

Marketing Campaign Management

Augur Marketing

About Augur Marketing

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Augur Marketing is a DC based firm and was founded in 2009 by Richard Lewis and specializes in multi-channel campaigns. We offer the most effective combination of :

- ✓ Web design
- ✓ Social media outreach (SMO)
- ✓ Search engine optimization (SEO)
- ✓ Paid online ads (SEM)
- ✓ Broadcast media
- ✓ Video production
- ✓ Promotional Events

Richard Lewis
Augur Marketing
571-201-5272
richard.lewis@augurarketing.com

Our Methodology Absolutely Works

Recent Campaigns Include:

- Got Fred Spain CEO Ranson Green Development a television interview in less than a week and was appointed as the consulting Chief Marketing Officer. Ranson Green is a 2,000 acre development project which provides vets with inexpensive housing.
- Press Releases: 480,000 headline impressions for Gwendolyn Beck for Congress
- Crisp & Juicy Restaurant 1 Year Anniversary Campaign: 300 customers in 2 hours
- VNDC Gala Outreach: 600 Paying Guests



About Richard Lewis, Founder & Strategy Director

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15 years of marketing experience including some of the best known brands in their respective industries:

- Freddie Mac
- The Points of Light Foundation
- Palm Beach County - Information System Services (ISS)

Prior to forming Augur Marketing Mr. Lewis was the International Director of New Media & Partnerships at the Youth Federation for World Peace, a global not for profit.

Richard was born in Washington, DC and grew up in McLean, Va. and lives in Falls Church.



About Peter Bohn, Principal

25 years of financial, operational and strategic experience including some of the top multinational companies in the high-tech and communications industries:

- West Corporation
- Cable & Wireless
- Qwest Communications / CenturyLink
- America Online / Time Warner

In addition to supporting customers at Augur Marketing, Mr. Bohn supports West Corporation through forecasting, reporting, sales & marketing support, competitive analysis and strategic initiative efforts.

Peter's background has taken him to various parts of the world focusing on improving international relationships and global profitability.



Our Core Team

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Richard Lewis (Freddie Mac, Points of Light)
Strategy Director



Peter Bohn (West Corp, Qwest Comm., AOL, MCI)
Principal, CFO, and Lead Optimizer



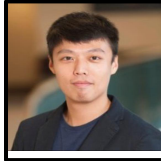
Liz Heuisler (MySpace, Fox Media, Paramount)
Social Media Project Manager



Karen Hunter (Comcast)
Cable and Television
Advertising Guru



Rochelle Sambur (YMCA, Discovery, Dept. State)
Creative Director



Xi Chen - Website Development
Manager. Shenzhen U., html, CSS, SSI.



Devlin Berlo (CapNet)
Event Manager

Each of the core team members has over a decade of experience in their key field. The web team includes 10+ technologists and can manage any size and scope project.

Testimonials

“Mr. Richard Lewis developed a new website for my company, NOVA Psychotherapy, LLC. He included an effective search engine optimization package that brings a large number of new customers to my business. He continues to maintain my website and provides excellent business recommendations on an ongoing basis.”

Judith Montville-White, LCSW

“I worked with Richard on the team which was retained by Just Dust Publishers that developed the marketing plan for the publication of the book titled "The Grass That Suffers" by Janet Storton. We created a national promotional campaign utilizing social media, traditional media, celebrity endorsements and thought leadership events, with the goals of raising awareness for the book, creating a buzz and generating sales. I recommend Richard as a marketing strategist and as an experienced professional with strong campaign management skills.”

Mary Gotschall
President Athena Group

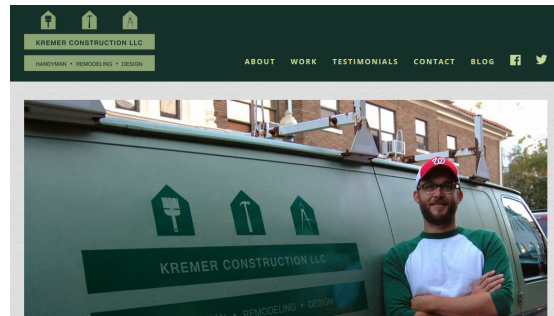
“Rich Lewis is a very talented go-getter and marketing expert who would be an asset on your team. He not only writes expressive PR and marketing material, but he creates beautiful and informative websites and advises his clients on every aspect of growing and marketing their businesses. I highly recommend Rich and am proud to include him among my talented professional colleagues. He has provided me with much useful advice and ideas on how to grow my own business.”

Christine Robinson
Executive Director at Constantine Foltis Memorial Foundation

Client Portfolio

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- Ranson Green Development Project
- Gwendolyn Beck Campaign for Congress
- Nova Psychotherapy
- VNDC Radio
- Business Culture & Language Centre (sic)
- Qtect
- ComDef
- Peet's Coffee
- Palm Beach County
- Assaggi Osteria
- Crisp & Juicy Restaurant
- Actress Olivia Maxwell
- Dr. Shore Armani
- Kremer Construction
- Salon Daniel
- Just Dust Publishers
- Emerald Planet
- Asian American Success



What We Do

ONLINE PROMOTIONS

- Social Media Marketing (SMO)
- Paid Ads Online (SEM)
- HQ Blog Articles
- Optimization (SEO, Search Engine Optimization)

WEBSITE DESIGN

- Professional Websites
- Artisan Handcrafted Websites
- Landing Pages

VIDEO AND PHOTOGRAPHY

- Video Production and Editing
- Motion Graphics
- Storyboarding
- Photo Optimization
- Animation
- Scripting

TELEVISION ADVERTISING

RESEARCH

- Strategic Planning
- Marketing Plan Development
- Customer AND Market Surveys
- Feasibility Studies
- Competitive Analysis
- SWOT Analysis
- Brand Analysis & Metrics

PRINT

- Brochures
- Dimensional Direct Mail
- Print Advertising (Magazines)

MULTI-CHANNEL CAMPAIGNS (COMBINES)

- Social Media Marketing (SMO)
- Paid Ads Online (SEM)
- Promotional Video
- Web Video
- TV Commercials

Methodology

We have worked with many industries and we always start by learning about your company, your culture, and your goals, and the clients you would like to add to your roster.

Every project begins with market analysis and research including how well represented you are online with your web presence, and in social media, as well as how search optimized you are. The analysis helps us to identify the most effective campaign components.

After the analysis we conduct a kick-off meeting where we gather information from you. We'll learn everything then prepare a clear and realistic strategy document that lays out our suggested direction and tactical plan followed by a brainstorming session to generate ideas for the campaign and components of the messaging.

Once we have walked you through this and made any changes you see fit, we begin the process of creating core messaging that will be used in the campaign materials. Typically an elevator description is created, plus a positioning statement for your company and service.

We develop metrics (measurement) which we continuously monitor to adjust and improve the campaign's progress. Metrics help help us define and quantify ROI.

Our project methodology is called LEM which was developed by IBM. LEM focuses on solutions and measuring results.

About Augur Marketing

Augur: Definition

noun

1. One of a group of ancient Roman officials charged with observing and interpreting omens for guidance in public affairs.

2. Soothsayer; prophet.

verb (used with object)

3. To divine or predict, as from omens; prognosticate.

4. To serve as an omen or promise of; foreshadow; betoken: Mounting sales augur a profitable year.

verb (used without object)

5. To conjecture from signs or omens; predict.

6. To be a sign; bode: The movement of troops augurs ill for the peace of the area.

Origin:

1540-50; Latin augur - a diviner, soothsayer, derivative of augēre to augment with orig. implication of “prosper”; cf. august

Hispanic Outreach

The Spanish outreach team (Augur Mundo) has decades of experience including writing content and marketing material (in Spanish), promotional events, and marketing keyword conversion. Dolly is a local trend setter and speaks Spanish and English fluently.

Gunther



Elizabeth



Chris



Dolly



Gunther is a native of Miami. Gunther and Elizabeth have decades of experience. Elizabeth manages Spanish language marketing and specializes in keyword translation (Span/Eng). Chris writes HQ Blogs for international clients and speaks fluent Spanish, English and Italian.

Campaign Objectives

- Increase awareness of your products and services.
- Intense, focused, local and Internet based campaigns.
- Generate a buzz for your brand.
- Identify the most profitable customer (people and business) base.
- Increase conversion rates and sales.



Methods

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Method 1: Social Connectivity

Over the past decade social media marketing, also known as new media marketing has become a major component of most campaigns because it reaches a large, targeted audience at lower cost than traditional marketing.

We utilize all of the social media channels that will help to promote your product the most effectively and symbiotically. For instance, we are likely to include Facebook and LinkedIn, and Pinterest as part of the multi-channel campaign. The marketing components may include paid advertising, targeted mailings and relationship building (likes) as well as HQ Blog Articles and other search optimizers.



Affiliate Marketing Campaign: Online Paid Ads (SEM)

We generate click rates and purchase incentives of online paid ads. The banner ads will be placed on:

1. Search Engines
2. Social Media (e.g. Facebook, related YouTube top-subscribed channels)
3. Top Ranked Blogs and Related Sites

We utilize Google AdWords and Google AdSense to manage PPC (paid search), and design landing pages for each target as needed.



Search Engine Optimization (SEO)

Take Your Pick

Amount of Internet search results that Web surfers typically scan before selecting one



^aTop results without reading through the whole page
Note: Sample size is 2,369 people
Sources: JupiterResearch; iProspect

After social media webpages and company website are re-developed, we utilize SEO (search engine optimization) to ensure the web pages will show up among the top search results.

62% of web surfers will only look at the first page of search results.

Affiliate Marketing Campaign: Direct Email Marketing

We send notification of your product or service to targeted companies and professionals.

According to a study by Pardot, regarding which days of the week and times of the day performs best, marketers report the following trends:

- 44% say sending emails on Tuesday results in better open rates.
- 53% say Friday is the worst day for email open rates.
- 53% have had the most success sending emails between 8 am and 12 pm.

We utilize the best practices in direct marketing to increase open rates and conversion to donations.

Case Studies

Augur Marketing

Case Study - Promotional Videos

Videos produced by Augur Marketing:

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A potential customer who views your promotional service or product video is 85% more likely to make a purchase. These are especially effective when your competitors do not have a promotional video and you do.

Case Study - Web Development

Web Sites Developed by Augur Marketing Solutions:

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Richard Lewis, Project Manager, and the web development team at Urbansoft (12 developers) together have created scores of websites including static sites, landing pages, and e-commerce solutions.

Technical Team



Lead by technical Director with
15 YEARS OF EXPERIENCE

50+ 
on our technical team with
3+ YEARS OF EXPERIENCE



OVER A
MILLIONS HOURS
of Design &
Development
experience

Employees With Onsite / Offshore experience



- Committed to 'Timely & Quality' delivery
- Incentivized for FTR (First time Right)
- Qualified people from premium institutes
- Sub-contractor experience with large Corporates

Web Development Technical Capabilities

Technology Skills

PHP, Java, J2EE, EJB3.0, XML, XSLT, HTML, C, C++, CGI Java, J2EE, EJB3.0, XML, XSLT, Perl, JSP, ASP, PERL, .NET Perl, JSP, ASP, ORAPERL, .NET Perl, (VB, ADO, ASP, C#), T (VB, ADO, ASP, C#), T (VB, ADO, ASP, C#), PL/SQL, JDBC, COBOL, PASCAL, JavaScript, JQuery, AJAX AJAX,

CMS

Joomla, WordPress, Drupal Joomla

Mobile Apps

ObjectiveC, Android, PhoneGap, Sencha, HTML 5, CSS3, iPhone, Blackberry. iOS Frameworks/Web Layer Frameworks, JSF, Struts, Spring, JSF, Struts, Spring, iBatis, Hibernate, Velocity, Apache POI, iBatis, Zend Frameworks CakePHP, Zend Frameworks CakePHP,

Web Services

XML, XSLT, XSD, SOAP, IMAP, ebXML, Apache Axis

Protocols

SMTP, POP3, IMAP, LDAP, SOAP, ebXML

Database

MySQL, Oracle, MS SQL Server, MS MySQL, Oracle, MS SQL Server, Access

...and everything else. Too many to list. We do it all.

Case Study - Graphics Design

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Rochelle, Creative Director graduated from Parsons New School for Design and has created designs for the US Dept. of State, Arent Fox, LLP, YMCA, and Discovery Channel.



About Arent Fox

Arent Fox LLP (www.arentfox.com) with offices in Washington, DC, New York and Los Angeles, is a recognized leader in areas including intellectual property, real estate, health care, insurance and corporate litigation. With nearly 500 lawyers nationwide, Arent Fox has extensive experience in corporate securities, financial restructuring, bankruptcy, government relations, labor and employment, finance, tax, corporate compliance, and the global business market. The firm represents Fortune 500 companies, privately held corporations and partnerships, nonprofit organizations, government agencies, trade associations, foreign governments and other entities.

For assistance with your legal requirements, contact:

Arent Fox LLP
300 Corporate Center
500 West Fifth Street, 40th Floor
Los Angeles, CA 90013
T 213-693-0300 F 213-693-0301

Robert C. O'Brien
Partner in Charge, Los Angeles

AF LA

Ready to get your Arent Fox?

Crisp & Juicy Restaurant

This Peruvian chicken restaurant chain was founded in 1989 and has 7 locations in and around the Washington, DC Metro area. Augur was retained for several local restaurant campaigns as well as the 1 Year Anniversary of the Tenley Town location.

The results of the campaign were spectacular. We served 300 customers in 2 hours and had a 12% increase from residual sales over the next 6 months.

Methods Used:

- Press Releases
- Street Teams (Fliers)
- Radio
- Curb Appeal (A-frame sign, balloons)
- Social Media
- Coupons
- E-mail blasts



Case Studies - Gwendolyn Beck for Congress Campaign

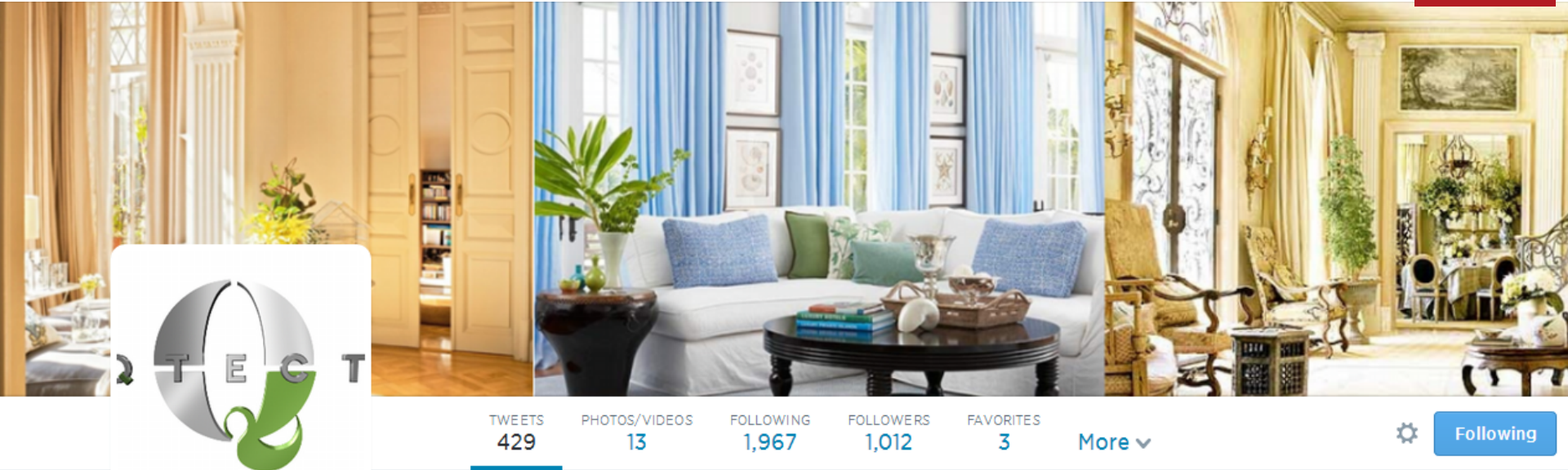


I managed an online communications campaign for Gwendolyn which resulted in the **largest vote count by an independent opposing both a Democratic and Republican challenger in over 100 years.**

One of the press releases that I wrote for Gwendolyn achieved over 480,000 headline impressions.

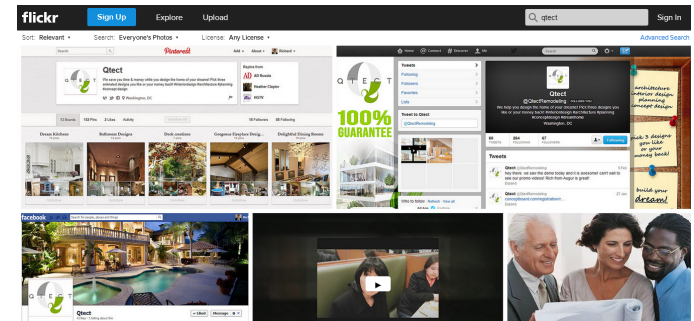


Case Studies - Qtect / SMO



Augur wrote the strategic marketing plan for Qtect and developed their social media presence and implemented the Qtect search engine optimization (SMO / SEO) campaign.

Qtect had 0 results in Google prior to the Augur intervention. The results in Google speak for themselves.



Case Studies - YFWP / Strategic Marketing Plan / SMO

Augur wrote the strategic marketing plan for the Youth Federatoin for World Peace and developed the YFWP website and their social media presence as well as a search engine optimization (SMO / SEO) campaign.

YFWP only had 2 incorrect results in Google prior to the Augur intervention and ended the campaign with pages of relevant listings including social media entries, video, and links to international affiliates.

We also managed a successful \$10,000 a month online paid advertisement which landed top results in several categories including Middle East Peace, Track II Diplomacy.



Promotional Event - VNDC Gala

VNDC Radio Station retained Augur to help promote the VNDC Yearly Gala with spectacular results. 600 paying guests and photos, and write ups in the local press including “Washingtonian Magazine.”

Methods Used:

- Press Releases
- News articles
- Invitations to local influencers including government officials, actresses, and socialites.
- Social Media
- E-mail blast
- Online Photo Optimization



Promotional events are a great guerrilla marketing tactic and have a huge impact at a fraction of the cost of traditional marketing.

Case Study - Search Engine Optimization

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We have managed a variety of successful search engine and social media optimization campaigns including:

- Youth Federation for World Peace (YFWP), an international not for profit
- A highly segmented campaign (by department) for Palm Beach County - ISS,
- Dr. Shore Armani, Internist
- Judith Montville-White, LCSW. and her private practice called NovaPsych.



» Español



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Managed a search engine optimization campaign (SEO) for individual departments within Palm Beach County Government including Animal Care & Control.

Those departments were not listed in search results prior to that effort and now all are appearing at the top of the appropriate results pages.

Mr. Lewis was also a key member of the PBC website re-design team.



Palm Beach County Water Utilities Department

Water Utilities Department





Dr. Shore Armani

Internal Medicine

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1580 Chain Bridge Road | McLean, Va 22101

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Augur developed the website and managed the search engine optimization campaign for Dr. Armani.

The SEO campaign included remediation, changes to the website, inclusion in medical and doctor directories.

Dr. Armani now has pages of relevant listings and is at the top of the results.

Case Study - Landing Pages

Augur develops professional looking and highly effective landing pages for client campaigns including the example below which was created for the Assaggi Osteria Wine Festival.

48% of marketers build a new landing page for each marketing campaign.

68% of B2B businesses use landing pages to generate a new sales lead for future conversion.

(MarketingSherpa)



The screenshot shows a landing page for the Assaggi Osteria. At the top left is the Assaggi logo, which includes a stylized 'a' and the word 'assaggi' in a script font, with 'osteria' in a smaller font below it. To the right of the logo is a green horizontal bar containing the text '3rd Annual International Wine & Cheese Festival' and 'Assaggi Osteria September 29, 2012'. Below this bar are four input fields with labels: 'Name: *', 'E-mail Address: *', 'Phone: *', and 'How Many Reservations (how many people)? *'. Each field has a corresponding brown input box. At the bottom of the form are three buttons: 'Submit', 'Reset', and 'Print'. Below the buttons is a line of text: '* Required'. At the very bottom of the page is a line of text: 'The special discount pricing for this event is courtesy of [Augur Marketing](#)'.

THANK YOU FOR TAKING THE TIME TO REVIEW THIS
PRESENTATION. WE LOOK FORWARD TO BUILDING A
RELATIONSHIP WITH YOU.