



# Capabilities **Deck**

DIGITAL&.



# DIGITAL&'S JOURNEY



**2009**

FTI Consulting

**2011**

BGT Partners

**2016**

RK3 Digital - Founded

**2010**

Resolution Media

**2013**

PricewaterhouseCoopers

**2023**


DIGITAL& - NEW BRAND





**DIGITAL**

"DIGITAL" is the core of who we are as a Digital Marketing Agency. We are made of DIGITAL marketing experts that help businesses maximize their return on investment (ROI).



**&**

The "&" symbolizes and highlights our client-centric and collaborative approach with our clients. The "&" represents "YOU" (i.e. our clients) and makes YOU an integral part of what makes us DIGITAL&.



Our distinctive "red dot" symbolizes a "bullseye" and represents our unwavering commitment to excellence & achievement.

COMBINED TOGETHER, THESE THREE COMPONENTS CREATE **DIGITAL&.**





# WHAT MAKES US DIFFERENT?

Holistic Strategy

01

Streamlined  
Communication

02

Centralized  
Reporting

03

Faster Execution

04

Cost Efficiency

05

06

Better Integrations

07

Efficient Resource  
Allocation

08

Consistency in  
Branding

09

Deeper  
Understanding

10

Long-Term  
Relationships

STRATEGY • DESIGN  
DIGITAL MARKETING  
ANALYTICS

## OUR PROMISE

We promise to focus on delivering measurable results that maximize our clients' return on investment (ROI).

DIGITAL&





# HOW **WE THINK**

## **WE TAKE AN OWNER'S PERSPECTIVE**

Every decision we make is fueled by the question,

**"If we owned this business,  
what would we do?"**



**DIGITAL&**





# OUR CORE VALUES

## TRUSTWORTHY

At DIGITAL&, trust, honesty, and integrity drive our success and build a strong industry reputation.

## ACTION-ORIENTED

DIGITAL& emphasizes proactive action, tackling challenges and seizing opportunities to achieve measurable results and attain our goals.

## ENTREPRENEURIAL

DIGITAL& cultivates an entrepreneurial mindset, embracing creativity, proactivity, and calculated risks to excel in a constantly evolving industry.

## GROWTH-MINDED

Emphasizing continuous learning and adaptation, we embrace feedback, change, and new ideas throughout our organization.

## ACCOUNTABLE

DIGITAL& values accountability, owning mistakes, learning from them, and fostering trust and strong relationships with clients and colleagues.

## COMMITTED TO EXCELLENCE

DIGITAL& strives for exceptional quality, continuously improving processes and services to exceed customer expectations.





# DIGITAL&'S **PROVEN** PROCESS

Our step-by-step approach we follow to maximize our clients' ROI

## 01 DISCOVERY

- Initial questionnaire
- Discovery call
- Signed agreement
- Kickoff meeting
- And more!

## 02 STRATEGY

- Brand strategy
- Goal setting
- KPI identification
- Keyword strategy
- And more!

## 03 DESIGN & DEVELOPMENT

- Brand design & development
- Mood board
- Brand guide
- Logos
- And more!

## 04 ANALYTICS & MEASUREMENT

- Account setup and integration
- Custom analytics setup and implementation
- Funnel setup
- And more!

## 05 DIGITAL MARKETING

- PPC campaigns
- Remarketing campaigns
- Social media marketing
- SEO
- And more!





## PARTIAL CLIENT LIST







# WEB DESIGN & DEVELOPMENT

## CLIENT

Schachne Architects & Builders

## LOCATION

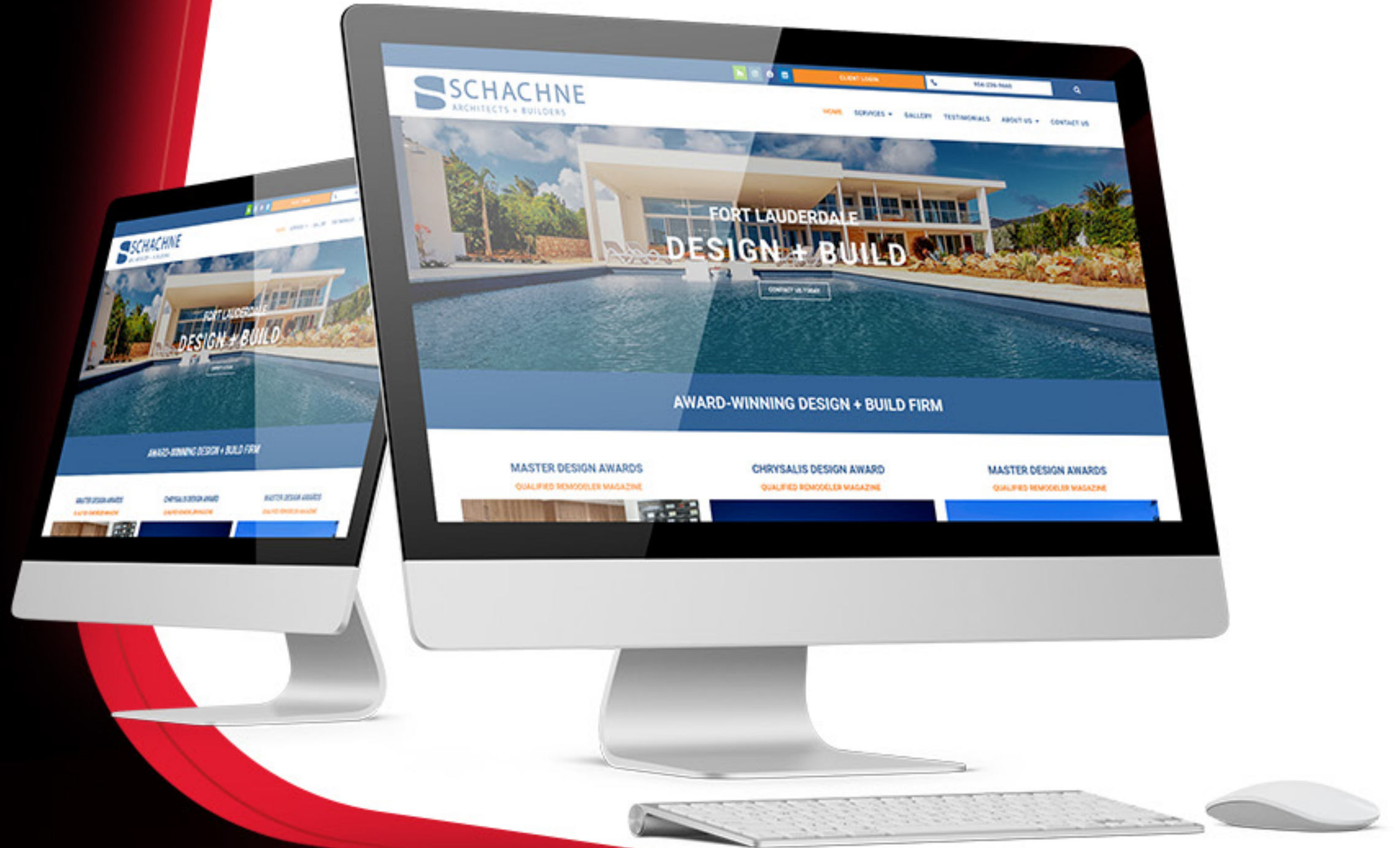
Florida

## EXPERTISE

Design & Build

## TARGET AUDIENCE

Customers looking to design & build a new home





# BRAND GUIDES

## CLIENT

Aayu Clinics

## LOCATION

Illinois

## EXPERTISE

Primary Care Clinic

## TARGET AUDIENCE

Patients looking for a new primary care physician







# PAID SEARCH

## CLIENT

Schachne Architects & Builders

## LOCATION

Florida

## EXPERTISE

Design & Build

## TARGET AUDIENCE

Customers looking to design & build a new home







# DIGITAL MARKETING STRATEGY

Portfolio

- 01 Multi-Channel
- 02 Design-Focused
- 03 Data-Driven







# ANALYTICS & MEASUREMENT

## Portfolio

- 01 Monthly Dashboards
- 02 Custom Funnel Report
- 03 Advanced Web Analytics Tracking







# SOCIAL MEDIA MARKETING

**CLIENT**

Talamore Senior Living

**LOCATION**

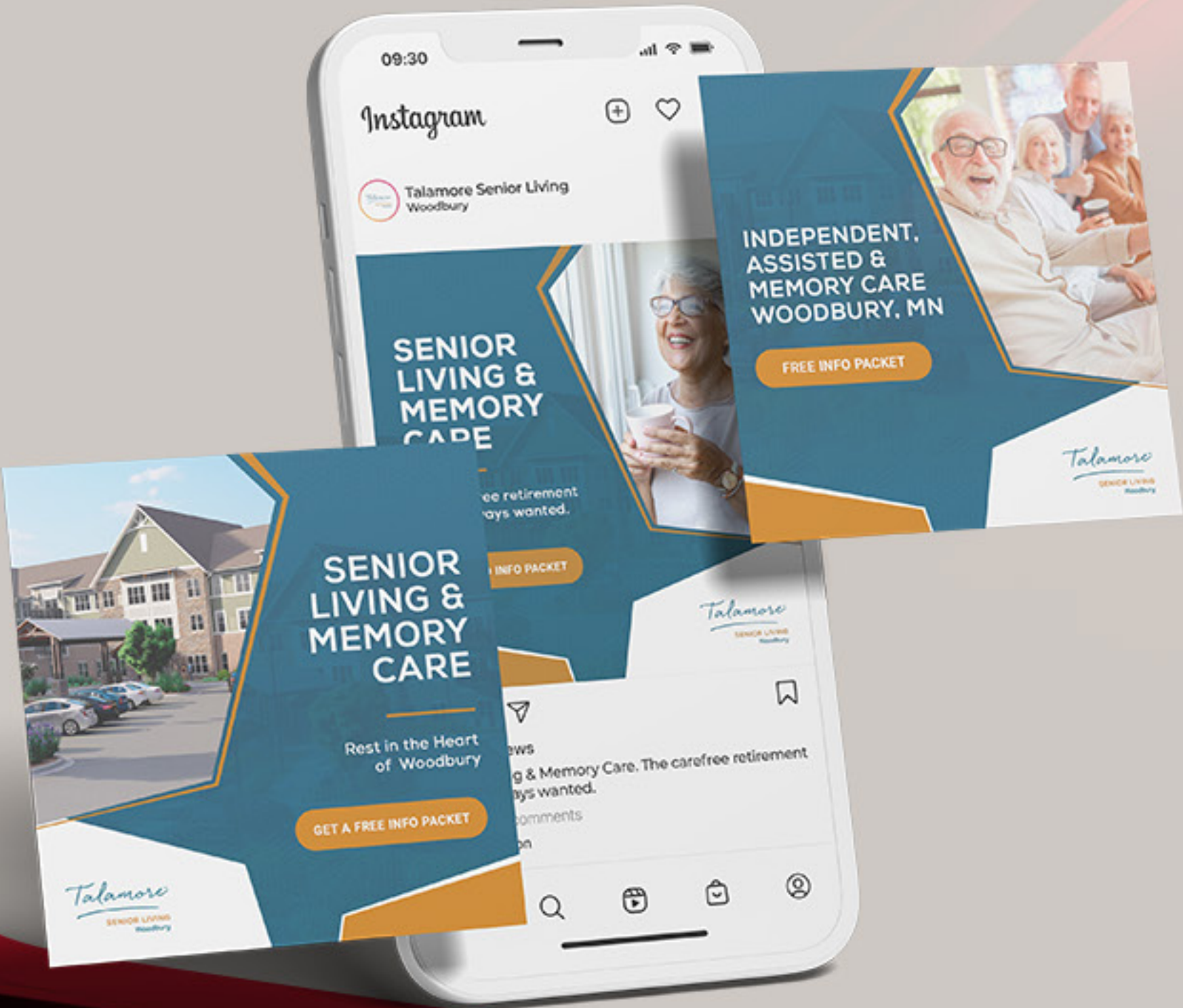
Woodbury

**EXPERTISE**

Senior living care

**TARGET AUDIENCE**

Residence looking for a senior living facility







# CUSTOM LANDING PAGES

## CLIENT

Chicago COVID

## LOCATION

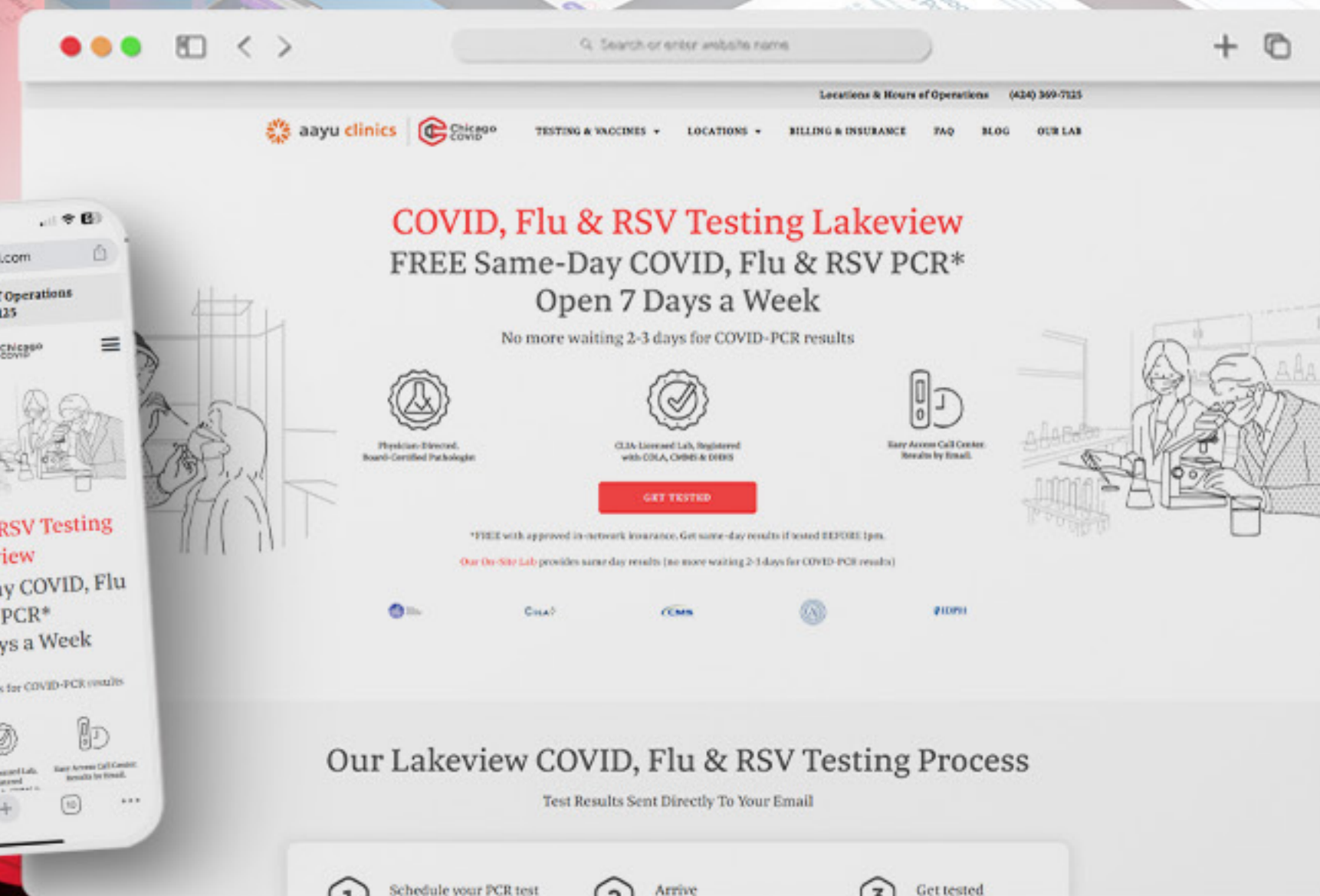
Illinois

## EXPERTISE

COVID Clinic

## TARGET AUDIENCE

People looking to get  
COVID testing







## SEO

### Portfolio

- 01 Monthly Keyword Ranking Reports
- 02 Keyword Research
- 03 Monthly Traffic Dashboards







# CONTENT MARKETING & STRATEGY

## CLIENT

Northern Lites Snowshoes

## LOCATION

Colorado

## EXPERTISE

Snowshoes

## TARGET AUDIENCE

Someone looking to buy snowshoes







# REMARKETING BANNERS

## CLIENT

NorBella Senior Living

## LOCATION

Minnesota

## EXPERTISE

Senior Living

## TARGET AUDIENCE

Residence looking for senior living facilities







# EMAIL MARKETING

## CLIENT

Schachne Architects & Builders

## LOCATION

Florida

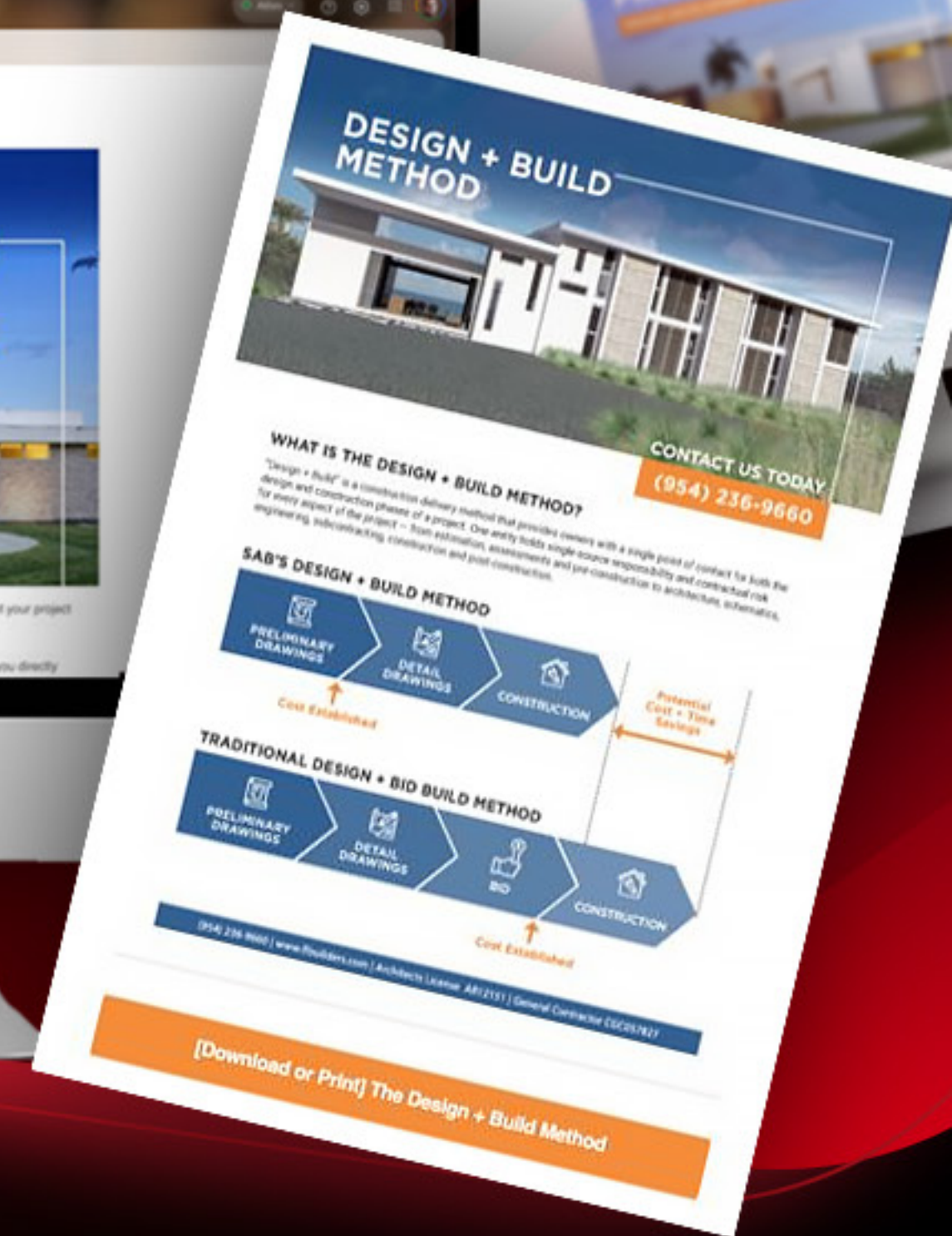
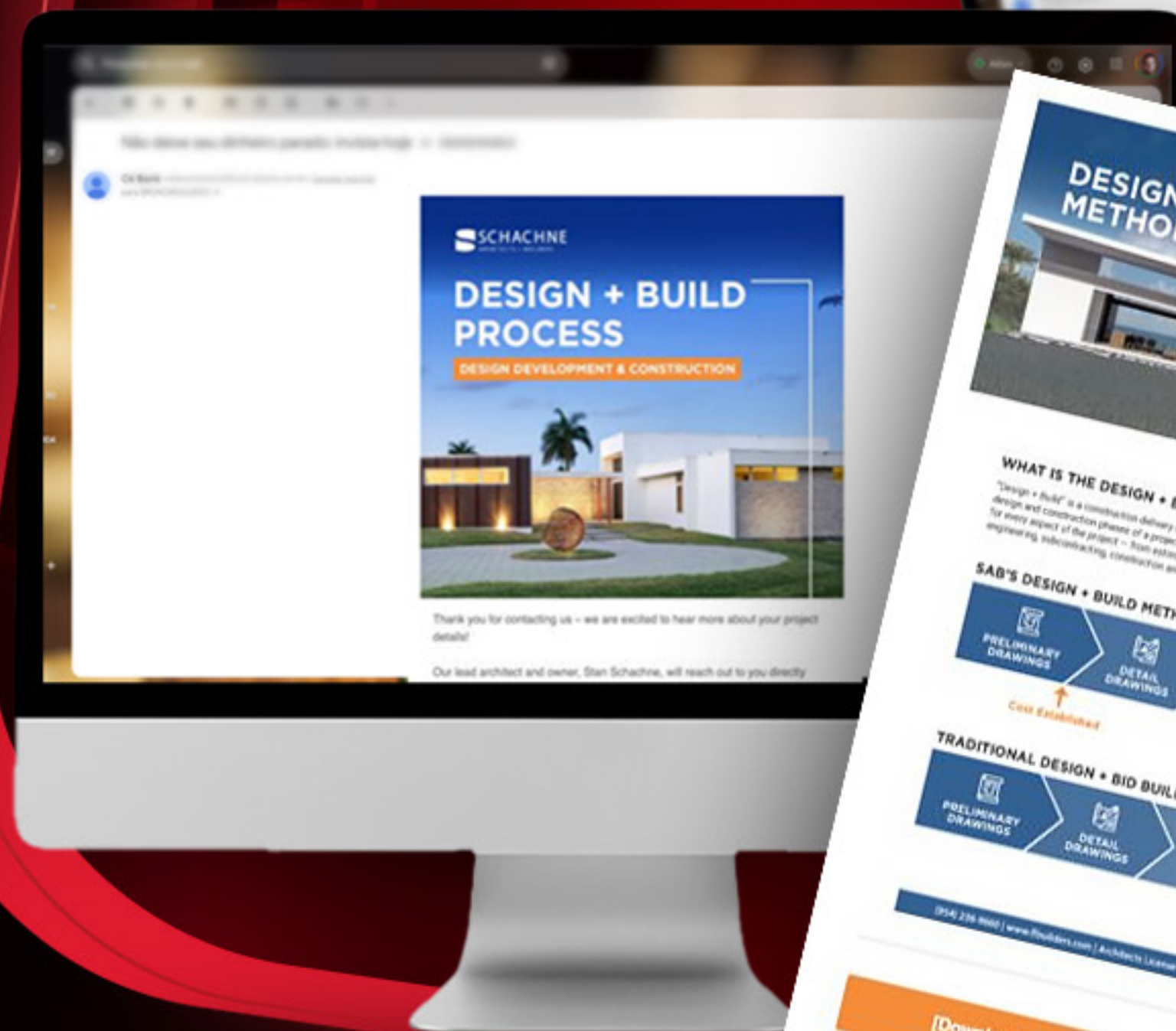
## EXPERTISE

Design & Build

## TARGET AUDIENCE

Customers looking to design & build a new home

Portfolio





# NEWSPAPER & POSTCARDS

## CLIENT

The Glenn Hopkins

## LOCATION

Minnesota

## EXPERTISE

Senior living care

## TARGET AUDIENCE

Residence looking for a senior living facility





# CLIENT

## LOCATION

## EXPERTISE

## Senior living care

## TARGET AUDIENCE

## Residence looking for a senior living facility







## WHAT OUR CUSTOMERS ARE SAYING...

### Reviews

After 10 years of being in business our corporate event company decided it was time for a full brand refresh. To successfully accomplish this, we knew we needed an extremely competent web design and marketing company. Enter RK3 Digital and less than a year later we have a brand new logo, website, and digital marketing strategy.

Working with Ryan and his team to create and implement the above has been a seamless process. He was consistently a step ahead and his response time to questions and or concerns was almost immediate. Ryan's wealth of knowledge was a huge asset in making key decisions that would impact our brand.

Ryan creatively designed and thoroughly explained his marketing plan to our team. Though still in the early stages, we are all very excited to see where it goes. So far the response has been incredible. A big thank you to the RK3 Digital team! We love our fresh new branding and look forward to our continued partnership.

**JESSICA B., COTC**







## WHAT OUR CUSTOMERS ARE SAYING...

### Reviews

Ryan has vast knowledge of marketing and specifically Search Engine Marketing. He was a great asset to the team and did a great job overseeing the project. Would strongly recommend him to any business!

**STEPHEN C.,  
FINANCE OF  
AMERICA REVERSE**



Working with DIGITAL& is the best decision I have made for my business. RK3 is very quick to reply to my emails and listens to my thoughts and concerns and then he makes it happen. I have learned a lot working with them and you will not regret hiring DIGITAL&.

**DEREK W.,  
INDIANA TREE COMPANY**



**DIGITAL&**





Thank You

Thank **You**