



NIGHTHAWK

DIGITAL MARKETING

Empowering Brands with Leading Edge Digital Marketing Capabilities

Marketing as a Service (MaaS)
Website Design and Development
Graphic Design
Social Media Marketing (SMM)
Search Engine Optimization (SEO)
Pay-Per-Click Advertising (PPC)

Product Management as a Service (PMaaS)
SaaS and Technology Marketing
Public Relations
Advertising
Content Marketing
Video Production

Who We Are
What We Do
Strategic Marketing Solutions
Digital Marketing Services

 (855) 525-7050

 info@nighthawk-marketing.com

 **Nighthawk Digital Marketing Group**
1419 Patch Grove Drive, Frisco, Texas 75033

WHO WE ARE

Our People

Nighthawk employees are proven experts in

- Website Creation and Enhancement
- Social Media Management
- SEO Content Creation
- Google, LinkedIn, & Facebook Ads
- Lead Generation & CRM Management
- Sales Enablement Asset Creation
- Presentation Creation & Design
- Public Relations
- Traditional Advertising
- Event Management & Graphic Design
- Brochures, One-Pagers, and Datasheets
- Promotional Videos

What Do Our Experts Value?

Customer dedication and engagement

Extraordinary talent in their area of focus

Creating a Powerful, Holistic Digital Marketing Solution

Our point of differentiation is our people and their commitment to teamwork in order to deliver a holistic, powerful digital marketing solution to our customers. Agencies often deliver excellent website design or creative content development; however, Nighthawk Digital Marketing has brand strategy and customer acquisition specialists that pull together individual digital marketing solutions to deliver a cohesive, robust strategy.

Our team at Nighthawk loves challenges



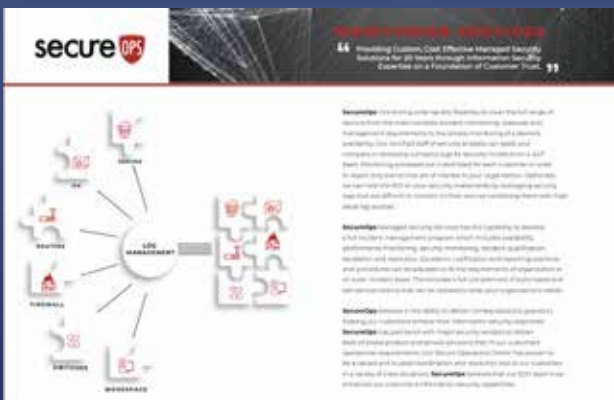
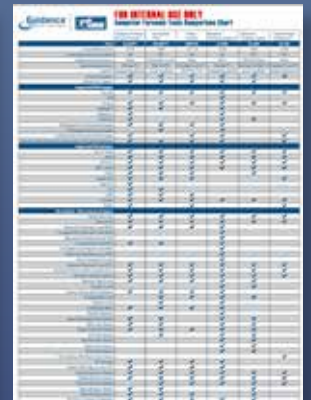
WHAT WE DO

Strategic Marketing Solutions

Nighthawk Marketing focuses on implementing cost-effective customer acquisition and engagement strategies that drive a positive ROI. We create powerful brand messaging, SEO website copy, lead management, and customer nurture processes that will increase revenue and maximize customer lifetime value.

Digital Marketing Services

Our Digital Marketing Services drive website impressions, visits, and conversions. Replace with Nighthawk Marketing partners with our clients to improve one or more aspects of the digital marketing including website development, SEO, PPC implementation and social media management.



Strategic Marketing Solutions

Empowering Brands with Leading-Edge Digital Marketing Capabilities



Brand Development and Positioning

Nighthawk's consultants create engaging messaging and clear benefit statements that invigorate their brand. We help create primary messaging, positioning tools and creative marketing assets.

Our goals with our Brand Development and Positioning Consulting are to provide:

Differentiation

Why your brand stands above the competition

Consistency

Powerful messaging in core marketing products

Identity

Clarify your brands purpose and values



Customer Acquisition Strategy

The way customers find a product or service and make a purchase is a simple formula. The challenge is that for this formula to work, research and execution is critical.

Our goals with our Customer Acquisition Strategy consulting is to provide:

A Customer Acquisition Formula

Optimizing the buyers journey

Create an Acquisition Strategy

Increase impressions, visits, conversions, and share of wallet

Enhance Communication

Optimize the communication tools that will drive revenue

Strategic Marketing Solutions



Lead Management Optimization

Our consultants believe failure to meet revenue goals is not due to poor strategy, it is due to poor execution. Developing a lead management strategy is about (1) content management plan (2) lead nurture process (3) lead scoring formula (4) communication strategy.

Our goals with our Lead Management Optimization Strategy consulting are to provide:

Content

Creating compelling, optimized content

Consistency

Delivering content to engage prospects

Automation

Developing a productive and cost effective marketing funnel



Customer Engagement Enhancement

One of the most critical charts we share with our clients is the customer lifetime value as determined by customer satisfaction rates. Customer retention directly reflects customer satisfaction rates

Our goals with our Customer Engagement Enhancement Strategy consulting are to provide:

Post Purchase Content

Balance acquisition and retention for your organization

Consistency

An organization's challenge is to resell a customer on its benefits consistently

Automation

Automation helps the engagement process function productively



Competitive Analysis

Strong brand messaging can rise you above your competitors, In the 80/20 world, competitive analysis is about uncovering the differentiating factors of your product or service that your customer values.

Our goals with our Competitive Analysis consulting are to provide:

SWOT Analysis

Researching your competition & identifying your position in the marketplace

Key Advantages

Identifying 2-3 key advantages of your product & employ core messaging

Core Messaging & Content

Building a powerful, consistent brand, with advantages above competitors

Digital Marketing Services



Website Design and Development

Your website is the fundamental core of your organization's customer acquisition and retention strategy. Google search is instrumental in the journey to purchase

Our goals with our Website Design and Development Service are to provide:

Wordpress Website Development

Communicate Brand Values and Messaging

Energize Your Brand with a New Digital Experience



Social Media Management

Social media management is the process of creating, scheduling, analyzing, and engaging with content posted on social media platforms, like Facebook, Linked-in, Twitter and Instagram.

Our goals with our Social Media Management Service are to provide:

CONTENT CREATION

SOCIAL MEDIA OUTREACH CAMPAIGNS

INCREASED CUSTOMER ENGAGEMENT



Digital Marketing Services



PPC/SEM – Paid Advertising Management

Google Ads, Facebook ads, Linked-in ads, remarketing ads across platforms have become a complex, unwieldy projects for most companies. In most PPC campaigns, we are often surprised at how much opportunity the companies have.

Our goals with our Paid Advertising Service are to provide:

New Prospects

PPC ads should generate impressions and maximize conversions

Ad Optimization

Lower costs and improve performance

Return on Investment

Consistently evaluate ad campaigns



SEO Keyword Analysis

Understand how your customers search for your products and services; and match their terms on your website.

Our goals with our SEO Keyword Analysis Service are to provide:

Develop a list of strategic keywords to rank on Google SERPs

Optimization of keywords in your web and marketing content

Strategic analysis of keyword performance



SEO Content Development

Google has changed its algorithm, and now relies on excellent content that draws visitors, keeps them on the page, and engages them.

Our goals with our SEO Content Development Service are to provide:

Compelling, consistent evergreen content that will draw visitors to your site

Keyword-focused content that will build website authority

Content that ranks for niche keyword searches that build an audience quickly



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