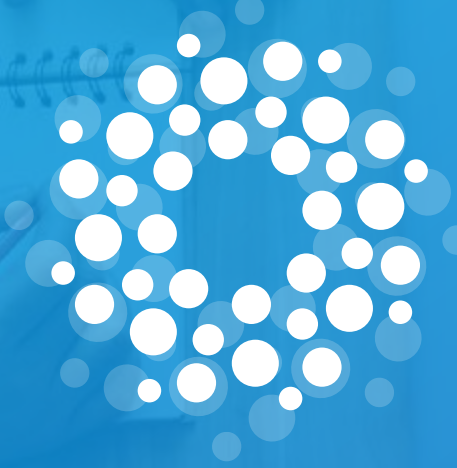


INNOVATIVE DIGITAL MARKETING SOLUTIONS

Share your message.
Engage your audience.



Scopic

scopicsoftware.com

Reach Your Full Potential.

Partner with Scopic's digital marketing experts to empower your team to exceed their sales targets.

Variety is in our genes. Our digital marketing experts listen to your ideas and strategize a plan of action specifically tailored to your businesses needs.

[FREE CONSULTATION](#)

We embrace the individual needs of each client, offering a variety of services, including:

SEO/ASO

Social Media Campaigns

Video Production

Copywriting

PPC

Landing Pages

14+
years

13+
industries

1000+
projects

600+ web, **200+** mobile, and **150+** desktop apps developed, designed and marketed to reach our clients' goals.

Tap into our marketing expertise and watch your business soar.

We can help you:



Develop extensive marketing strategies tailored to your niche



Optimize your website to stand out from the crowd



Build long-term partnerships



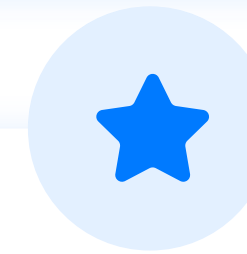
Create long-lasting product buzz



Drive more traffic to your website



Convert more leads to customers



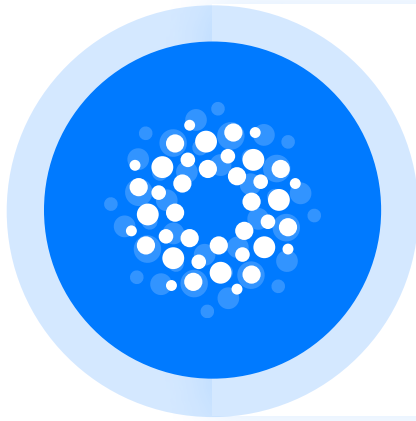
Boost the visibility of your brand



Grow your community following



Transform your ideas into reality by ensuring your voice is heard. Let your message ring loud and clear in the ears and eyes of your target audience.



Work with Scopic to maximize your potential and set your business apart. We know just what you need to bring your brand to life online.



Ensure your ideas succeed. Boost your small to midsize company's growth with industry leading digital marketing strategies that stand the test of time.



Unlock more doors. Enter new markets.

Join forces with Scopic and prepare to thrive online. Here's how we can help you reach your goals...

You name it. We do it.

Find the expertise and services you need to reach your target market with the right strategy, at the right time.

SEO

ASO

Amazon Store Optimization

PPC

App store ads, Google Ads, social media ads, Quora ads.

SMM

Social media pages creation, optimization and growth, influencer marketing

Content

Landing pages creation, blog post writing, website copywriting, ebooks

Design

Brochures, flyers, print materials, app screenshots, website design, app design

Video Production

2D animated videos and stock footage videos, storyboards, narration and voice over

Outreach

Media outreach, partnerships, blog outreach, podcasts outreach

Lead Generation

Specialized websites and platforms, Product Hunt campaigns

Email Marketing

Marketing Audit

Competition and Market Research

Marketing Strategy

Custom Marketing Strategy

Outsmart your competition. Reach your target market.

1

Perform Detailed Market Research to:

- Truly understand your audience
- Analyze your competition
- Dive deep into marketplace trends

2

Conduct a Marketing Audit to:

- Evaluate the success of your current marketing strategies
- Identify areas to improve upon
- Decide which alternative tactics to employ

3

Create a Custom-made Marketing Plan to:

- Determine your long-term and short-term goals
- Execute new strategies effectively and on time
- Easily measure the results of new initiatives against your goals



Learn more in this
Free SEO Guide

DOWNLOAD

SEO

(Search Engine Optimization)

Increase visibility and whip your website into shape with:



Content Analysis



Content Optimization



Link Building



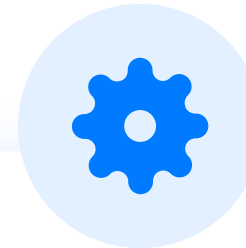
Website Speed



Local Search



Full SEO Audit



Technical Optimization






Grow your community following

ASO

(App Store Optimization)

Be found. Be loved. Be downloaded!

-  App Store Search
-  Google Search
-  Referrals

Stand out from the App Store crowd by optimizing your product on both the Apple Store and the Google Play Store.

Work with Scopic to ensure:

- Unique and memorable titles
- Engaging short and long descriptions
- Eye-catching images, screenshots and app preview videos
- Keyword-enhanced content

And much more!



Gain more

ASO insights

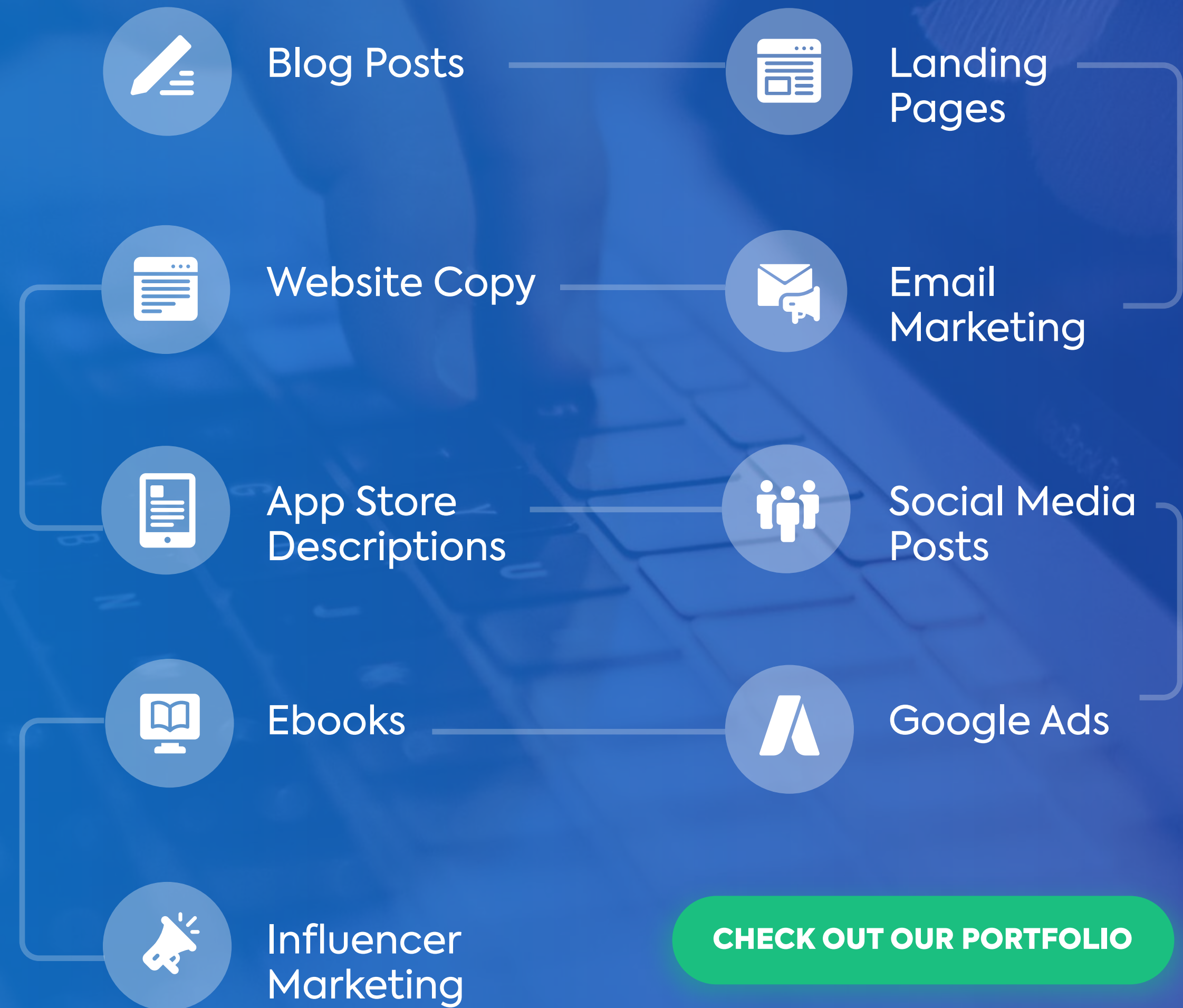
DOWNLOAD

Copywriting

Content is king!

Drive more traffic with compelling copy that encourages action and engagement from your target audience.

Share your vision and we'll write it with passion. Limitless creativity, available on tap. No matter your time zone, industry or format requirements, our expert marketers and native copywriters are at hand to help with:



Social Media

Increase your following through:



- Need help setting up your social media pages?
- Looking to optimize and grow your following?
- Want to engage a network of top industry influencers?
- Hoping to increase brand credibility and make sure your product is found?
- Need support writing, designing and posting regularly?
- Want to leverage social media ads more effectively?

We've got you covered.


[CONTACT US](#)

Find out
How it works
DOWNLOAD

Google Ads and Beyond

Define your goals and work with Scopic to select the right media cost model to suit your company's specific needs. From CPM to CPV, CPC to CPA, we help optimize your Google Ads and drive targeted traffic straight to your website or landing page.

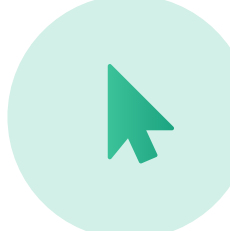
Your Google certified partner, at hand to **research, write, bid, create** and **monitor** your Google Ads to **increase your online visibility**.



Cost per View
Increase video views




Cost per Mille Raise brand awareness



Cost per Click Drive more traffic



Cost per Acquisition
Increase sales



Cost per viewable mille
Pay for what's viewable

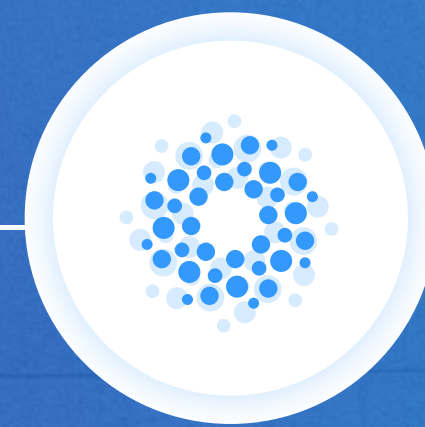
Let's work together and unlock your full potential.

Media Outreach

Making your outreach campaigns effective and memorable in three simple steps:



We put all our options on the table and brainstorm with you to identify the best approach for your specific needs.



We draw up an outreach plan to reach industry influencers, bloggers, media outlets, potential partners and more.



Execution Time! We draft out killer custom messaging and approach your target to generate long-lasting business relationships.

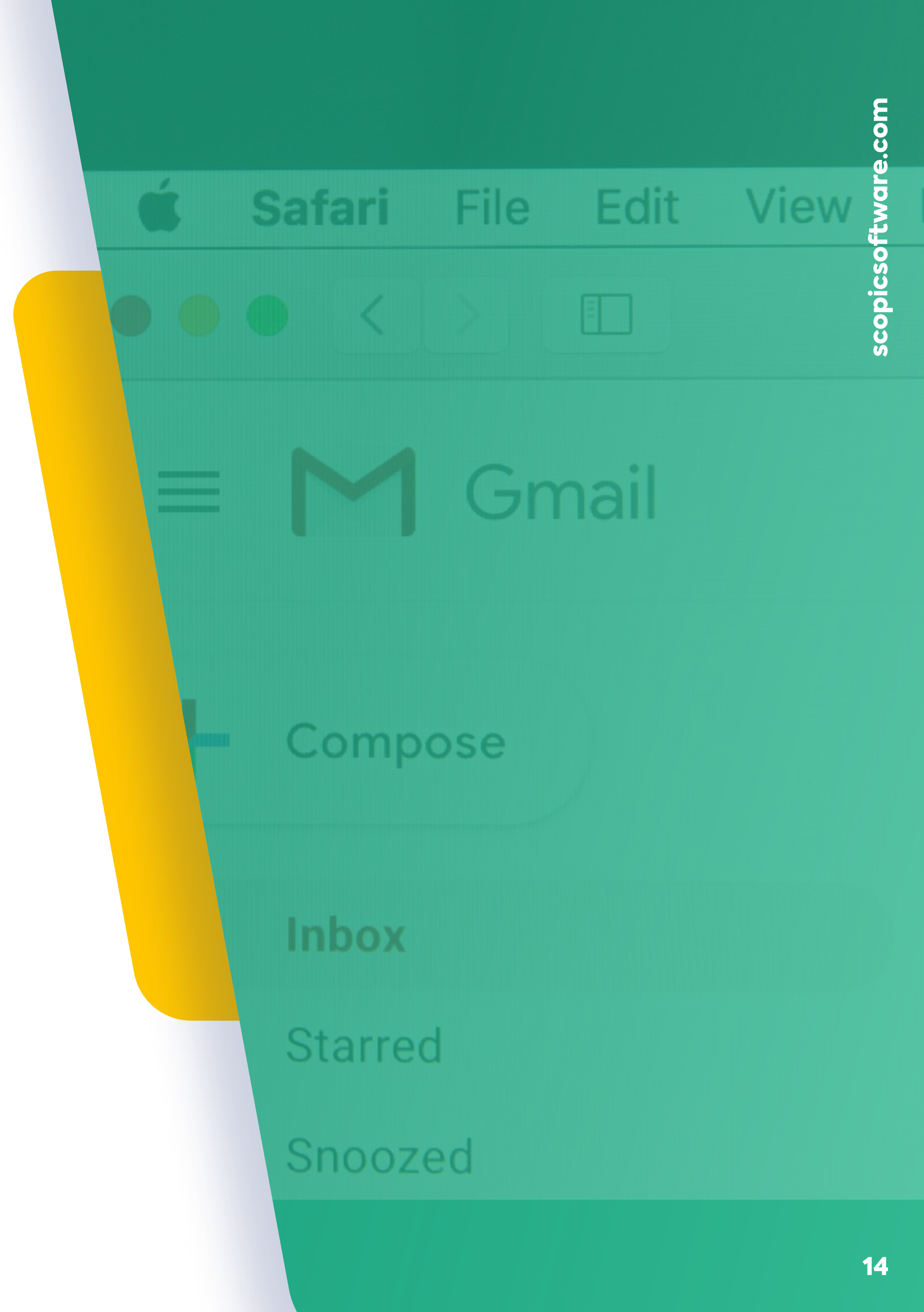
From **guest blog features**, to **influencer partnerships**, from **external newsletter features** to **podcast interviews**... whatever you need to strengthen your outreach, we know what it takes to get **real results**.

Email Marketing

Define your audience. Set your goals. And create targeted email campaigns that resonate with your specific audience.

At Scopic we know how to prepare engaging content of value, maximize your open and click rates, monitor campaign progress and make strategic changes based on concrete results.

Let's join forces to ensure your emails reach **the right people**, at **the right time**, with **the right content**.



Lead Generation

Feed your sales pipeline with a constant stream of hot leads.

We know what you need to convert more high quality leads and dramatically boost sales.

“In just a few months, organic web traffic increased by 20%, software downloads rose by 50%, and sales amounts measurably improved.”

Dave Rozewski, Owner and Founder of SketchList Inc.

At Scopic, we know what works and what doesn't.



From effective CTAs to dedicated landing pages linked to specific ads and optimized for conversion



From multi-channel marketing to tailored content creation and specialized lead generation platforms



From engaging social media campaigns to automated email marketing schemes



From finding industry specific and specialized lead generation platforms to the creation of targeted contact lists

Video Production

**Gain your audience's attention.
Earn their respect.**

Engaging your target market with video will significantly increase your chances of being heard. Say it in written form and your readers will retain 10%. Share it in video and your viewers will retain 95%.

So why not tap into Scopic's video production services and reach your full potential with:

2D

2D animated videos



App preview videos



Narration and voice over



Stock footage videos

Why Market with Scopic?

Industry expertise

Over 14+ years experience innovating industries and spreading our clients' messages far.

Budget versatility

Working to different budgets, implementing the marketing strategies that work best within your project's scope.

Control over spend

Our transparent workflow gives you increased visibility. We set weekly time limits, and provide regular updates and reports.

Results oriented approach

We value your goals and work hard to exceed your expectations; tracking milestones and outcomes to gain measurable results.

Innovative companies like yours partner with Scopic because of our:

Tailor-made and unique approach

Adapting our marketing strategies to the specific needs of your company and industry to reach optimal success.

Attention to detail

Uniting your vision with your audience, we ensure your brand is marketed to the highest quality, with your voice always shining through.

All-in-one solution

Journeying with you beyond your marketing needs. From software development to graphic design, we can help you develop and transform your ideas too.

“Awesome team to work with! Fast and very responsive.”

Boni Muti, Owner of PreshaWash

Take the headache out of marketing. Partner with Scopic and increase the power of your online presence.

Let us be the bridge that sparks engagement between you and your future customers.

It's time to work together to let your voice be heard, to let your products shine, to boost your conversions online.

[LET'S GET STARTED](#)

Working with Scopic: Clients' Perspective

“Comparing our project before Scopic’s involvement is as different as night and day. We’ve added so much capability and continue to innovate every day.”

“Scopic has been an invaluable partner in helping to gain visibility for our brand. They have provided excellent strategy, content and execution.”



Working with Scopic: Clients' Perspective



At Scopic we believe in more than just outstanding results. We believe in building partnerships that last.



Stimulate your audience's interest and optimize results by using the right tools at the right time.

At Scopic technology is in our veins. We keep on top of the best techniques and tap into the following tools to strengthen client campaigns:



SEMRush



Apptweak



MailChimp



AgoraPulse



Sendgrid



Climchamp



Instapage



Google Ads and Analytics

“I was impressed by their ability to understand my initial concept. We’ve seen about 10,000 downloads since we launched last summer.”

Kenneth Leaser,
Owner and Founder of Recipe IQ.

Our Favorite Tools

The secret to our growth lies in knowing what tools to leverage and when.

The logo for Agora Pulse, featuring the word "agora" in orange and "pulse" in white on a dark grey background.The logo for Instapage, featuring a white icon of a window and the word "Instapage" in white on a dark blue background.The logo for SEMrush, featuring a stylized orange and red flame icon above the word "SEMRUSH" in orange.The logo for Mailchimp, featuring a black and white monkey head icon next to the word "mailchimp" in black.The logo for Yoast, featuring the word "yoast" in green and purple, with the tagline "SEO for everyone" in purple.The logo for Apptweak, featuring a red icon of a document with a checkmark and the word "apptweak" in red.The logo for BrightLocal, featuring a green and black location pin icon next to the word "BrightLocal" in green.The logo for SendGrid, featuring a blue and black grid icon next to the word "SendGrid" in black.The logo for HubSpot, featuring the word "HubSpot" in dark blue with an orange robot head icon.The logo for SmartSheet, featuring a grey icon of a document with a checkmark and the word "smartsheet" in blue.The logo for ActiveCampaign, featuring the word "ActiveCampaign" in blue with a blue arrow pointing right.The logo for UXPin, featuring the word "UXPin" in white on a black background.

Our Certifications

The key to our success lies in our constant search for knowledge.

Combine our certifications with our diverse expertise, and what do you get? A unique marketing team, made up of experienced professionals from around the world.





Ready to rock your online presence?

LET'S GET STARTED



marketing@scopicsoftware.com