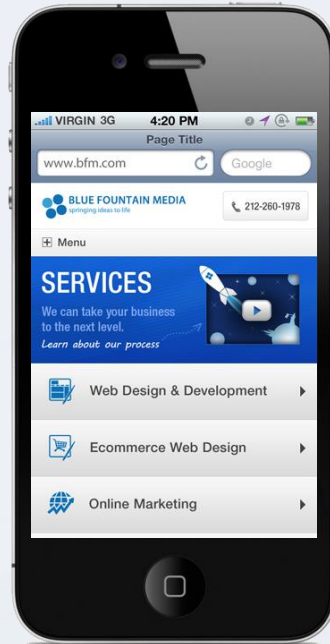
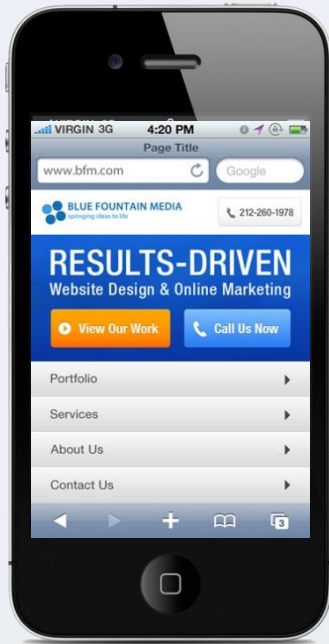
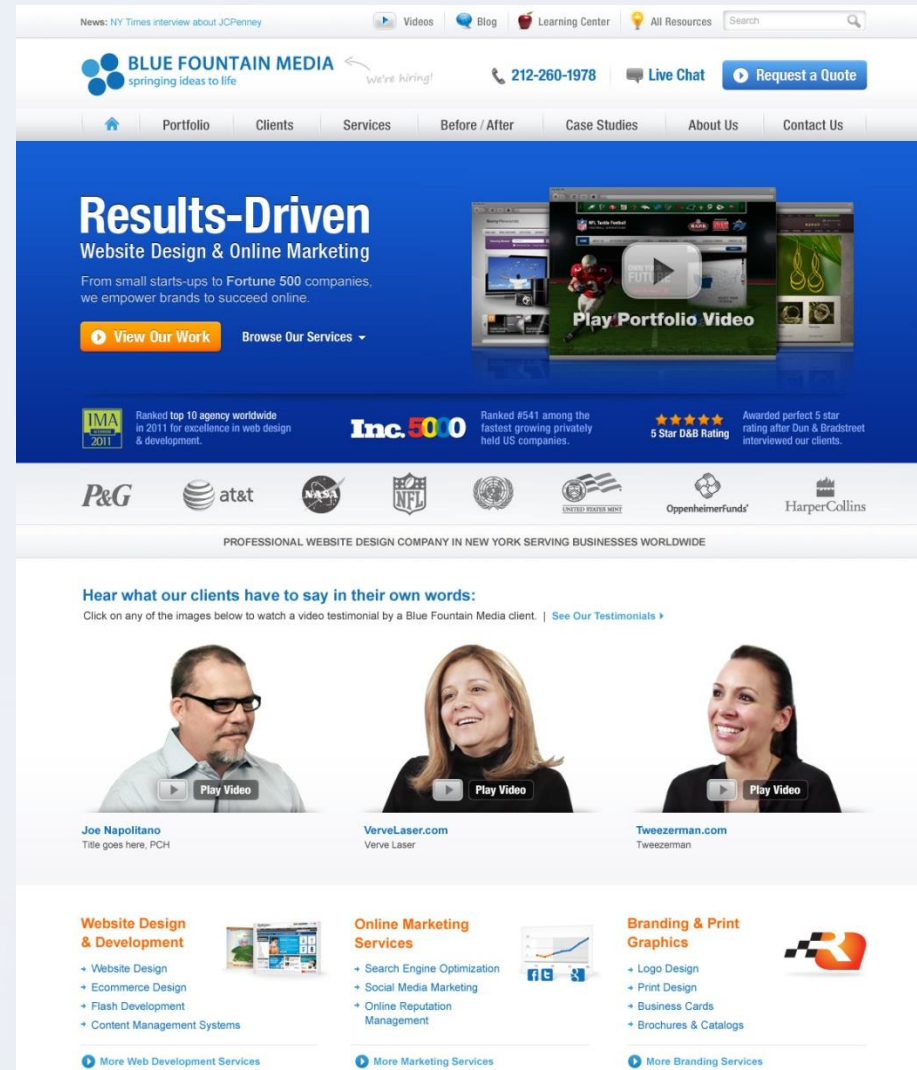
Standards Compliant Coders

W3C HTML5 CSS3 Section 508



Success Story: Blue Fountain Media

- **580%** increase in average monthly quote requests since 2008
- **1K > 21K** increase in monthly organic search
- **11%** increase in PPC conversion rates in 2011
- **\$22** decrease in cost per conversion in 2011
- **355** highly competitive Page 1 Google keywords



A scenic photograph of a white lighthouse situated on a grassy cliff overlooking the ocean. The sun is setting behind a dramatic, cloudy sky, casting a warm glow over the scene. The lighthouse is the central focus, with several white buildings at its base. The foreground shows a grassy slope with some yellow flowers.

NEXT STEPS

NEXT STEPS

Our best recommendation is to allocate current budget to develop site planning and marketing strategies.

SITE PLANNING

- Strategic Brief
- Online Competitor Research
- Persona Development
- Sitemap
- Wireframes & Information Architecture

MARKETING STRATEGY

- Business Analysis
- SEO Strategy
- PPC & Display Advertising
- Social Media
- Email Marketing
- Content Strategy

Additional options include:

1. Implement Google Grants and develop either website or marketing strategy
2. Implement Google Grants and design framework site



LIGHTHOUSE INTERNATIONAL



Thank You!