

DIGITAL - INTEGRATED MARKETING

KOPYTEK.COM



AcumenStudio.com
866-357-7422

The Future Of Digital Offset Printing

The Company

Kopytek is a leading commercial printing company, focusing on digital & offset printing.

The Ask

Kopytek came to us asking if we could increase their awareness online by leveraging & integrating a digital presence for the company.

They were planning on building a new website, investing in PPC, SEO and social media.

They asked us to manage, optimize & lead their website build, integrate SEO, develop & implement a paid search strategy and build their social media profiles, with the goals of increasing awareness, generating new leads and acquiring new customers.

The Solution

To solve this problem we...

Researched the market to identify how people were searching for & engaging with these services online.

Identified the greatest opportunity for optimization and management with social & competitive research.

Constructed a strategy & plan for implementation and optimization against Organic Search (SEO), Paid Search (PPC) and Social Media.

Including a structured engagement plan for all social media channels & editorial calendar for blogging and distribution.



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The SEO Result

For the past 3 years we have grown Kopytek's search engine visibility by over 105% YOY, Every Year. From 4 terms on the 1st page of Google to 104. These channels have directly contributed to 45% of all new conversions.

All Images News Maps Videos More Search tools

About 117,000 results (0.38 seconds)

Best Commercial Printer in St. Louis - Digital Printing & Offset

www.kopytek.com/

Kopytek is your stop for Digital Printing, Commercial Printing and many other Printing Services in St. Louis. Serving the St. Louis metro and nationwide.

Contact

Click Here to Contact Kopytek. The Best Printing Company in St. ...

Who We Are

If the question is asked "Who is the Best ... We are consistently ...

Careers

Careers. NOW HIRING FOR 1st and 2nd shifts. Bindery Operator ...

More results from kopytek.com »

Our People

We have the Real People of Print here at Kopytek. When ...

Order Online

Order Online. ... is your step-by-step video guide to our online ...

Our Technology

In order to get the best results you have to use the best technology ...



Kopytek Inc

4.9 ★★★★★ 7 Google reviews

Print Shop

Address: 9595 Dielman Rock Island Industrl Dr, St. Louis, MO 63132

Phone: (314) 432-2700

Hours: Closed now

Suggest an edit

Reviews

Edit your review

Add a photo

"I had post cards and brochure mailers done by them, again awesome work."

Kopytek, Inc. | LinkedIn

<https://www.linkedin.com/company/kopytek-inc-> LinkedIn

Learn about working at Kopytek, Inc.. Join LinkedIn today for free. See who you leverage your professional network, and get hired.

7.51%

Visibility
Add & Manage
Keywords

63

Moved up
Organic rankings on
Google en-US

46

Moved down

Rankings

#1-3: 48 ▲4 #4-10: 56 ▲11

#11-20: 26 ▼11 #21-50: 27

37 tracked keywords are not in the top 50

Aug 1, 2016 - Aug 31, 2016: Sessions
 Aug 1, 2013 - Aug 31, 2013: Sessions



Primary Dimension: Default Channel Grouping Source / Medium Source Medium Other

Default Channel Grouping	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	109.47% 2,212 vs 1,916	4.89% 81.48% vs 10.42%	119.71% 1,386 vs 919	13.24% 75.81% vs 66.95%	1.34% 1.82 vs 1.88	24.04% 60:01:41 vs 60:01:22	100.00% 0.77% vs 0.00%	100.00% 17 vs 0	0.00% \$0.00 vs \$0.00



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The PPC Result

For the past 3 years we have grown Kopytek's paid search conversions by over 313% POP / YOY. And reduced the cost per conversion by 39% from \$51.85 to \$37.32 These channels have directly contributed to 31.5% of all new conversions.

Acumen Studio MCC - All campaigns: Kopytek

Custom: Jul 1, 2013 - Jul 31, 2016

Campaign	Budget	Status	Imps.	Clicks	Cost	CTR	Avg. CPC	View through conv.	All conv.	Cost / all conv.	Search Imps. share
St. Louis Printing	\$37.00/day	Limited by budget	790,761	9,101	\$30,530.85	1.15%	\$3.35	0	619.00	\$49.17	29.72%
Don't Forget Quote Remarketing	\$3.50/day	Limited by budget	2,448,276	2,928	\$3,314.07	0.12%	\$1.13	46	6.00	\$52.34	--
Total - all enabled campaigns			3,242,037	12,029	\$33,844.92	0.37%	\$2.81	46	625.00	\$64.00	29.72%
Total - all campaigns	\$40.50/day		3,292,907	12,112	\$34,020.91	0.37%	\$2.81	46	625.00	\$64.28	29.79%
Total - Search			804,631	9,184	\$30,706.84	1.14%	\$3.34	0	619.00	\$49.45	29.79%
Total - Display			2,448,276	2,928	\$3,314.07	0.12%	\$1.13	46	6.00	\$52.34	--



Acumen Studio MCC - All campaigns: Kopytek

Custom: Jul 1, 2016 - Jul 31, 2016

Campaign	Budget	Status	Imps.	Clicks	Cost	CTR	Avg. CPC	View through conv.	All conv.	Cost / all conv.	Search Imps. share
St. Louis Printing	\$37.00/day	Limited by budget	7,002	190	\$1,125.16	2.71%	\$5.92	0	33.00	\$34.10	21.00%
Don't Forget Quote Remarketing	\$3.50/day	Limited by budget	73,533	121	\$106.26	0.16%	\$0.88	2	0.00	\$0.00	--
Total - all enabled campaigns			80,535	311	\$1,231.42	0.39%	\$3.86	2	33.00	\$37.32	21.00%

Acumen Studio MCC - All campaigns: Kopytek

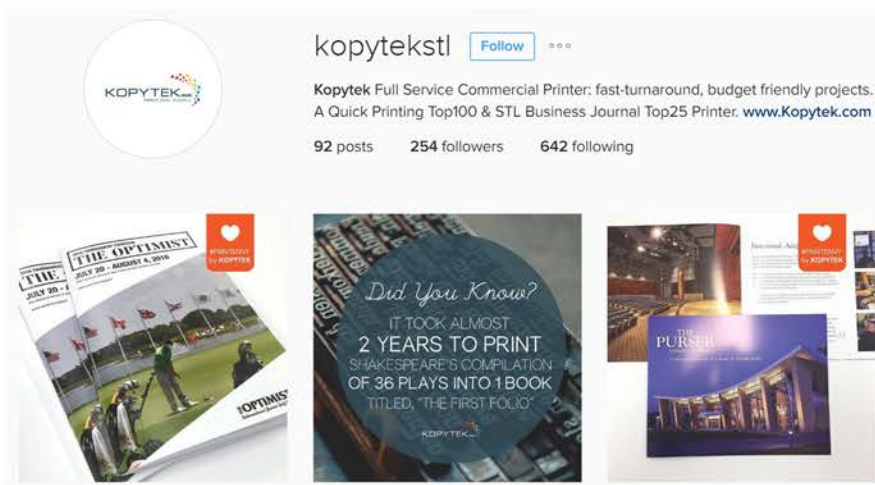
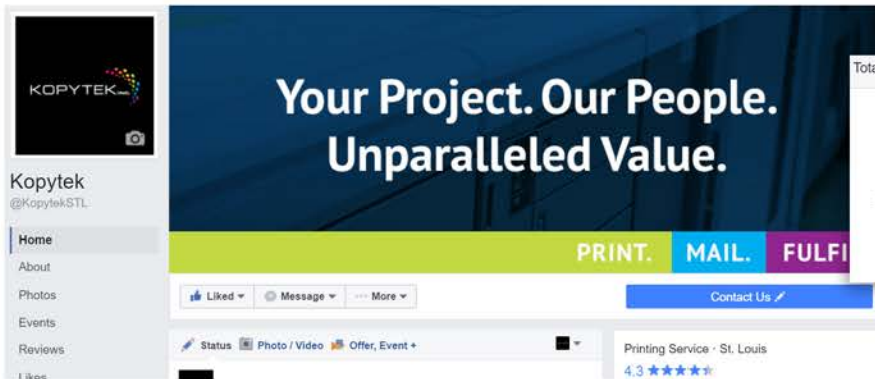
Custom: Jul 1, 2013 - Jul 31, 2013

Campaign	Budget	Status	Imps.	Clicks	Cost	CTR	Avg. CPC	View through conv.	All conv.	Cost / all conv.	Search Imps. share
St. Louis Printing	\$37.00/day	Limited by budget	16,308	167	\$414.78	0.91%	\$2.48	0	8.00	\$51.85	48.57%
Don't Forget Quote Remarketing	\$3.50/day	Limited by budget	0	0	\$0.00	0.00%	\$0.00	0	0.00	\$0.00	--
Total - all enabled campaigns			16,308	167	\$414.78	0.91%	\$2.48	0	8.00	\$51.85	48.57%

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The Social Result

For the past 3 years we have grown Kopytek's social media size of community & engagement by over 375% YOY, Every Year. These channels have directly contributed to 10% of all new conversions.



7,400% Increase
in social visibility

2,200% Increase
in size of community

1,350% Increase
in social engagement

750% Increase
in social conversions



May 2016 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 237 impressions
 It's Official! Kopytek is the Premiere #StLouis Printing Company. Get a FREE Quote at Kopytek.com #Printing #STL

Top mention earned 1 engagements
 @ushinosuke
 Daily Ushinox is out! paper.li/ushinox?editio... Stories via @tactv @littleannalaugh @kopytekstl

MAY 2016 SUMMARY

Tweets	91	Tweet impressions	11.3K
Profile visits	116	Mentions	8
New followers	0	Tweets linking to you	0

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**WANT HIGH ROI & ENGAGEMENT
FROM YOUR DIGITAL MARKETING?**

CONTACT US TODAY

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