



Acumen
Studio



// what we do

WE CONNECT BUSINESSES WITH BUYERS
HIGH ROI CONTENT MARKETING
FOR THE PRINT INDUSTRY

Acumen Studio Values

What We Believe

Value

The most important thing we can provide to our customers is Value. We do this by making your job easier, providing you with high ROI and putting your best interest first.

Results

We focus on turning our effort into leads, new customers and new revenue for your company. Whatever it takes is what we'll do. "By Any Means Necessary!"

Education

Everything we do we learn from. The way we will "Always Win" is by ensuring that we are consistently educated through our experiences, both successes and failures.

Optimization

Our Value is our service, relationship, the results we provide, all made possible from the education we obtain which is gained through the continuous optimization we practice.



Acumen Studio is a
High ROI Content Marketing Agency,
Connecting Businesses with Buyers
For the **Print Industry.**

We Generate More Leads & More Sales
By using Content Marketing, SEO, PPC, Social Media,
Email / Automation & Analytics.



We Simplify Strategic Marketing,

by using a High ROI Content Marketing formula that utilizes SEO, PPC, Social Media, Email / Automation and Analytics for insights & clarity.



CONTENT MARKETING

The strategic approach to using all channels that make buyers aware, engage and convert.



SEO

Search Engine Optimization is key to understanding the market and defining where opportunities exist.



PPC

Paid Search is a quick and effective way to validate research, generate leads and convert new customers.



SOCIAL MEDIA

Social is a wealth of buyer knowledge and the perfect platform to engage buyers. Utilizing paid and organic approaches are key.



EMAIL / AUTOMATION

Putting collected data to work can make a business more competitive overnight. Marketing becomes personal.

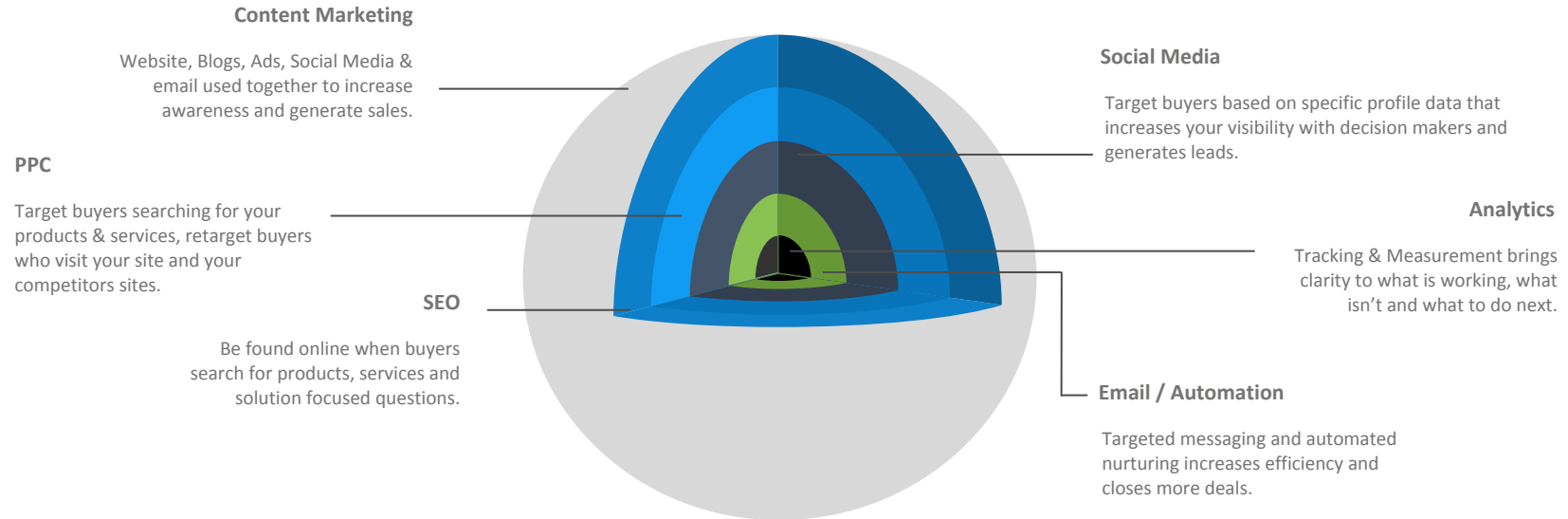


ANALYTICS

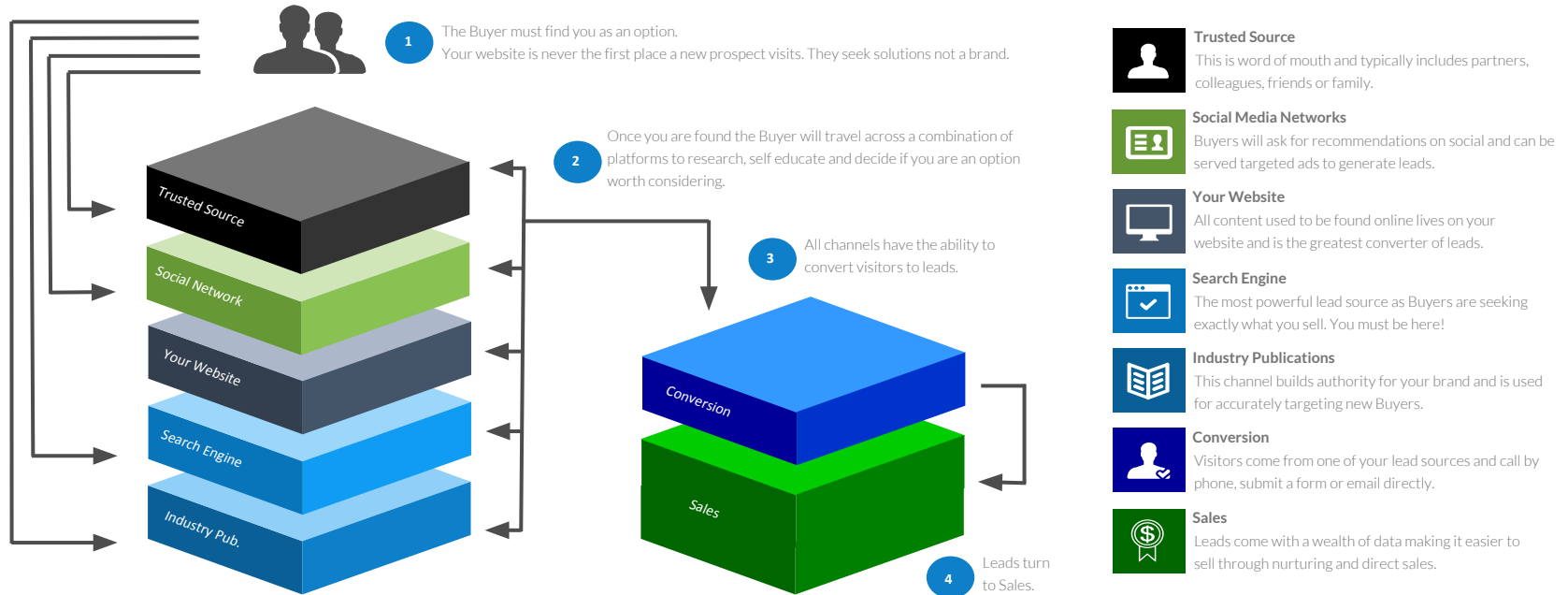
Collect, clarify, test & validate. Analytics are key to generating high performance in marketing.

High ROI Content Marketing

The Anatomy of Effective Marketing & Sales Online for the Print Industry



The Print Industry Buyer's Journey



Acumen Channel Principles

How We Think
About What We Do

SEO Principles

- **Answer What They Search**
 - **Always Be Educating**
 - **Optimize Everything**
- "SEO is key to being found across the web in the most compelling and profitable way."

Social Media Principles

- **Be Present & Active**
 - **1st Party Forever**
 - **Pay to Play**
- "Social Media is the new direct line to prospects and customers."

Website Principles

- **Be Found**
 - **Educate**
 - **Convert**
- "Looking good and having fancy functions only won't lead to new business."

PPC Principles

- **Focus on the Sale**
 - **Retargeting is King**
 - **Keep it Simple**
- "High ROI or Die.
If it doesn't convert, it doesn't work."

Email Principles

- **Keep in Touch**
 - **Automate**
 - **Always Be Converting**
- "Talk and they will listen, ask and they will buy."

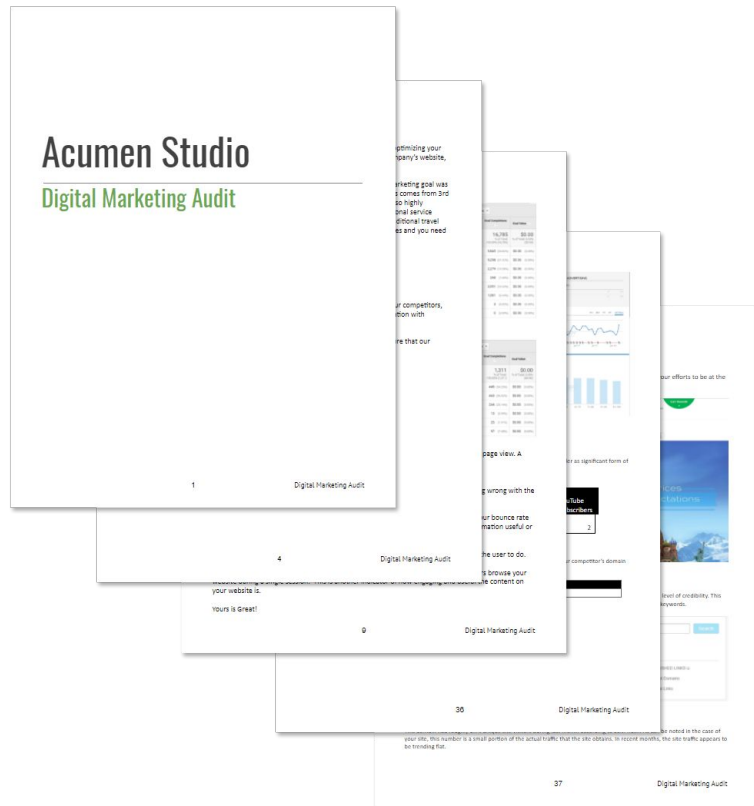
It Starts With The Audit

Our Digital Marketing Audit Identifies What's Working, What Isn't, Why and What To Do Next!

45+ Pages of Insight

The Blueprint to Success Online

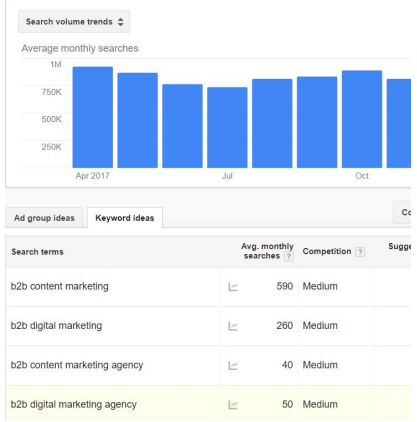
- Website
- Content
- SEO
- PPC
- Social Media
- Email & Automation
- Analytics
- Competitors



The Research: Search Engines & Social Media

Using a combination of Keyword Research to identify initial opportunity, Social Media to curate content opportunity and a final detailed search engine analysis we are able to create a Content Strategy that gets you found by customers and compels them to convert.

Initial Keyword Research



Social Media Research

Most Shared

B2B Content Marketing

How to run an Advanced Search

Results not relevant enough? Click here to search for "B2B Content Marketing" in the article's title only

Sort by Total Engagements

- Facebook Engagements: 354
- Twitter Shares: 1.8K
- Pinterest Shares: 39

Create Content Audiences Will Love: 21 Experts Share Tips

How Marketers Get Marketing All Wrong

3 Ways to Build Your Brand Identity Using Content Marketing

Search Engine Analysis

Google B2B Content Marketing Strategy

About 1,880,000 results (0.81 seconds)

B2B Content Marketing Agency | Creation, Promotion & SEO

Create Original Content | Brand Storytelling Made Easy | skyword.com

6 Key Elements of an Effective B2B Content Marketing Strategy

- Well-defined targets. The key to effective content marketing is to be sharply focused...
- A deep contextual understanding...
- Clear conversion goals...
- Appropriate points of contact...
- A process for alignment...
- The ability to scale.



The Channels: Website

Optimizing Your Website to Convert Makes All Marketing & Sales Efforts More Successful.

Most Website are Lacking Key Conversion Elements. We Fix That!

- Strong Headlines
- Bullets for Easy Reading
- Clear Call-To-Action

Other Considerations

- Page Load Speed
- Bolded Callouts
- Click to Call Phone Numbers
- And Many More!



Grow Your Printing Company Through Digital Marketing

It's frustrating to hear people say that "Print is Dead".

The only one's dying are those not trying to Grow. **You came here for Growth.** Right?

We know first hand that print is strong and growing as a medium that stands out in a heavily saturated digital space. Being able to touch and feel a product is more intimate and personal, making a connection with a customer that can last a very long time. **People are searching for your services right now!**

How Do We Use Digital Marketing to Grow Your Print Company?

We are consistently producing more print leads online than anyone else in the industry for printing companies like yours.

- We know what motivates print buyers
- We get you found online (search, social, retargeting)
- We optimize your site for conversion

Fill out the form on this page for a case study on how we took one commercial printing company from 4 printing terms on the first page of Google to over 100, massively increased their social presence, dramatically increased lead flow and delivered new customers, sales & revenue.

Your First Name (required)

Your Last Name (required)

Your Email (required)

Your Phone Number

DOWNLOAD THE CASE STUDY

The Channels: SEO

Good SEO will not only get you found online for the products, services and solutions you sell it also answers the questions customers are asking!

The “Tech Side” of it all. We Code This!

Technical SEO requires a developers skill with a strategists mind to make effective optimizations that will speed up your site, control your brand message and get you found online more often.

- Title Tags
- Meta Descriptions
- H1 & H2 Tags
- Code Minification
- Schema Markup
- And More!

```

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SEO in more ways than you know. If you want more customers at your firm then Click to Learn
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The Channels: SEO

Good SEO will not only get you found online for the products, services and solutions you sell it also answers the questions customers are asking!

Knowledge Graph Optimization (Google's Secret Weapon) We Do That!

This isn't just Local SEO, the Knowledge Graph is used by sources all over the internet to share your business information with prospective customers. You must do this!

- Company Name, Address, Phone, Hours
- Maps Listing
- Business Category
- Google Reviews
- Facebook Reviews
- Click to Call on Mobile
- And More!

The screenshot shows a Google search for "Acumen Studio". The search results include:

- Acumen Studio** (acumenstudio.com/): The Go-To B2B Digital Marketing & Content Marketing Agency. Connecting Businesses with Buyers. SEO, PPC, Social, Automation & Analytics.
 - Careers**: Join us to experience the most empowered you will have ever ...
 - Our Team**: We are a team of data driven, conversion focused content ...
 - What We Do**: Click Here to see what Acumen Studio Does and how we do it ...
 - Contact**: Contact Us for information on how we can help you solve problems ...
- Acumen Studio - Home | Facebook** (https://www.facebook.com/...): Places · St. Louis · 5.0 Rating: 5-7 votes
- Acumen Studio, St. Louis**: Rated 5 of 5, check 7 Reviews of Acumen Studio, Marketing Agency.
- Working at Acumen Studio | Glassdoor** (https://www.glassdoor.com/...): Working-at-Acumen-Studio-ELIE1406419.1124.htm · 5.0 Rating: 5-1 review
 - Nov 10, 2017 - The growing agency presents advantages in gaining experiences not offered by other larger companies. ... Glassdoor gives you an inside look at what it's like to work at Acumen Studio including salaries, reviews, office photos, and more. ... All content is posted anonymously by employees ...
- Acumen Studio | LinkedIn** (https://www.linkedin.com/company/acumen-studio/): Learn about working at Acumen Studio. Join LinkedIn today for free. See who you know at Acumen

The Knowledge Graph panel on the right displays:

- Acumen Studio** (5.0 Rating: 1 Google review)
- Marketing agency in University City, Missouri
- Address: 620 McKnight Rd Unit 2E, St. Louis, MO 63124
- Hours: Closed - Opens 8:30AM Mon
- Phone: (866) 357-7422
- Questions & answers: Be the first to ask a question
- Reviews from the web: 5/5 Facebook · 7 votes
- Reviews: 1 Google review

Green arrows indicate the flow of information from the search results to the Knowledge Graph panel:

- From the search results to the Knowledge Graph title.
- From the Facebook link to the Knowledge Graph address.
- From the Glassdoor link to the Knowledge Graph hours.
- From the LinkedIn link to the Knowledge Graph phone number.
- From the Glassdoor link to the Knowledge Graph reviews.

The Channels: SEO

Good SEO will not only get you found online for the products, services and solutions you sell it also answers the questions customers are asking!


Content is Still King. We Create This!

Web Pages and Blog Posts are still the most critical content assets used in getting found online and customers to convert. We optimize all pages on your site and write new blog posts than answer customer questions found through our research online.

- Web Page Content Optimized
- Existing Blog Post Content Optimized
- New Optimized Blog Posts Written
- Forms Added to Posts for Conversion
- And More!

ACUMEN STUDIO
WHAT WE DO B2B CONTENT MARKETING DIGITAL MARKETING AUDIT B2B BLOG

SEO For CPA's



Here is the Good News for CPAs:

SEO for Certified Public Accountants is Easy!

That's right, SEO for CPAs is extremely easy! Search Engine Optimization today is much more complex than it used to be, but for some it has made things much better.

How has SEO changed to benefit CPA's?

One of the biggest changes over the last couple years in the search engines is the focus being on local. The search engine results are now being shown against the searcher's physical location.

An example would be: if someone in Chicago searches the term "Certified Public Accountants", then they will be shown search engine results and a list of CPAs in their part of Chicago.

To make this happen there are things that have to be created, optimized and indexed.

What do I need to do for my Accounting Firm to show up in the local search engine results?

There are a few core elements:

- Have / Create an Optimized Website
- Claim or Create local business listings on Google+ and other community directories
- Create content relevant to your audience / primary customer

Doing these 3 things will establish the local presence online for your firm, take advantage of the local elements Google uses like maps and K11 business reviews and provide useful information that answers the questions of your primary customer target.

Why do all that just to show up in the search engines

To get more customers and make more money of course.

Whether someone is looking for a CPA for the first time or is looking to switch Accounting Firms, everyone starts in the search engines searching for that solution.

So give them what they want.






Download an SEO Case Study Below to Learn More

Or, You can give us a call now at **866-357-7422** to talk.

Your Name (required)

Your Email (required)

FOLLOW US

CATEGORIES

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- > Analytics & Analysis (4)
- > B2B Content Marketing (25)
- > B2B Digital Marketing (5)
- > B2B Marketing Automation (1)
- > Bank Marketing (6)
- > Business (6)
- > Content Marketing (25)
- > CPA Digital Marketing (1)
- > CPA Marketing (3)
- > Digital Marketing (6)
- > Digital Marketing Audit (6)
- > Digital Strategy (1)
- > Email Marketing (4)
- > Financial Services Digital Marketing (2)
- > Financial Services PPC (2)
- > Financial Services SEO (3)
- > Financial Services Social Media (1)
- > Hedge Fund Digital (5)
- > Hedge Fund Digital Marketing (1)
- > International Social Media (1)
- > Leaders of Business & Marketing (0)
- > Paid Search (5)
- > Print Company Marketing (3)
- > Private Equity Digital Marketing (1)
- > Private Equity PPC (5)
- > Search Engine Optimization (1)
- > Social Media Marketing (2)

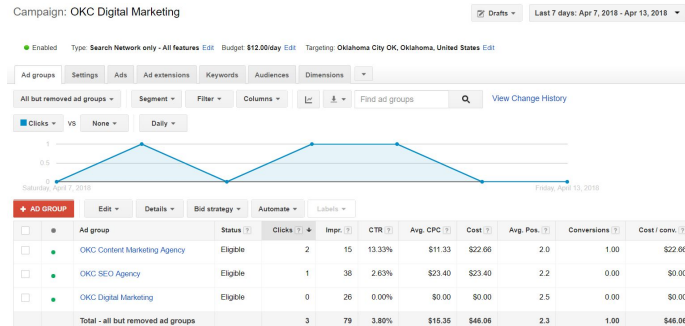
The Channels: Paid Media

Paid Media is the Easiest way to get found quickly by customers searching for your products, services and solutions.

Paid Search - Keyword Triggered Text Ads. We Make Those!

These ads are shown when a buyer searches Google for your products & services. We create ads that trigger only on searched terms that are most likely to convert. More Leads and Sales!

- Sales Intent Focused Keyword Targeting
- Easy Conversion of New Leads & Sales
- Stay Ahead of Competitors
- The Easiest Way to Generate New Business



Google search

digital marketing agency

All Maps News Images Videos More Settings Tools

About 39,700,000 results (0.66 seconds)

#1 Digital Marketing Agency | That gets Leads & Sales
[AD](#) www.acumenstudio.com/Digital/Marketing (866) 357-7422
 All day we generate Leads & Sales for businesses like yours. Contact us today!
 Contact Us · Blog Center · Digital Marketing Audit

Digital Marketing Agency | AdsUpNow | adsupnow.com
[AD](#) www.adsupnow.com/Digital/Marketing
 We Focus on Digital Advertising Techniques that Drive Results. Contact Us Today!
 Services: Search Engine Marketing, Display Advertising, Email Advertising, Website Redesigns, Paid Soc...

The Channels: Paid Media

Paid Media is the Easiest way to get found quickly by customers searching for your products, services and solutions.

Retargeting - Display Ads (ads that follow customers) We Build Them!

Retargeting or Remarketing as Google calls it, is extremely effective at keeping you in front of prospective customers who have shown an interest in you, your products, services and solutions. Plus, you don't pay unless someone clicks the ad!

- Stay in front of Prospective Customers
- Optimized for Clickthrough & Conversion
- Created for Mobile & Desktop
- Matched to Your Brand
- And More!



The Channels: Paid Media

Paid Media is the Easiest way to get found quickly by customers searching for your products, services and solutions.

Paid Social Media Ads - The Best Value Online We Develop These!

Social platforms like Facebook and LinkedIn have such accurate targeting that your campaigns here will generate unbelievable returns. Ads serve as content and shared to your targets who are most likely to convert. We retarget on these channels as well.

- Accurate Demographic Targeting
- Direct Response Call to Actions
- Retargeting to Site Visitors
- High Return on Ad Spend
- And More!

Acumen Studio
7 mins · 🌐

10 Must-Have B2B Marketing Automation Templates.
Click here to get them Now!
<http://ow.ly/74d530jnLCA>

Acumen Studio
5d

Buyers are literally searching for commercial printing in front of them and increase your revenue.
<http://ow.ly/WiVp30jnLcG>

HIGH ROI CONTENT MARKETING FOR COMMERCIAL PRINTING

B2B CONTENT MARKETING

2 Likes

Like Comment Share

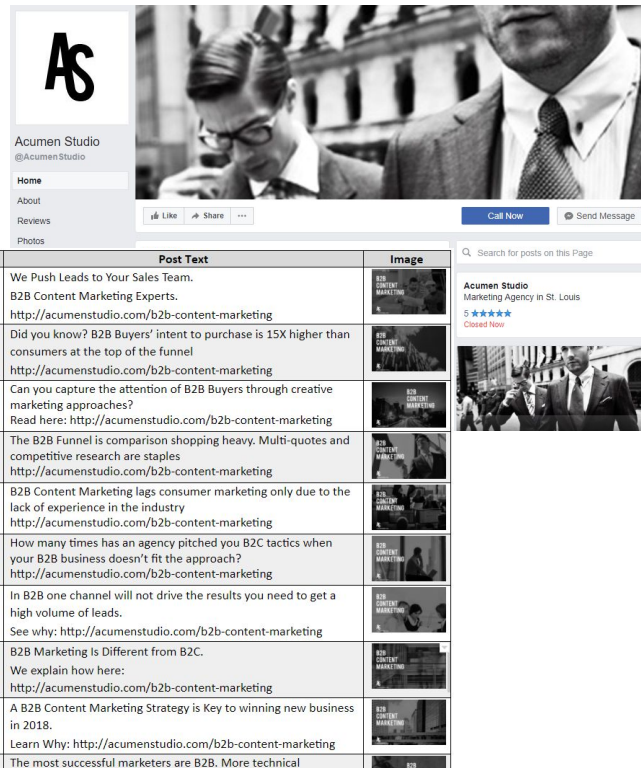
The Channels: Social Media

Social platforms are integrated online everywhere. They are an inevitable part of the buyer's journey so you **MUST** be there when customers search for you.

Social Media Management - Your Voice Online We Amplify This!

We focus on middle & bottom of the funnel product, service and sales messages so customers who search you out or see your content on social are compelled to visit your site and convert to revenue.

- 1st Party Copy & Images
- Product, Service, Solution & Sales Messages
- Frequent & Consistent Posts
- And More!



The image shows a Facebook page for Acumen Studio (@AcumenStudio). The page features a profile picture with the letters 'AS' and a cover photo of two men in business attire. Below the profile information, there is a grid of posts. A search bar is visible on the right side of the page.

Date	Post Text	Image
2/21 pm	We Push Leads to Your Sales Team. B2B Content Marketing Experts. http://acumenstudio.com/b2b-content-marketing	B2B CONTENT MARKETING
2/22 am	Did you know? B2B Buyers' intent to purchase is 15X higher than consumers at the top of the funnel http://acumenstudio.com/b2b-content-marketing	B2B CONTENT MARKETING
2/22 pm	Can you capture the attention of B2B Buyers through creative marketing approaches? Read here: http://acumenstudio.com/b2b-content-marketing	B2B CONTENT MARKETING
2/23 am	The B2B Funnel is comparison shopping heavy. Multi-quotes and competitive research are staples http://acumenstudio.com/b2b-content-marketing	B2B CONTENT MARKETING
2/23 pm	B2B Content Marketing lags consumer marketing only due to the lack of experience in the industry http://acumenstudio.com/b2b-content-marketing	B2B CONTENT MARKETING
2/24 1pm	How many times has an agency pitched you B2C tactics when your B2B business doesn't fit the approach? http://acumenstudio.com/b2b-content-marketing	B2B CONTENT MARKETING
2/25 1pm	In B2B one channel will not drive the results you need to get a high volume of leads. See why: http://acumenstudio.com/b2b-content-marketing	B2B CONTENT MARKETING
2/26 am	B2B Marketing is Different from B2C. We explain how here: http://acumenstudio.com/b2b-content-marketing	B2B CONTENT MARKETING
2/26 pm	A B2B Content Marketing Strategy is Key to winning new business in 2018. Learn Why: http://acumenstudio.com/b2b-content-marketing	B2B CONTENT MARKETING
2/27	The most successful marketers are B2B. More technical	B2B

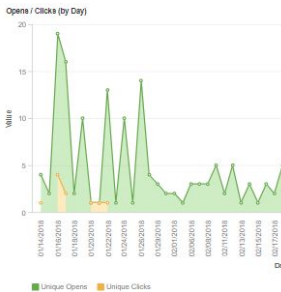
The Channels: Email Marketing

Email is still one of the Highest Converting channels used in marketing today. Getting product, services and sales messages in front of customers is critical.

Email - Making Money for Businesses since 1978 We Write These!

Email today is extremely effective at generating sales. Targeting capabilities, segmentation, delivery and analysis are all better than ever. The simple truth is that you just need to do it!

- Direct Line to Customers
- Big Returns
- Low Costs
- Fully Trackable from Click to Conversion
- Integratable with Marketing Automation
- And More!



Most Engaged Contacts

Contact	Unique Opens	Unique Clicks
John Bracamontes	7	2
John Bracamontes	7	1
Andrew Silcox	6	0
anirash.chitran@protonmail.com	6	0
Bianca Bocanegra	6	0
dustin.ross@usps.gov	6	0
gylan@quofornadesign.com	6	0
Kelvin Levermore	6	0
manishacoonsultant@gmail.com	6	0
manish.coonsultant@stahar.uskft.com	6	0

Click Performance by URL

URL	Unique Clicks
http://acumenstudio.com/2020-content-marketing-agency/	7
http://acumenstudio.com/2020-eaor/	2
http://acumenstudio.com/2020-social-media/	1
https://goo.gl/HM627F	1

I also wanted to send you a couple links that highlight our approach, our team and our pricing to give you a better idea on who we are and what costs are for some of the work we do for the printing companies we partner with.


Linked here is an overview on our approach and profiles on the team: <https://goo.gl/UBr43H>

You can find our typical costs for some of the services we partner with companies on here: <https://goo.gl/h10ayh>

Once you've had a chance to look these over I would love to jump on a call with you and learn more about how you are driving in new business for your company.

Are you free to speak sometime in the next week or so?

Thankst!



John Bracamontes
 President
 Acumen Studio
 Work: (866) 357-7422
john@acumenstudio.com
AcumenStudio.com

If you don't want to hear from me anymore just [unsubscribe](#) and I won't bother you again, but I genuinely think we can help and would love the opportunity to talk with you & learn more about your company.

Acumen Studios 34 N Brentwood Blvd Ste 13 St. Louis, Missouri 63105 United States (866) 357-7422



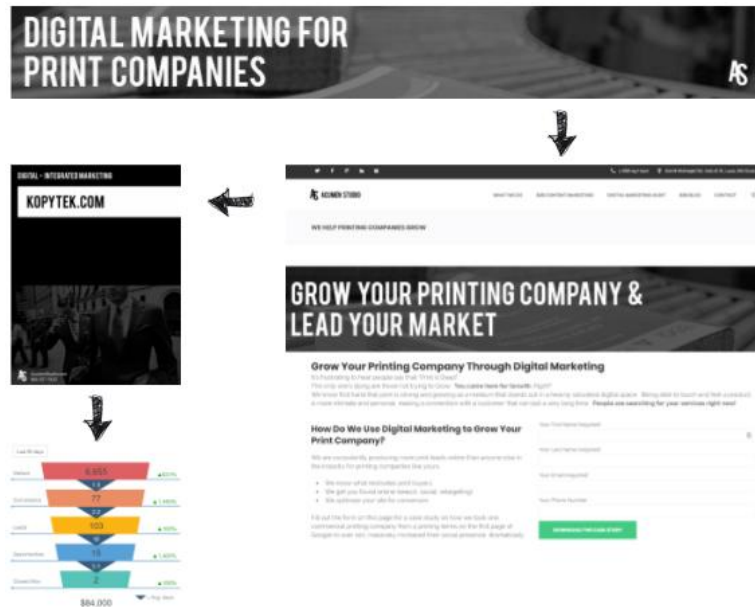
The Channels: Targeted Campaigns

Targeted Campaigns are focused on a specific industry or customer type selling a specific product or service. Doing this will Explode Your Growth!

Targeted Nurturing Campaigns Work. Period. We Produce These!

Using a combination of a selected product or service, focused targeting, conversion messaging, curated landing page, downloadable giveaway and a marketing automation nurturing series you will...

- Generate a Ton of Leads
- Convert those leads to Sales
- And Grow Your Company!



Analytics - Insights & Reporting

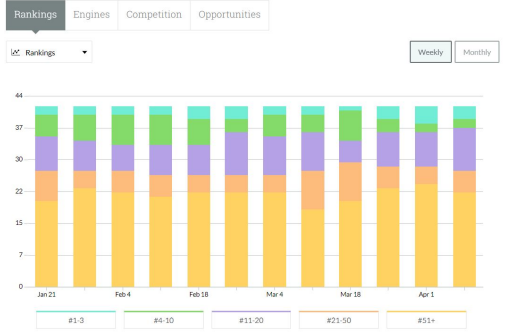
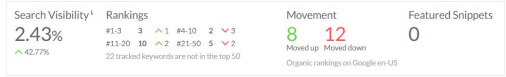
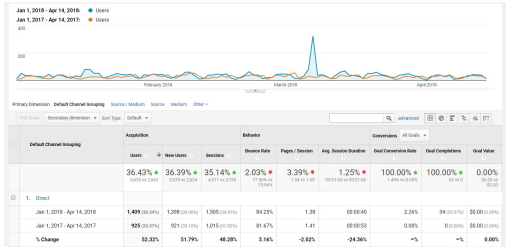
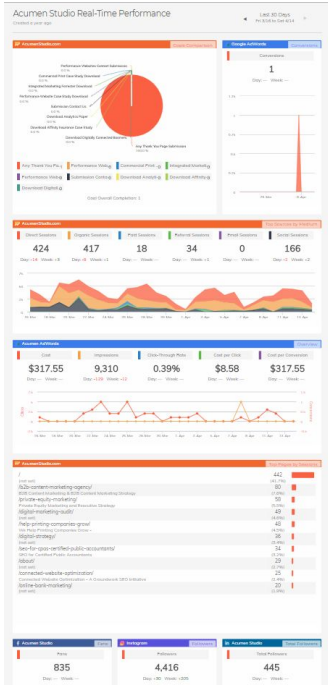
Knowing how your marketing efforts contribute to sales and being able to identify where optimizations can be made is key to your success online.

Real Time Performance Data. We Have That!

We watch these numbers Every Day!
Our reporting brings to the surface critical KPIs that accurately measure what is working and what isn't so intelligent decisions can be made when optimizing your marketing efforts.

- Custom Real-Time Dashboard
- Google Tag Manager
- Google Analytics
- Detailed Channel Metrics
- And More!

Example Real-Time Dashboard
<https://reports.acumenstudio.com/reports/ff66333342e1ddc6d72868ddb68f4246/public>



Ready to Get Started?

We know for some this can be overwhelming but we can tell you that after doing this for many we have simplified the process and it works extraordinarily well!

Across the board optimization.
A simplified strategic campaign.
Big Results!

For Additional Questions or Getting a Proposal.

Contact

John Bracamontes
john@acumenstudio.com
Direct Phone: 618-531-7315

