

DIGITAL PROFILE

Attract - Interact - Capture - Convert

PROforma
Myca Marketing

mycamarketing.com
212-682-9811



A PARTNER YOU CAN TRUST

Entrusting your brand into the hands of an agency can be a risky venture which can lead to mixed results. Many agencies simply do not have the experience or expertise to provide top to bottom results. There are technical aspects of digital marketing that must be done and done right for a website to perform and convert properly. The lion's share of digital work goes into what you cannot easily see.

It's important to partner with an agency that understands what it takes to design and build an interactive website with content that represents your brand in a positive manner, attracts visitors, and allows you to convert those visitors into your sales funnel.

We are a partner you can trust. With 10 years of hard-core development and campaign experience, our commitment extends beyond your project. Our commitment is to your company.



STRATEGY & CREATIVITY

12242 06987
12326 87364
06987 23745
87364

25%



25%

12326 377
06987 074
87364 587





STRATEGY

A successful digital marketing strategy requires planning and development. Online and competitive audits help to manage the data for clear and achievable goals. A good strategic plan goes well beyond basic keyword research and search engine optimization (SEO). Campaign development, content marketing, and user experience are just a few of the necessary components to a successful strategy.

CREATIVITY

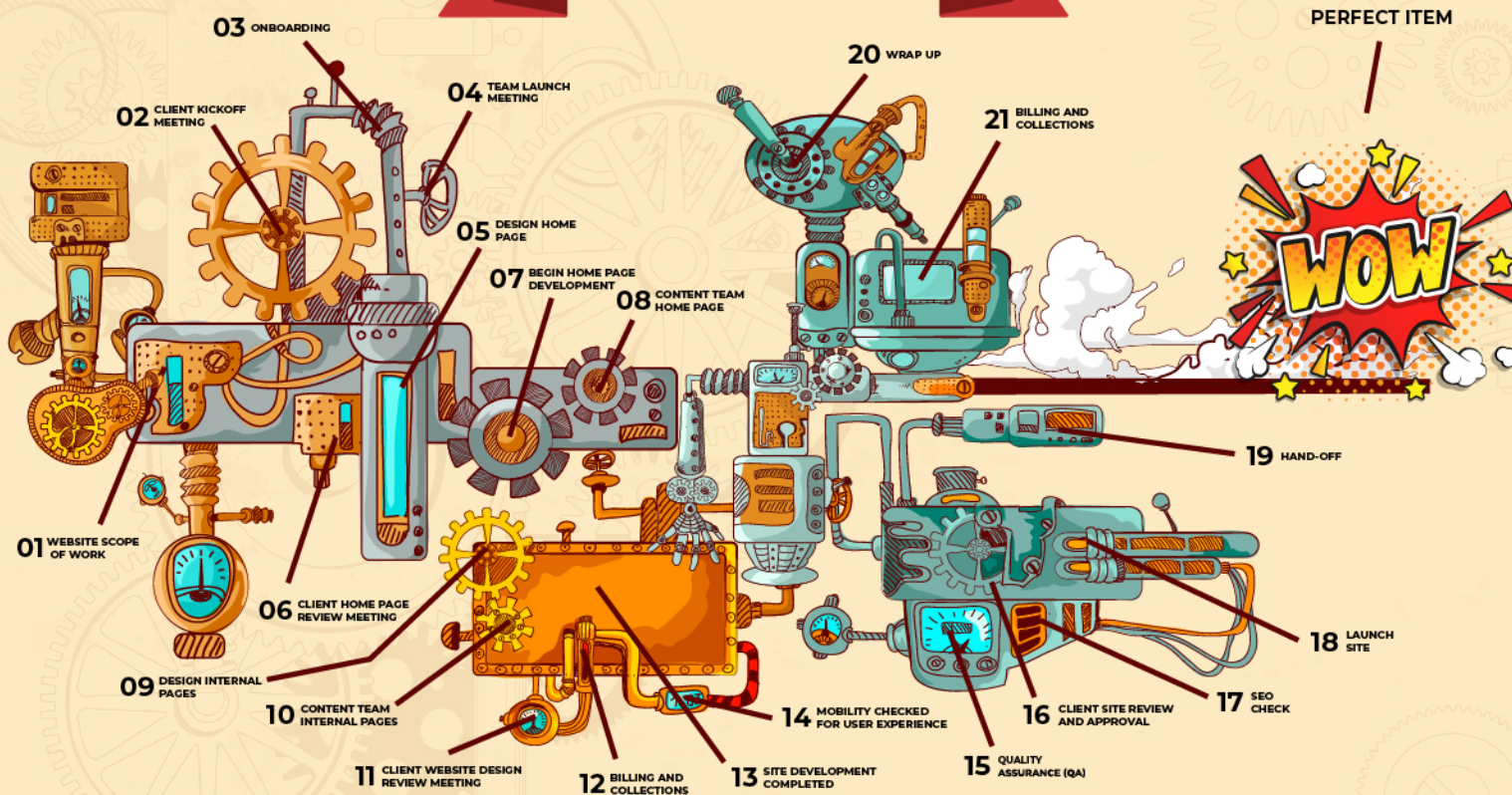
Creativity is an invaluable part of our process. Marketing is constantly evolving and that makes it essential to perceive the world in new ways and to generate innovative approaches. We believe in utilizing solutions tailored to your brand's needs. Developing new and imaginative ideas can often help deliver a candid and honest connection with your audience.



OUR PROCESS DELIVERS QUALITY

An abundance of steps go into creating a functional and design-savvy product. Proper milestones are what separates us from the often disorganized and mismanaged marketing companies out there. Instead, we believe in a clear and transparent process that keeps our clients informed and ensures that we exceed expectations. Quality is checked throughout development to ultimately deliver an exceptional product.

OUR PROCESS DELIVERS QUALITY





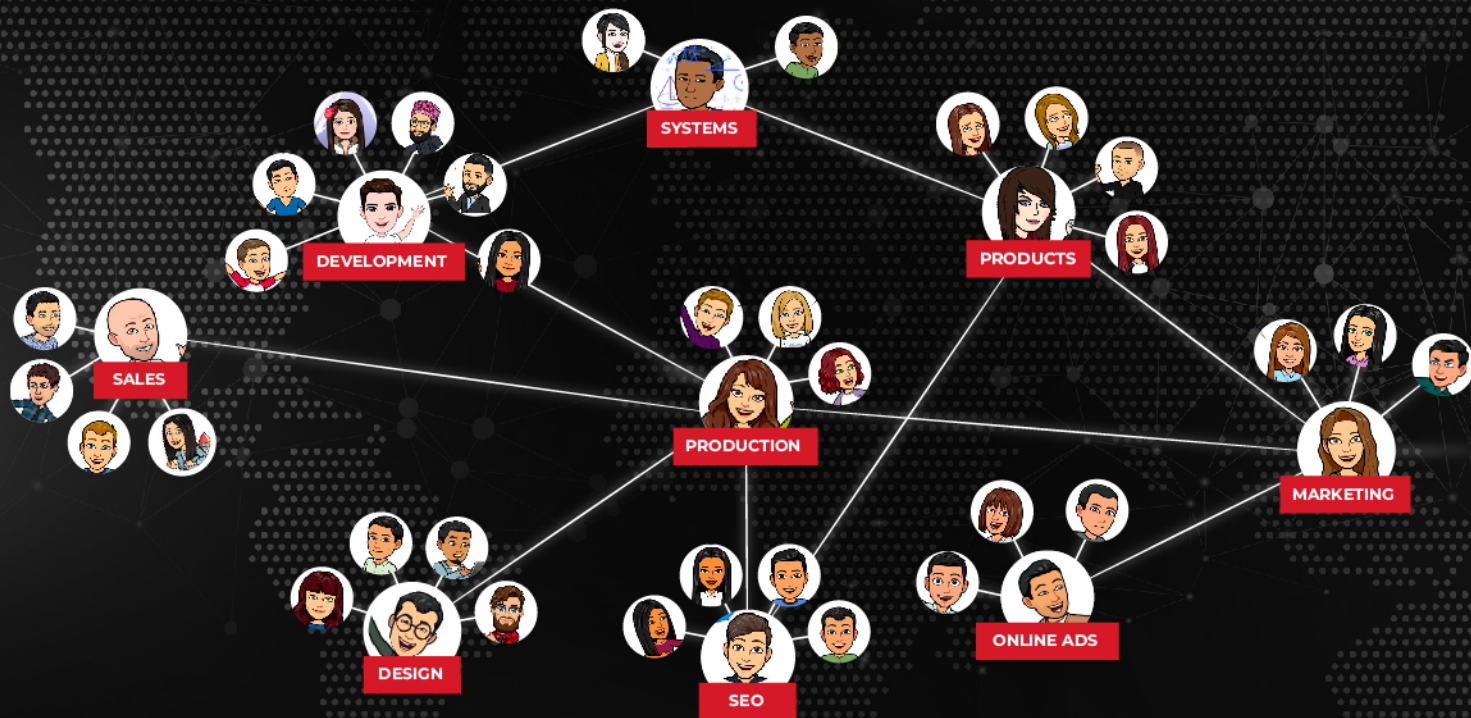
THE TEAM

Nothing is worse than a marketing company offering design, content, development, and SEO, only to find out that it's all being done by a single person trying to be an expert of it all. A mastery of numerous skill sets is required to keep up the production of a website and is more than one individual can manage.

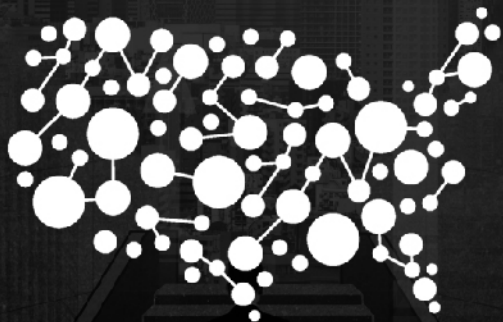
Other services provided by an accomplished marketing agency includes social media management, ad campaigns, server administration, and much more.

That's why our global team is made up of full-time employees with unique specializations. Our areas of expertise allow us to tackle any challenge, usually with a minimum of 8 people involved in every project.

THE TEAM



EXPERIENCE



GROWTH

From one to over 11,000 nationwide clients in nine years.

SOCIAL MEDIA POSTS MADE | **\$2.3M**

ONPAGE ISSUES FIXED | **1.3M+**

WEBSITE BUILT | **128**

LOCAL CITATIONS MADE | **360K+**

INBOUND LINKS CREATED | **98K+**

ARTICLE POST STREAMED | **1.6M+**

MOBILE APPLICATION BUILT | **98K+**

ADWORDS MANAGED SPEND | **98K+**

ATTRACT

INTERACT

CAPTURE

CONVERT

1B+

IMPRESSIONS

50M+

VISITORS

15M+

LEADS CAPTURE


EXPERIENCE

We have over 10 years of experience utilizing the best tools in the market. Our knowledge extends to every noteworthy venture including a broad spectrum of computer languages, marketing platforms, and professional applications, so that we're prepared for any endeavor. And we're professional analysts too, which gives us an edge in whatever we do.



BRANDS WE HAVE WORKED WITH

 **ERNST & YOUNG**
Quality In Everything We Do

 **Anovile**

CHIEF
CHIEF INDUSTRIES, INC.

GAP

 **WIC**

intuit.


 **MediSource Partners**
Innovative Medical Solutions

 **Minimally Invasive
SPINE INSTITUTE**
Fellowship-Trained Spine Surgeons

bloomingdales

 **mhl healthcare**



 **Direct
Healthcare**

SIEMENS

ORBITZ
FOR BUSINESS™

**KNIGHTS
OF COLUMBUS**
Member, National Council, No. 11248

 **Allstate.**
You're a good hand.

**Apartment
guide**

POLYLOK

Catalent.

 **Roche**



**Apartment
guide**

 **American
Heart
Association.**

WATE 6

 **Premier**
Inpatient Management
Services, LLC

 **CPS**
Choice Payroll Solutions LLC

 **AIRSTREAM**

 **GM**

softwareONE
The Software Licensing Experts

 **Urology
of Virginia**

 **the relief
institute**

verizon

OUR SERVICES



**WEB
DEVELOPMENT**



**SEARCH ENGINE
OPTIMIZATION**



**ONLINE
ADVERTISING**

OUR PROPRIETARY PRODUCTS



| gotcha!**Places**™



| gotcha!**LocalSEO**™



| gotcha!**Stream**™



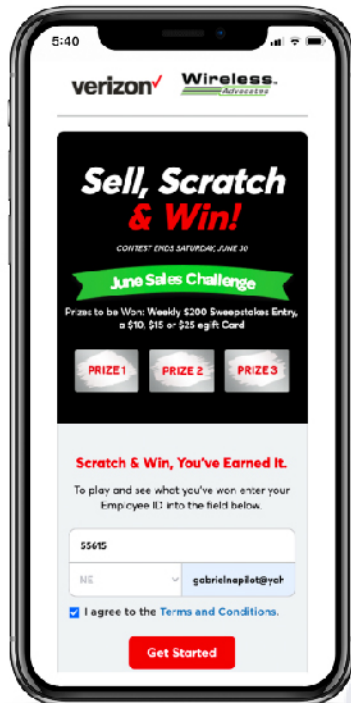
| gotcha!**Apps**™

SUCCESS STORIES

gotcha!Apps™

VERIZON

<https://www.verizon.com/>



Verizon needed a sales incentive for their partners

Tag2Scratch, one of our many esteemed gotcha!Apps, was utilized in an interactive contest, providing salesmen that met their monthly quota with prize opportunities.



OBJECTIVE

To engage users and to increase brand awareness.



STRATEGY

Implementing the gotcha!App Tag2Scratch.



RESULTS

11k scratches and people engaged.

gotcha!Apps™

| AIRSTREAM

<https://www.airstream.com/>



Airstream needed an enticing and easy approach for users to create beautification projects.

We created the Leave It Beautiful campaign for Airstream. We evolved the current Airstream online registry, built out an e-commerce store with their campaigned merchandise, and worked in parallel on a broader development app for their end users. The project was a huge success in helping to protect the planet.



OBJECTIVE

To make the Airstream registry more accessible to users.



STRATEGY

We created the Leave It Beautiful campaign for better user engagement.



RESULTS

248% increase in website traffic & more than 110% increase in engagement rate.



gotcha!Apps™

<https://www.intuit.com/>

INTUIT



Intuit needed an easy way to make employees more security conscious about passwords and documents.

We used our gotcha!App, Tag2Spin, to increase employee engagement. When questions were correctly answered, employees had the chance to spin the virtual wheel for a prize.



OBJECTIVE

To develop an Intuit prize wheel for the national security awareness conference.



STRATEGY

Implemented: Tag2spin.



RESULTS

218 people participated.



WELSH & WELSH

<https://welsh-law.com/>



Welsh & Welsh were not receiving enough exposure online.

We worked on and improved the Welsh & Welsh website by improving their SEO, utilizing ads, and implementing our gotcha!Products. Welsh & Welsh saw great results.



OBJECTIVE

To increase brand awareness, website visits and to boost the website performance.



STRATEGY

We repaired links and content, and we implemented onpage SEO, Google Ads, gotcha!Places, gotcha!LocalSEO and gotcha!Stream.



RESULTS

6,842 clicks in total, 15,154 new users in total, 805 new users from gotcha!Stream, 115 new users from gotcha!Places, 115 new users from gotcha!LocalSEO.



Allstate needed a way to motivate producers to get more quotes.

Our Tag2Spin, part of gotcha!Apps, was customized for Allstate's needs. When a producer brought in a serious quote, the system generated a link for the user to attempt a spin.



OBJECTIVE

To motivate Allstate producers by giving them an incentive.



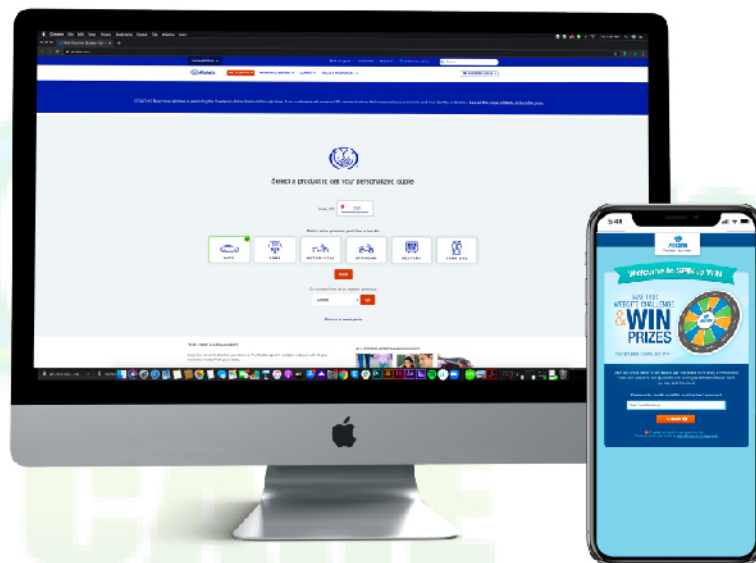
STRATEGY

Implementing a custom version of Tag2Spin.



RESULTS

140% increase in organic impressions and achieved 60% improvement in conversion rate.



FIX MY BARIATRIC SURGERY

<https://fixmybariatricsurgery.com/>



Fix My Bariatric Surgery needed to create an online presence.

We developed a new website for them and ran Google and Facebook Ads. We also added gotcha!Stream, gotcha!Places and gotcha!LocalSEO. We helped them launch online and their performance was great.



OBJECTIVE

To create an online presence for Fix My Bariatric Surgery, as well as to position them as the leader in their field. To increase brand awareness and visits to their website.



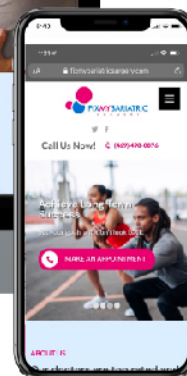
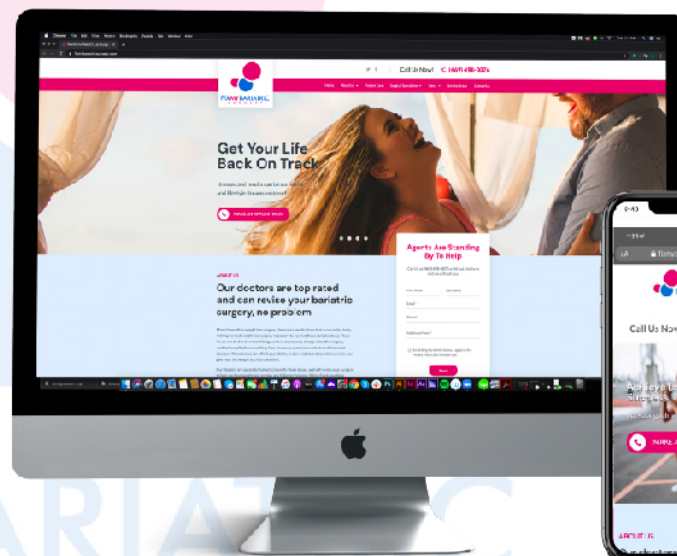
STRATEGY

Achieving the objective by implementing Google Ads, gotcha!Places, gotcha!Stream and gotcha!LocalSEO.



RESULTS

25,167 website visitors attracted from Google Ads, 587 new users from gotcha!Places, 868 new users from gotcha!Stream.



ECOGREEN LAWN CARE

<https://ecogreenlawn care.com/>



EcoGreen Lawn care was looking to increase their website visits and conversions.

We ran Google Ads and Facebook Ads Campaigns, as well as deployed our programs gotcha!Stream, gotcha!Places and gotcha!LocalSEO. They achieved amazing results with a 300% increase in website visits, phone calls and conversions.



OBJECTIVE

To increase website visits, phone calls and conversions.



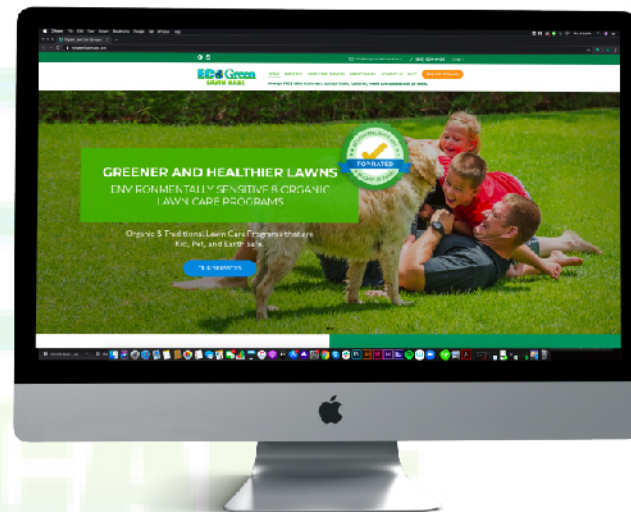
STRATEGY

We implemented Online Advertising and our proprietary products.



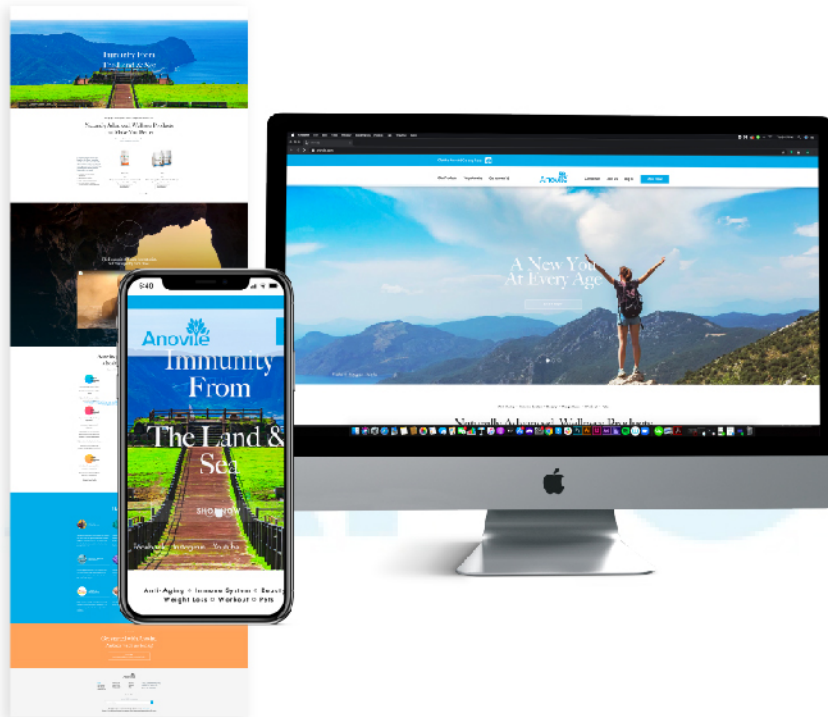
RESULTS

50% Increase in organic search traffic & 300% increase in conversions from organic channels.



WEB DEVELOPMENT | ANOVITE

<https://anovite.com/>



Anovite needed a new, modern e-commerce website to replace their existing one.

We built a really elegant website, showcasing their products with an energetic look and feel, representing the true brand experience.



OBJECTIVE

Anovite wanted to increase sales.



STRATEGY

They decided they needed a new website with e-commerce capabilities.

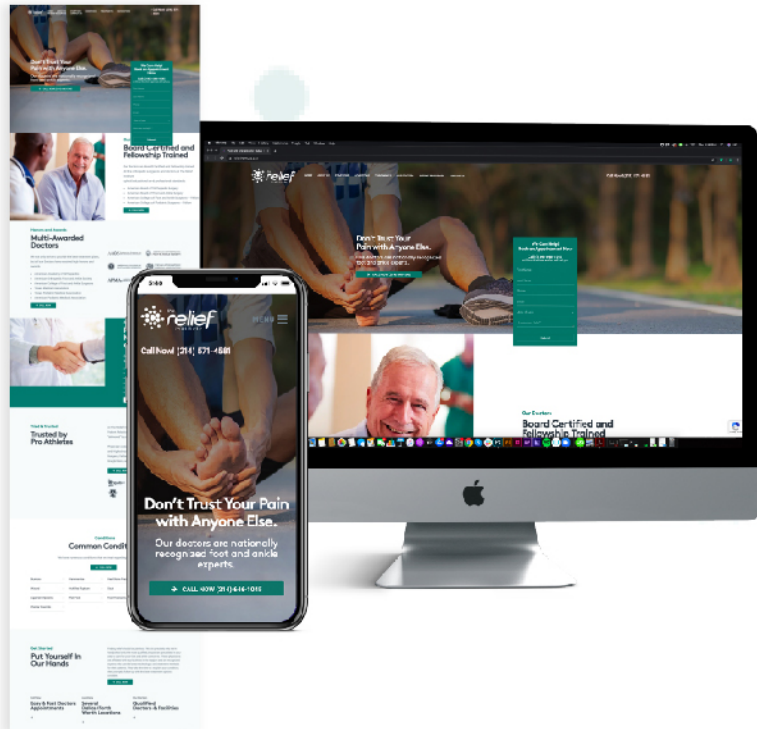


RESULTS

We built Anovite a website to truly represent their brand.

THE RELIEF INSTITUTE

<https://reliefinstitute.com/>



The Relief Institute wanted a new website to help them better position themselves as the leader in their field.

We delivered a massive website, optimized in the foot and ankle medical field. We also helped create a system for patients to find foot and ankle doctors near them, and we marketed a subscription program, as well, for doctors to find more patients. The results were phenomenal.



OBJECTIVE

The Relief Institute wanted to position themselves as the leader in providing pain relief.



STRATEGY

They chose to do this by building a new website, by using Online Advertising, gotha!Stream, gotha!Places and gotha!LocalSEO.



RESULTS

145% increase in organic visits per month & 120% increase in search conversions.

UROLOGY OF VIRGINIA

<https://www.urologyofva.net/>



Urology of Virginia needed a boost to their rankings.

We cleaned up their on-page SEO and utilized our proprietary products, gotcha!Stream, gotcha!Places and gotcha!LocalSEO, to increase their online exposure.



OBJECTIVE

Urology of Virginia wanted to attract more patients.



STRATEGY

We Cleaned their On-page SEO as well as implemented our proprietary products - gotcha!Stream, gotcha!Places and gotcha!LocalSEO.

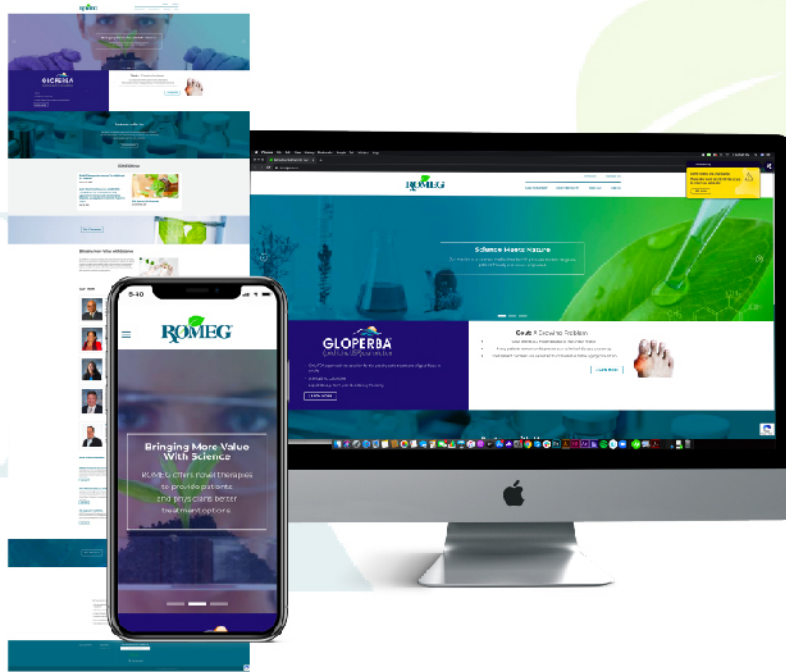


RESULTS

Organic traffic increased by 250% & scored a 110% increase in conversions from SEO

WEB DEVELOPMENT | ROMEG

<https://romegrx.com/>



Romeg needed a new website to get FDA approval of their product GLOPERBA®.

We created a website that showcased the value and quality of their product, GLOPERBA®, while following the guidelines given by Romeg and the FDA.



OBJECTIVE

The client needed to get FDA approval for their product GLOPERBA®.



STRATEGY

To build a website.

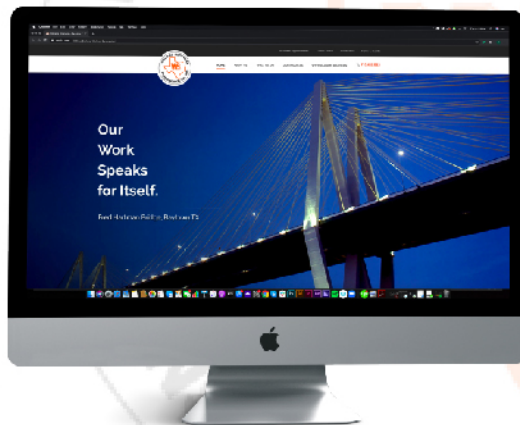
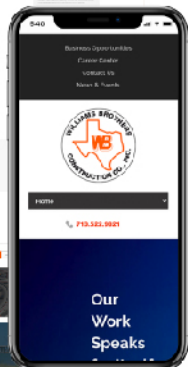


RESULTS

The product GLOPERBA® got approved.

WEB DEVELOPMENT | WILLIAMS BROTHERS

<https://wbctx.com/>



The Williams Brothers' website was outdated, and they needed something new.

We built their website from the ground up with an emphasis on their past projects, and displayed the company as an authority in construction.



OBJECTIVE

Williams Brothers needed a new online look.



STRATEGY

We built them a website showcasing their work and experience.



RESULTS

90% increase in organic search traffic & achieved 140% increase in High Ranking Keywords.