Scopic

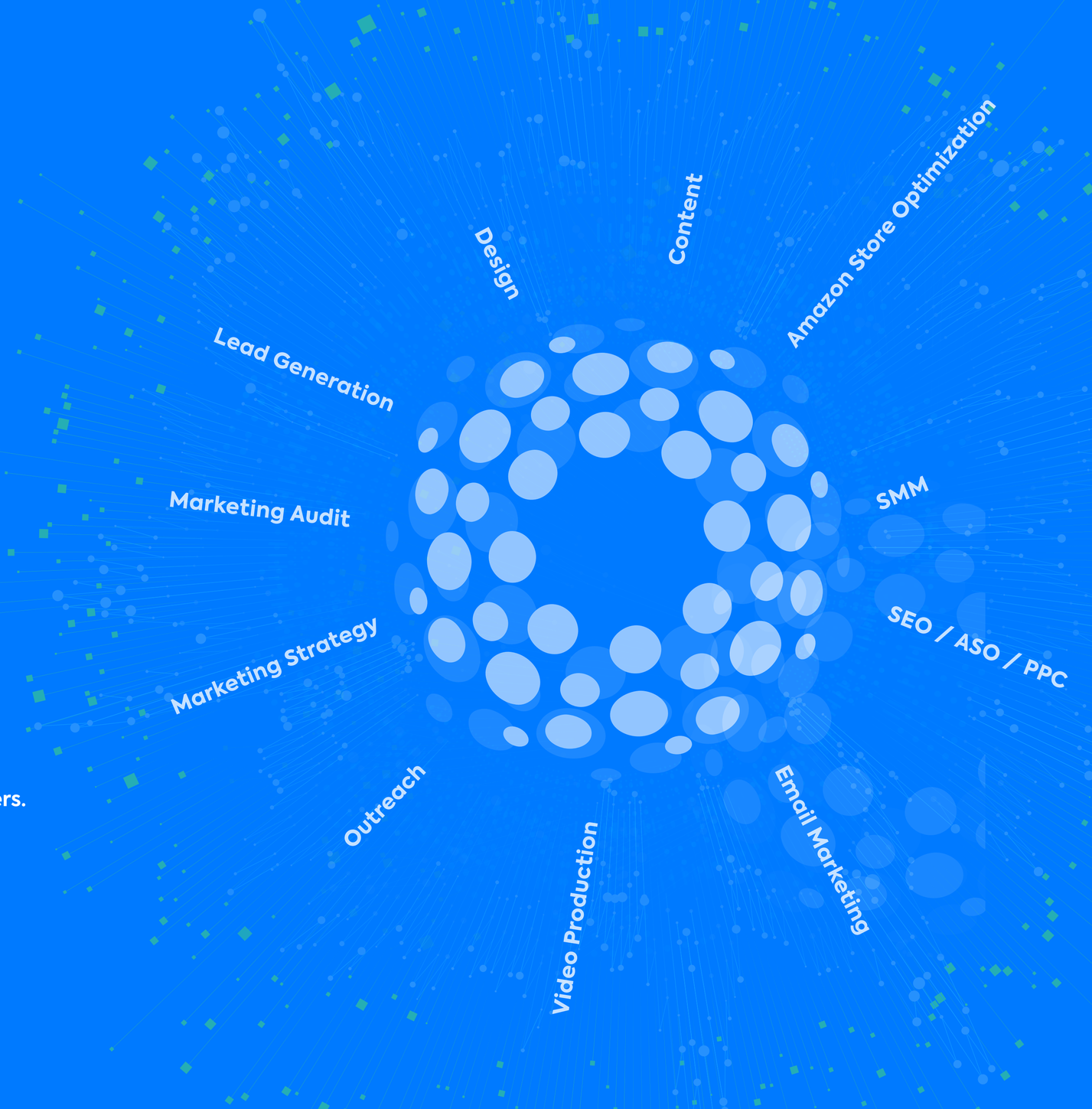
Digital Marketing

At Its Best

Ready to disrupt **your industry** and mesmerize **your target audience**?

Partner with Scopic to **attract, engage** and **delight** your **future customers.**

Innovative marketing solutions – breathing life into your digital ideas, boosting the popularity of your brand.



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Scopic

A Brief Introduction

Founded in Boston in 2006, we have since become one of the largest virtual companies in the world with:

Advanced analytical skills
to optimize your marketing strategies

Over 280+ employees
with diverse digital expertise

A deep understanding
of your digital marketing needs

Versatility and experience
in a variety of different industries

From Medical to Finance, Manufacturing to Health and Fitness — at Scopic we are not limited by industry, geography or technology. Our employees work from around the world to ensure your target audience find, embrace and share their love for your unique brand.

Up-to-date knowledge
of latest tools and marketing best practices

Take your ideas one step further.

Partner with Scopic to:

1. Grow your community following
2. Build long-term partnerships
3. Convert more leads to customers
4. Develop tailored marketing strategies
5. Increase revenue with powerful marketing initiatives
6. Drive more traffic to your website
7. Stand out from the crowd
8. Boost the visibility of your brand

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Take your marketing strategies to the next level.

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

SEO

ASO

PPC

App store ads, universal app campaigns, Google Ads, social media ads, Quora ads

Amazon Store Optimization

SMM

Social media pages creation, optimization and growth, influencer marketing

Email 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

Marketing Audit

Competition and Market Research

Marketing Strategy

A closer look:

From design to digital marketing, SEO to video production, read on to explore some of our project highlights – our expertise, at your fingertips.

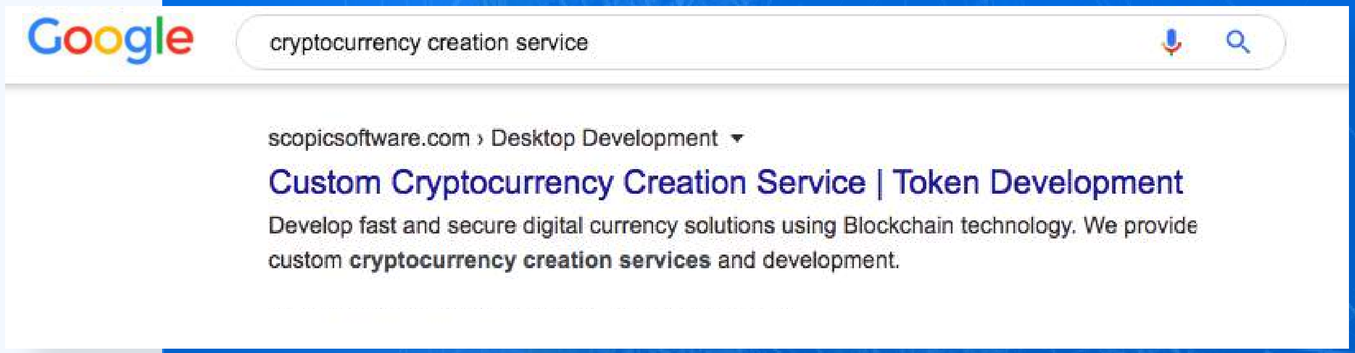
Find, capture and convert your target audience.

SEO

Your website may be full of valuable, eye-catching content, but if you don't follow SEO best practices, your chances of being found are slim-to-none.

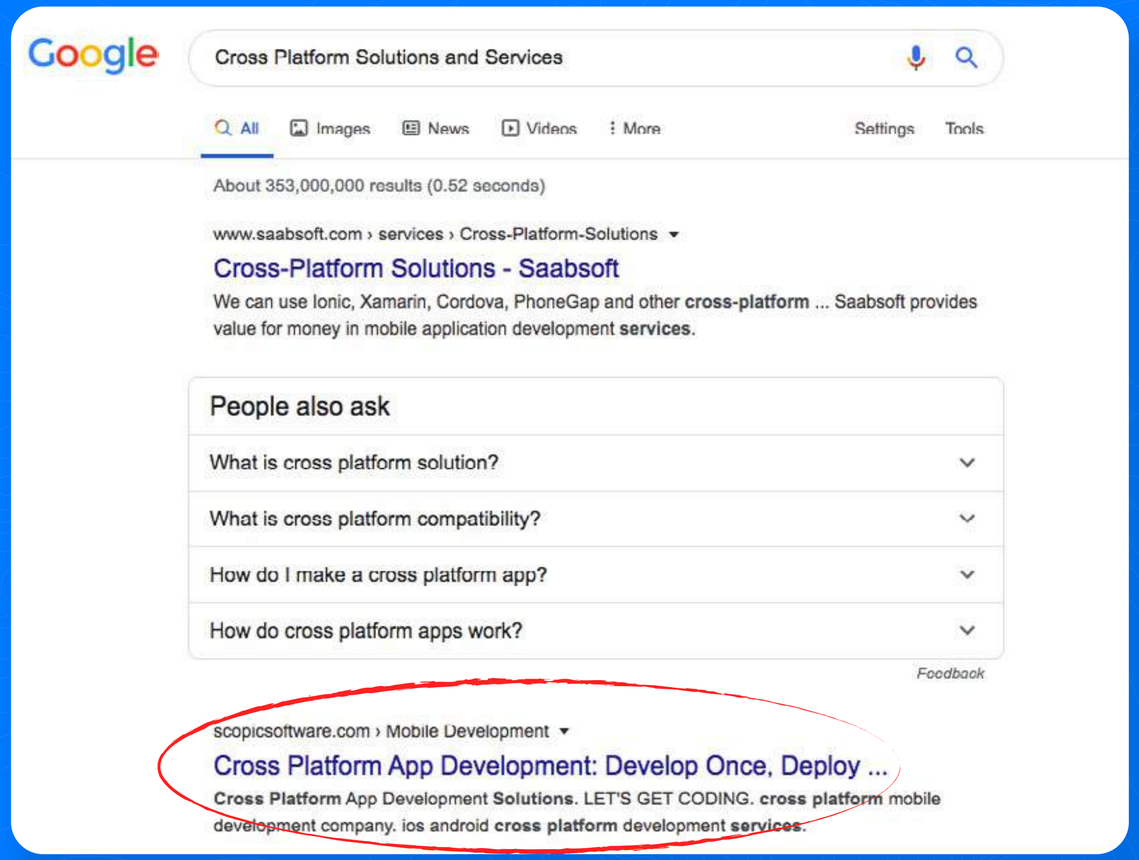
Whip your website into shape by running an SEO audit, analyzing your current content, adding strategic keywords, and using link building to improve your rankings.
Let your strategy do the talking and Google will become a friend, not a foe! With a winning SEO game plan, your website will make it to the first pages on Google's search engine! If we can do it, so can you.

Try searching for **'cryptocurrency creation service'** or **'chatbot solutions'** and you'll see Scopic organically rank on the first page.
If you follow the right steps, Google will vouch for your credibility.



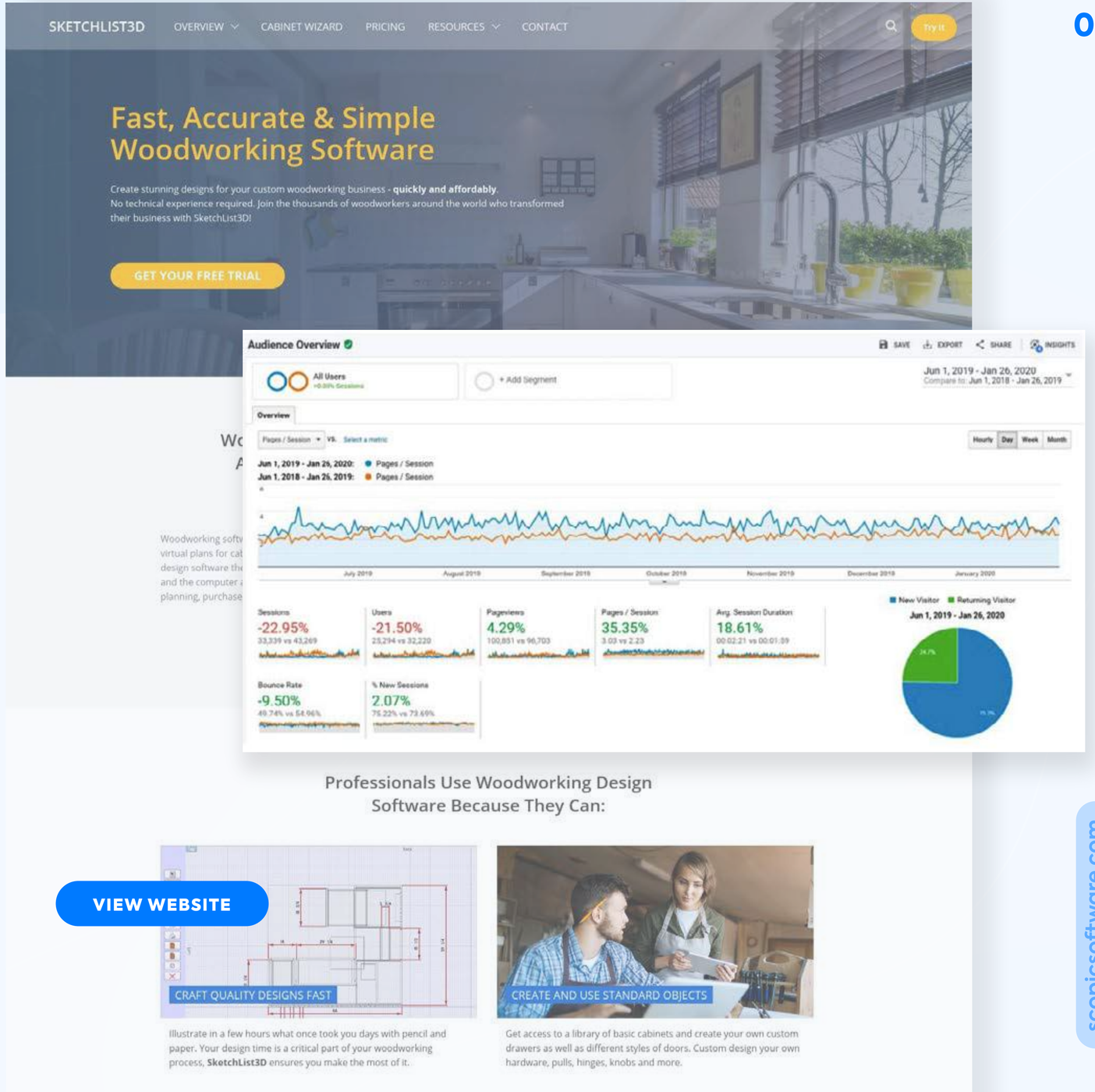
It’s time to empower your audience to find you before you find them.

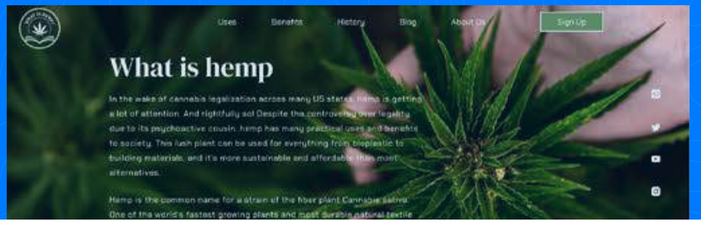
Within four months of creation, our Cross Platform page climbed to the second position on page 1 of Google search results for its focus keywords.

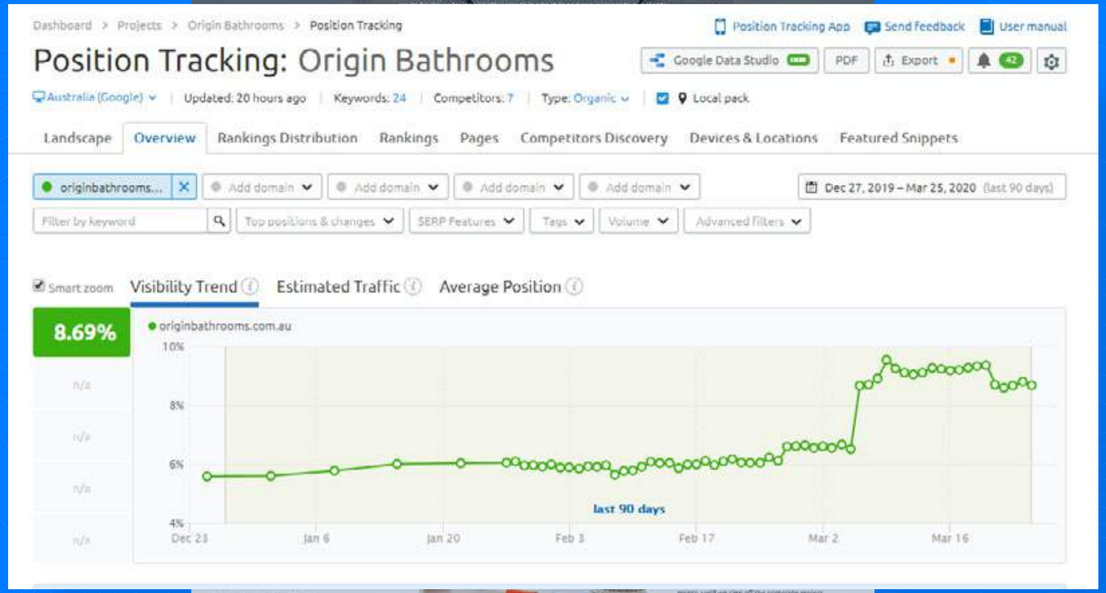


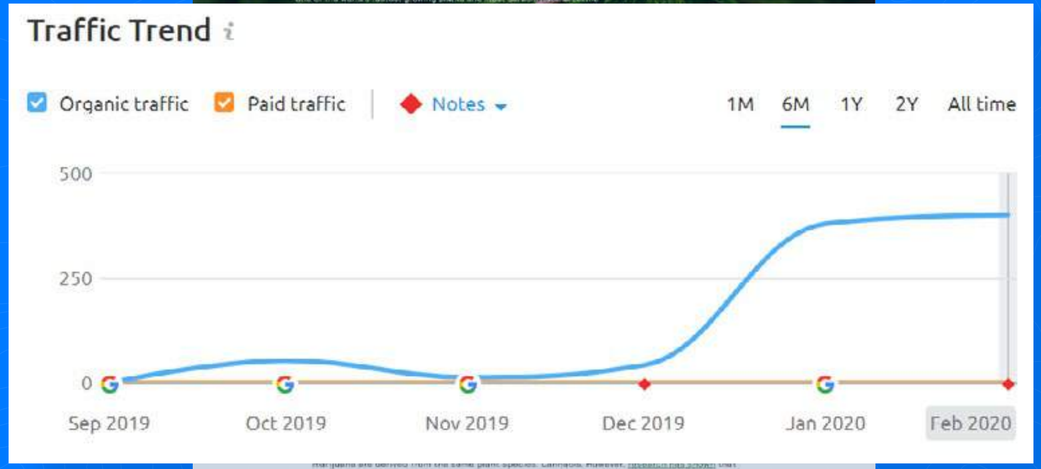
Sketchlist

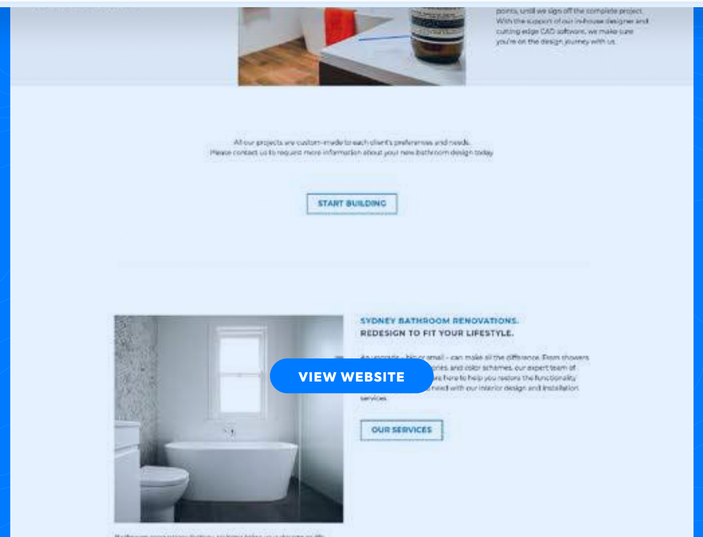
Our client's website ranks on the first page of search results for its main keyword and on the second page for its related keywords. With a killer SEO strategy in place, we increased web traffic and boosted Sketchlist's online presence.

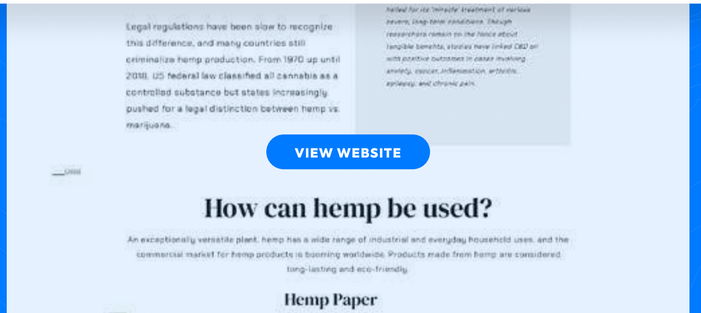












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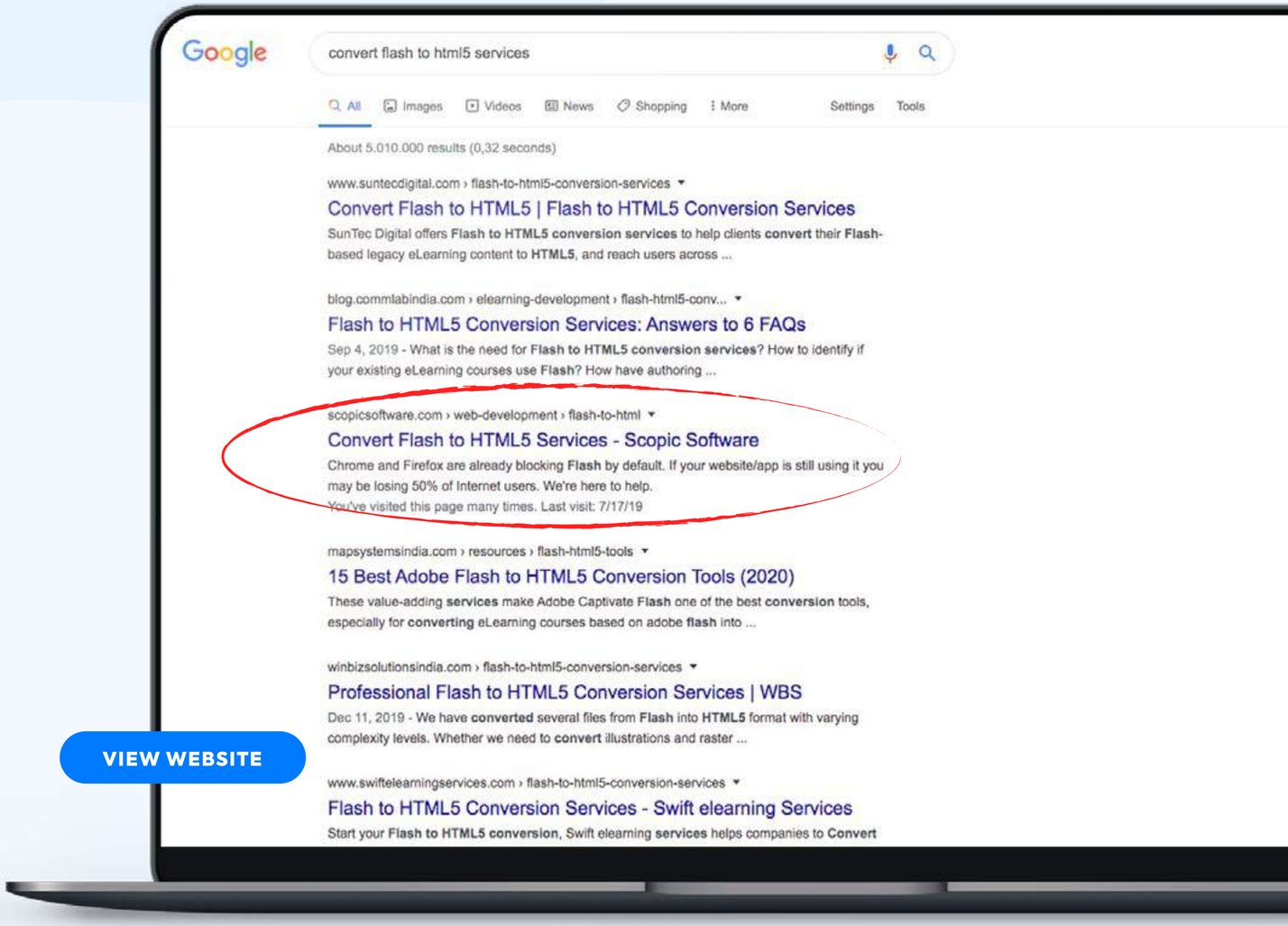
Scopic Flash to HTML5

Currently in the third position on page 1 of Google's search results, this page gathers traffic for a variety of focus keywords relating to Flash to HTML5 conversion.



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Free SEO Guide

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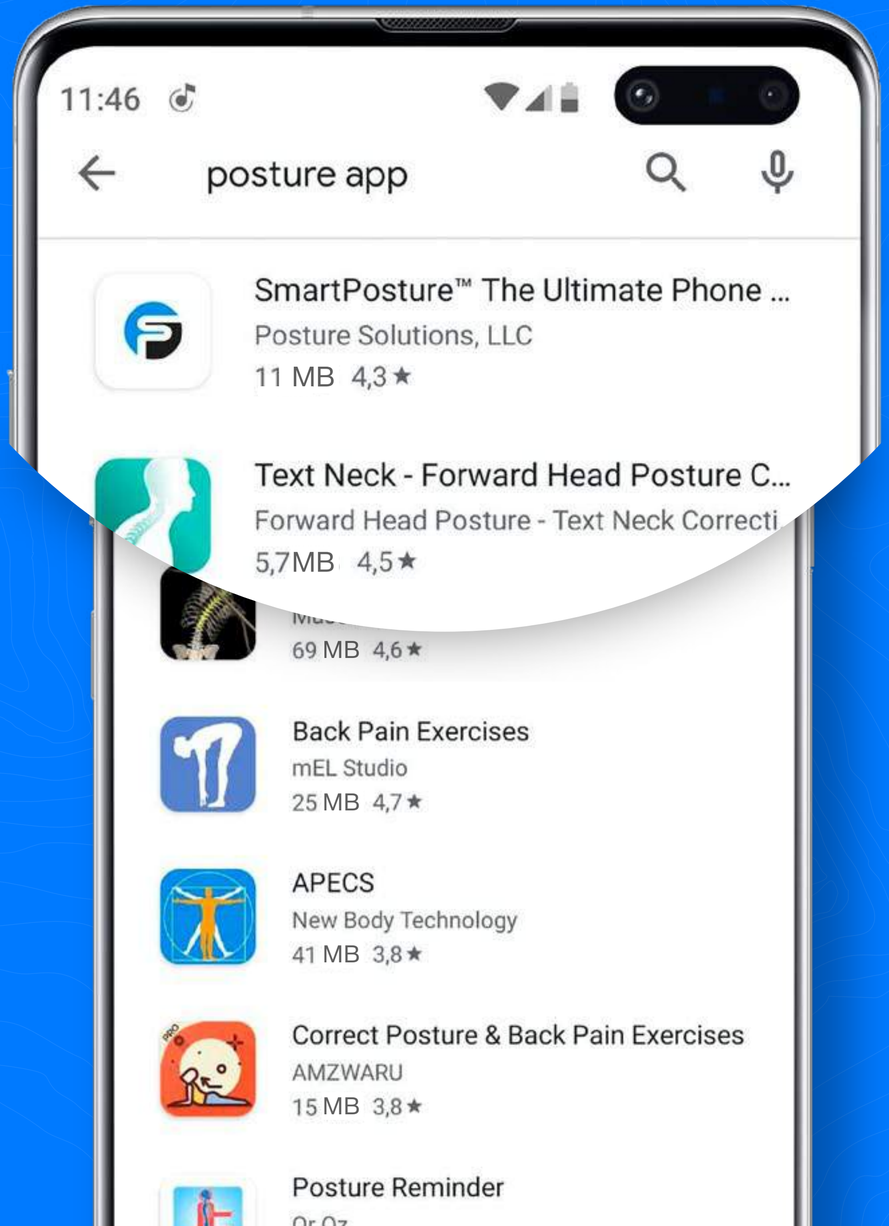
ASO

Boost your visibility and make sure your app stands out from the crowd. Tap into App Store Optimization (ASO) best practices to increase your number of downloads and draw in new users daily.



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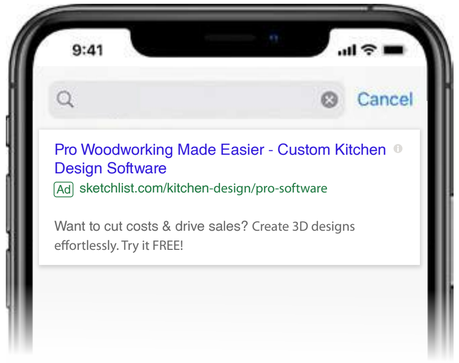
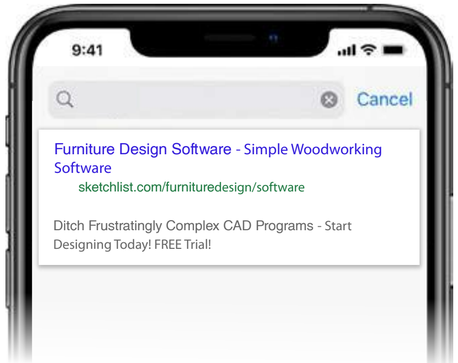
Google Ads

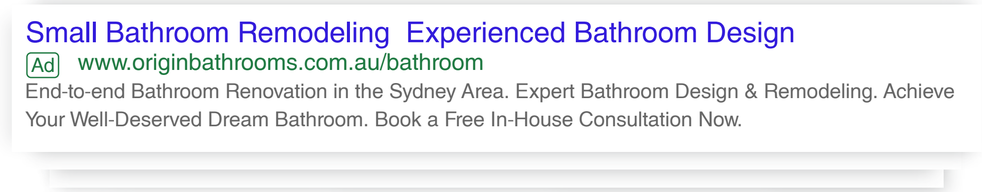
Fast results. Rapid ROI.

Work alongside SEO experts and Google certified specialists, who are experienced in all kinds of ad types and industries. Are you ready to create effective Google Ad strategies to set your campaigns up for success, increase website clicks and welcome more visitors?





Our average conversion rate working with SketchList was 22.60% – 20.19% higher than the industry average of 2.41%. With 1,310 conversions in total, our highest conversion rate reached a staggering 44%!



Our daily adjustments and ads setup for OriginBathrooms led to a decrease in the Cost Per Conversion for one of their main keywords: ‘bathroom refinishing’. The CPC dropped from 68%.

PDF

Discover more in our

Google Ads Guide

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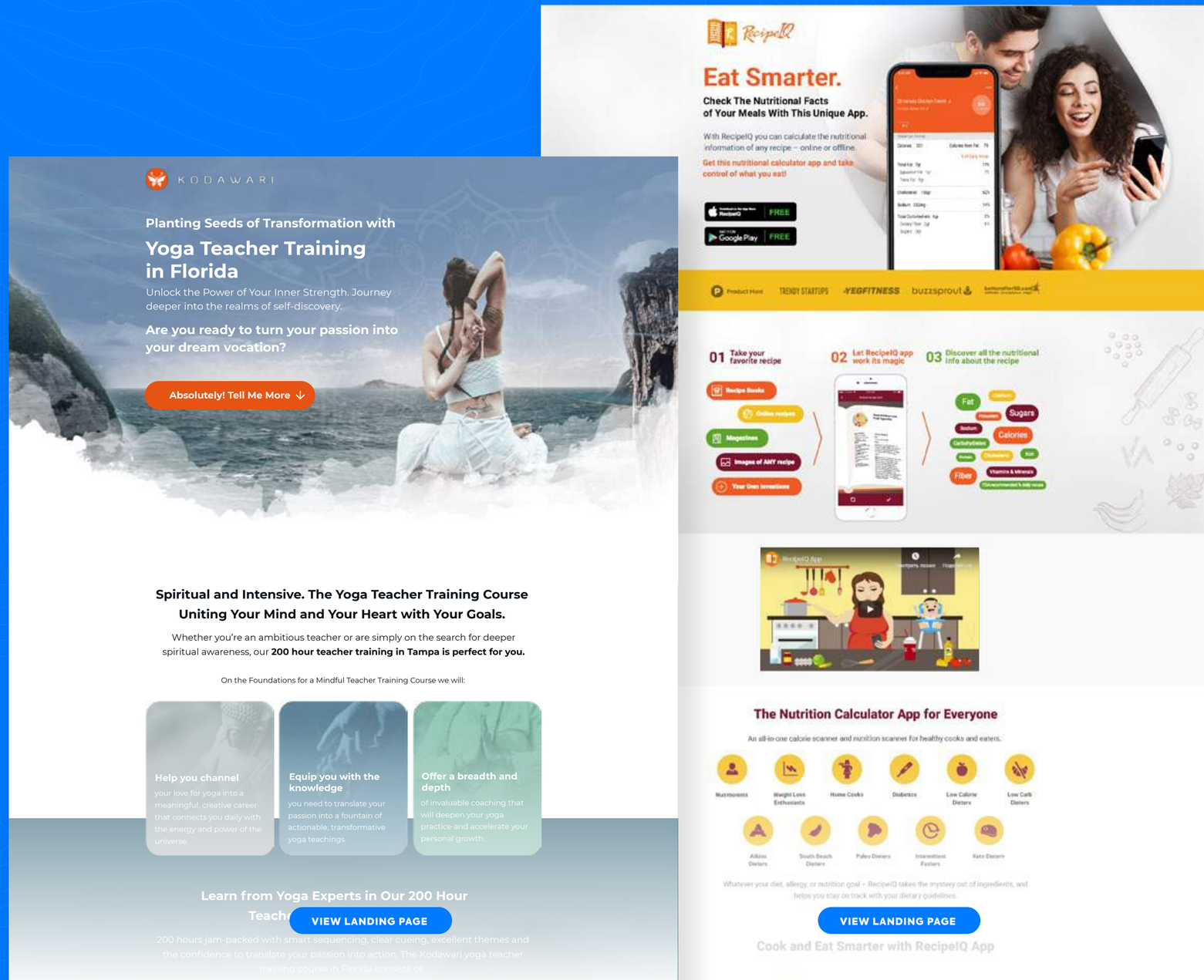
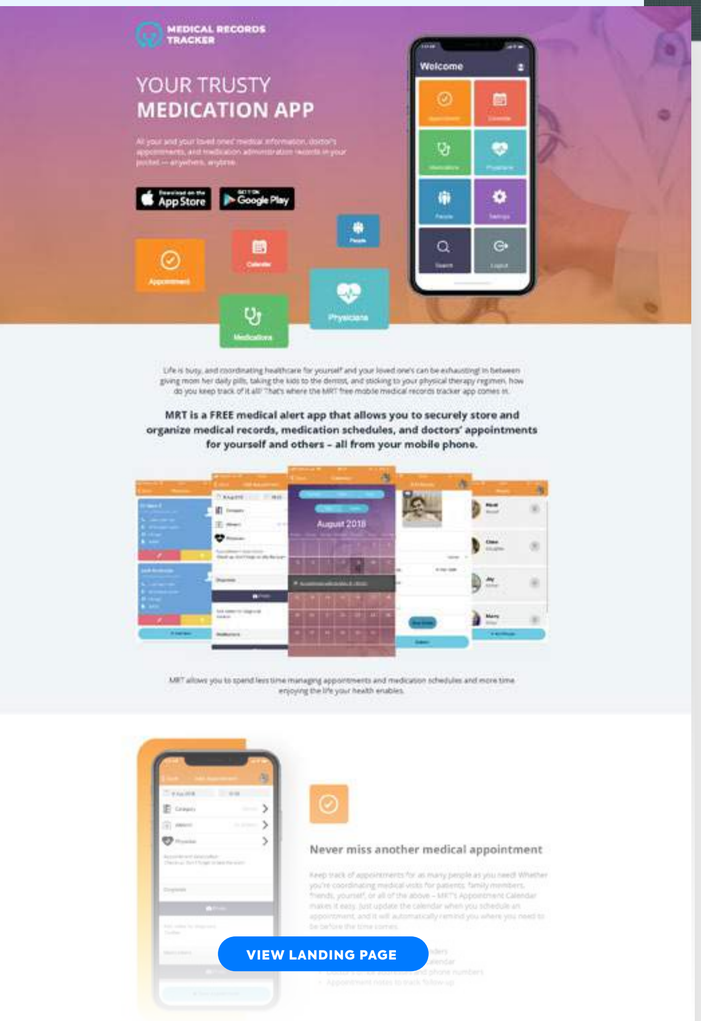
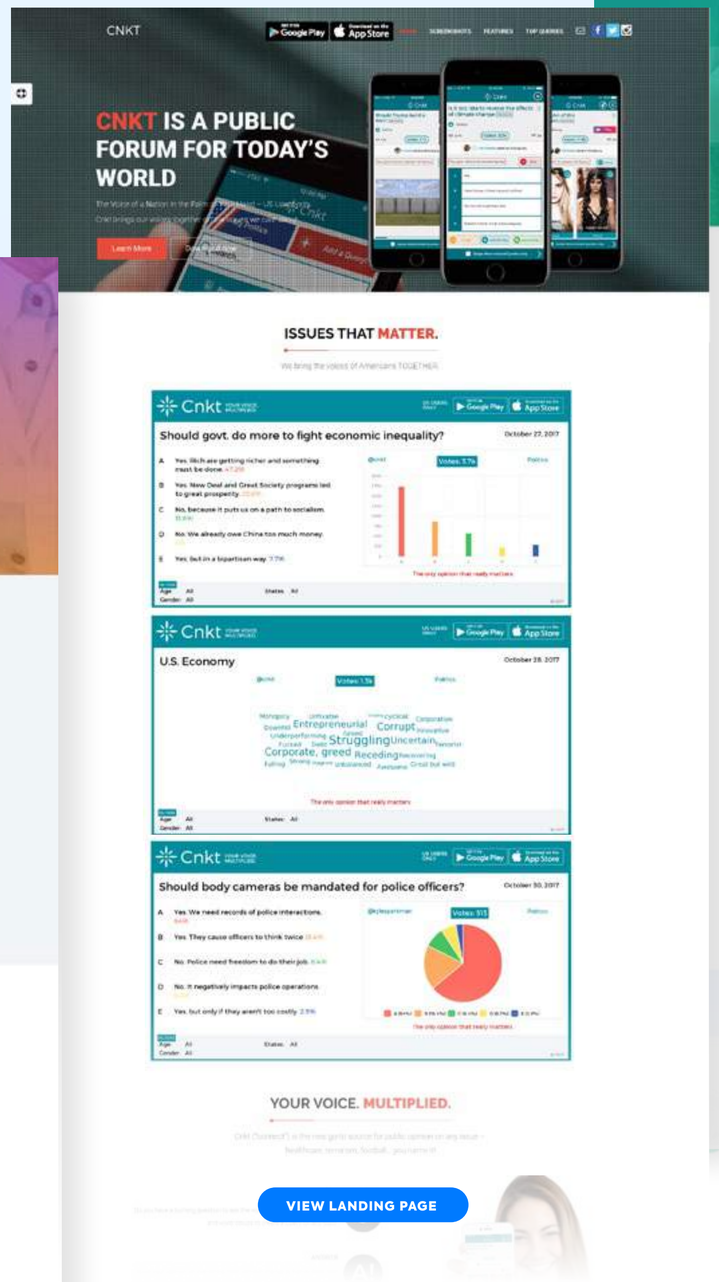
Landing Pages

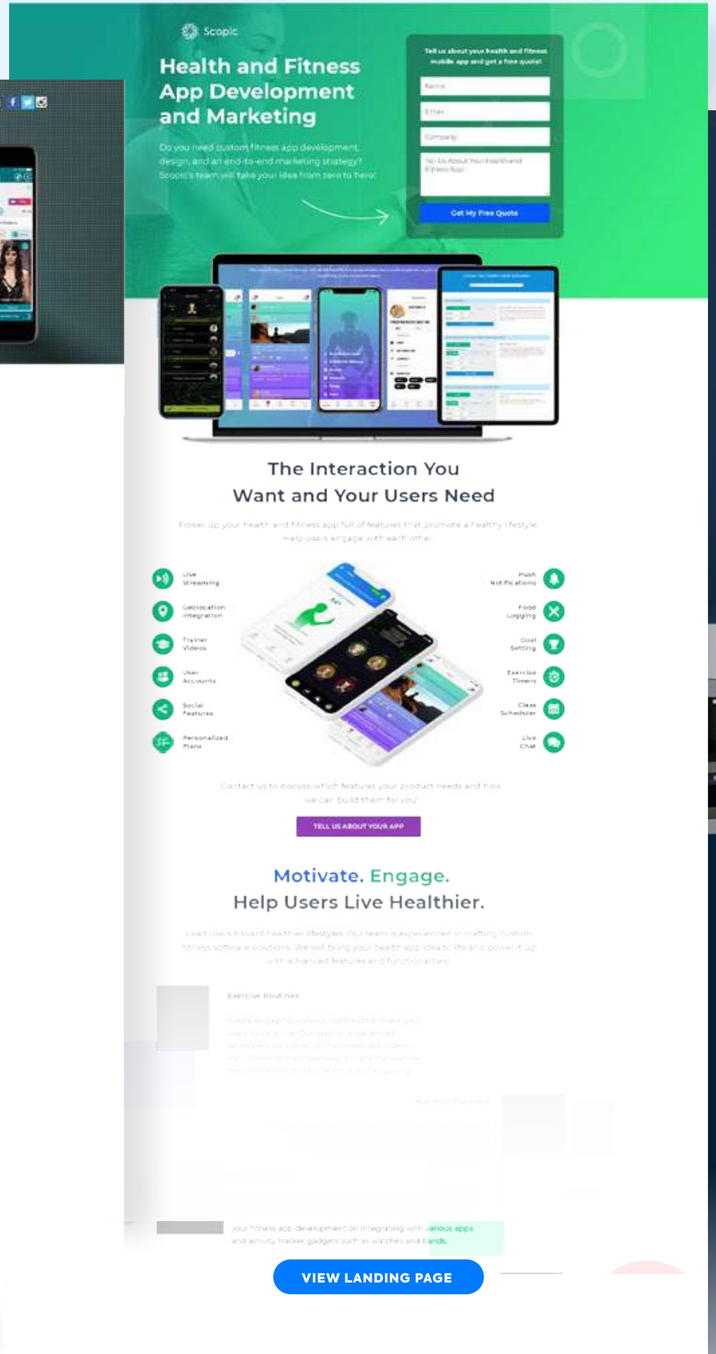
The more landing pages you create, the more leads you will gain. And the more targeted your landing pages are, the higher your conversion rates will become. Start driving engagement by focusing your audience's attention on a specific and targeted page for every campaign you run.

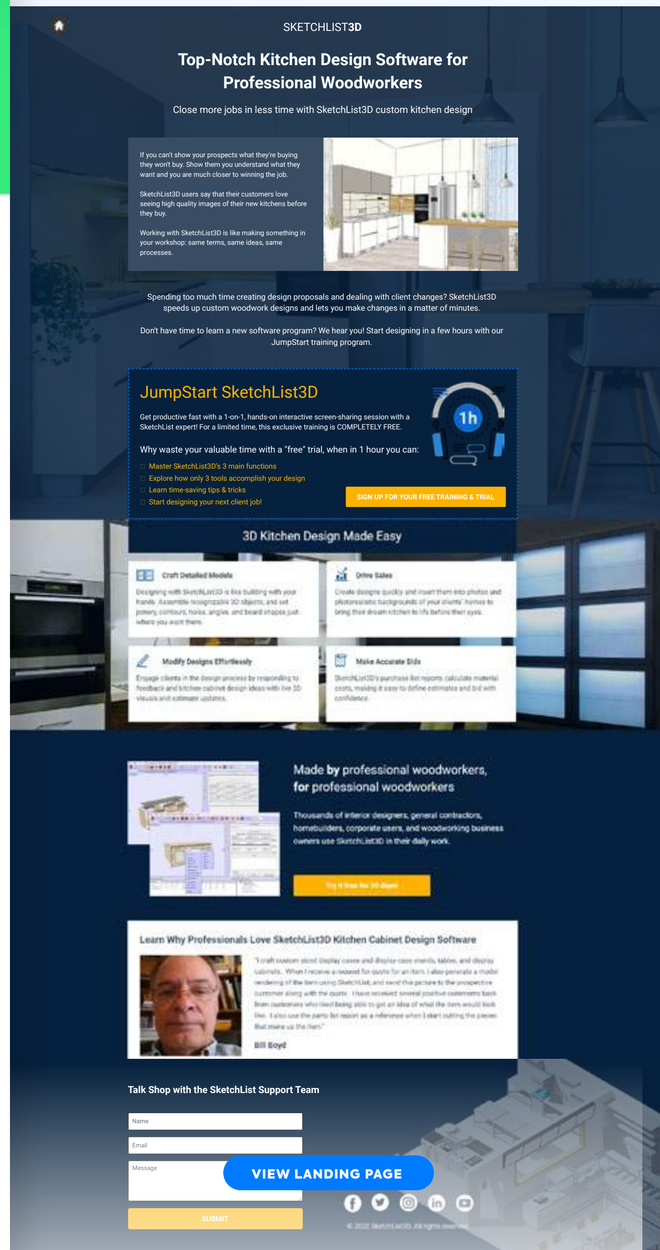


Landing Pages



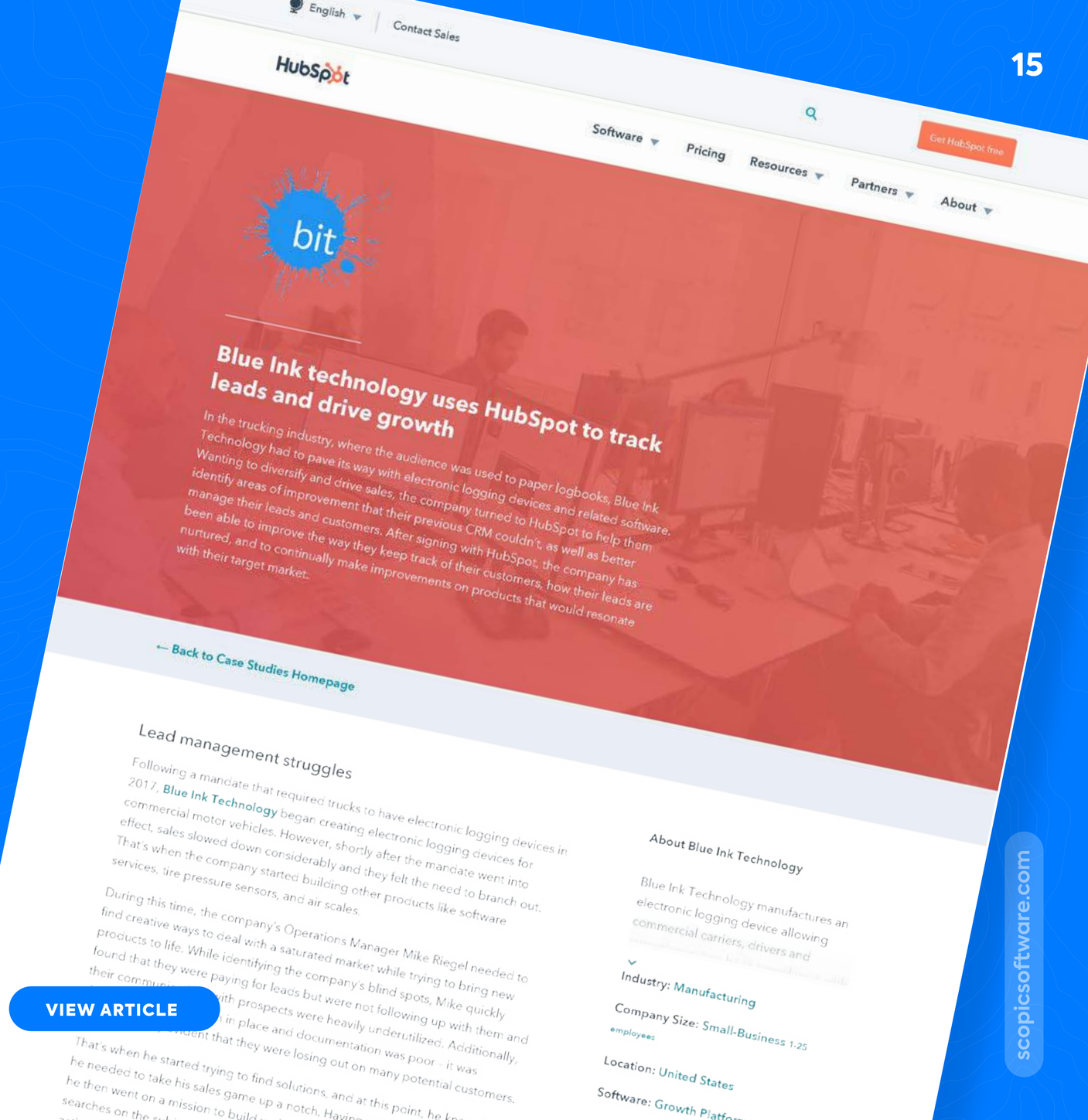






Copywriting

Position yourselves as thought leaders in your industry by providing high-quality copy on your website, your blog, in your email campaigns and media publications, and across all your marketing materials. Set new trends and share messages that matter with words that resonate.



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A Closer Look at the World's Largest Hemp Producers

December 18, 2019 by WhatIsHemp

Hemp has been around for thousands of years. With records dating as far back as 8,000+ B.C.E., this multi-functional plant has been used around the globe throughout history for more purposes than you can imagine. From paper to honey, smoothies to straws, medicinal oils to building material – you name it, hemp can do it.

In fact, in recent years there has been a major shift in the search for more sustainable products. And with hemp's versatility shining light on new innovations, this green warrior has been catapulted into the limelight once more. Hemp statistics speak for themselves: the global industrial hemp market is projected to grow from **$4.6 billion in 2019 to $26.6 billion by 2025**.

China has notoriously dominated the market for years. But ever since the Farm Bill was passed in 2018, the U.S. has stepped up their game and become one of the biggest contenders for the top spot. So let's take a look at who the world's largest hemp producers currently are, and what the predictions are saying for the future.

Hemp Statistics Prove China Holds the #1 Spot

China is the country which produces the most hemp

The ancient Chinese have been using hemp to spin yarn and clothe citizens for thousands of

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INTRODUCING THE GAME-CHANGING MOBILE APP FOR ALL FITNESS LOVERS

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December 11, 2018

Blog

0 | 2

FITSTATION – YOUR ULTIMATE FITNESS CONNECTION APP

Wow, firstly THANK YOU to all our fantastic beta testers who have been enjoying FitStation so far and to you for the incredible support the app has received pre-launch!

After months of planning, building and testing, the 'sweat' was all worth it! FitStation is now live in the app stores and we want you to be among the first people to officially use it.

So, without further ado, let's take a quick tour of FitStation and see how it can work for you...

WHO IS IT FOR?

FitStation is for:

- Gyms, studios, and fitness centers
- Trainers, coaches, and leaders
- Anyone who wants to begin or continue their fitness journey surrounded by an awesome Tribe

Select your p

Profiles:

Gyms, Studios and Fitness Centers

Here you can showcase your gym, studio or fitness center using your profile and content to attract new members to

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Media Outreach

Make the most of media by providing the answers to your audience's biggest questions. Find the right words to bring your campaigns to life online. It's time to take your message one step further and spark a response from your target market.

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InterviewFocus Launches New Technology Platform that Reinvents Job Interview Prep

NEWS PROVIDED BY
InterviewFocus →
Jun 05, 2018, 08:33 ET

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CHARLOTTE, N.C., June 5, 2018 /PRNewswire/ -- InterviewFocus is excited to announce the launch of its new online platform using patented technology to specifically help people increase their interview confidence and land their dream job.

The cutting edge software uses state-of-the-art technology to evaluate specific soft skills during online mock interview sessions, so that users can practice their interview skills and gain feedback from a certified career coach. These soft skills include:

* Eye Contact

* Engagement Level

* Speaking Rate

Our face and eye tracking technology evaluates your eye contact and level of engagement with an interviewer to dramatically increase your interview performance.

Meet InterviewFocus - Technology that improves your job interview skills.

How it Works
A practice interview consists of answering 12-15 industry specific questions at any time from the comfort of your own home or office. Only a laptop or PC is needed with any of the following browsers: Chrome, Firefox, or Opera. Once you are ready to start the mock interview, you will be prompted to answering the first question on your device's camera. This simple process continues until you have completed all the questions.

This innovative technology evaluates your eye contact, engagement level, and speaking rate for each question answered. You will receive a score in each of these three areas. This information is important because it lets you know where improvement is needed to "perfect" your next interview! Are you looking off the screen when answering? Do you need to slow down your speaking rate? Only InterviewFocus can inform you of this vital feedback.

Without this type of feedback, how can a person interviewing evaluate their performance and make the proper changes? Many mistakes are often repeated during actual interviews because you are unaware of what mistakes you are making. A video of your practice interv… that can be important in an employer's analysis. With InterviewFocus, you can w… lf-critique as often as you like.

VIEW ARTICLE

Who We Help
Whether you are new to the job market, looking to change your career, about to have a job interview or getting back into the workforce, InterviewFocus can benefit you

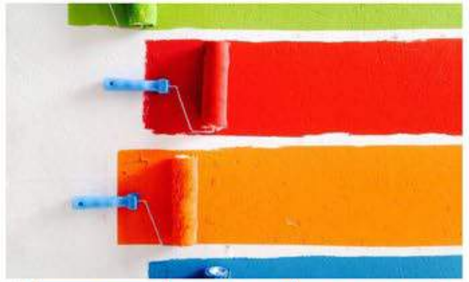
INFLUENCIVE
UNCONVENTIONAL WISDOM / INFLUENTIAL MINDS

BUSINESS MINDSET HOW-TO LISTS SELF DEV INTERVIEWS BOOKS SUBSCRIBE

Team Collaboration Tools: Do You Really Need Them?

You can do all the planning, you can set the budget and even the schedule, you can come up with a hypothesis and try to control the known and the unknown factors of your project. But after all of that, it's up to your team to execute and bring results.

Kristina Poghosyan · Contributor



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Steve Jobs once said, "Great things in business are never done by one person. They're done by a team of people." And I'm sure you agree here – you can do all the planning, you can set the budget and even the schedule, and you can come up with a hypothesis and try to control the known and the unknown factors of your project. But after all of that, it's up to your team to execute and bring results. That's the reason why we try to find skillful people to join our teams and perform their best. The thing is, it won't matter how amazing your employees are; they can still fail to amaze you if their work environment does not bring out the best in them. So what's the secret?

Teams need autonomy: it can boost their morale and keep them on their toes to act and respond quickly to whatever is happening around them. Yet, your team needs to work together when solving problems. Project collaboration tools come to the rescue here – they are the right solution when it comes to helping individuals keep their autonomy while working together.

Already got your best team in place? That's great. Now it's time to make sure all the information that goes through and gets outside of all projects is well-organized, accessible for your employees, and everyone is aware of deadlines. I'll be more specific, though. Here are some reasons why your company needs team communication tools.

Communication Is the Lifeblood of Your Team

The name gives itself away, but still: tools for team collaboration foster communication, which is a critical factor in effective and productive teamwork. If you think about it, we need communication in all aspects of our lives: can't go a day without connecting with people around us, right? Healthy communication ensures that we understand people around us and stay away from unnecessary confusion – the same goes for teams. Look at communication as the lifeblood of your organization. If you and your team members can't express clearly and easily what you want and when you want it, then you'll be facing a lot of headaches.

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Gorilla Workout proves you don't need the gym to get fit

BY STAFF WRITER • 12:30 PM, MARCH 12, 2018

SPONSORED

By taking the gym and equipment out of the equation, this workout app makes it easier to stay motivated.
Photo: Heckr LLC

This post is presented by Gorilla Workout.

When most of us buy a gym membership, we imagine having the time and discipline for building muscle or losing weight. Unfortunately, most of us know things usually don't work out that way.

Nowadays, it's possible to get a comprehensive workout without a gym, or even any equipment. Bodyweight training has been growing in popularity for years. That's partly because using your own weight as resistance is economical and effective. But it's also because smartphones offer a convenient and portable "virtual coach," thanks to a new class of workout app.

That's what Gorilla Workout does. The app makes it easy for anyone to get a toned body, gain muscle mass or lose weight easily — anytime, anywhere. With more than a million users, Gorilla Workout is already a contender with some of the country's biggest gym franchises. A brief tour of the app reveals why people are going ape for it (I'm so sorry).

Ditch the gym bag

The whole point of bodyweight training is doing exercise with, well, just your body. No equipment or experience needed.

Through 15-minute daily exercises, each accompanied by a clear video guide, Gorilla Workout walks you through efficient exercises. These routines target your core, abs, chest, back, arms and legs.

Despite the modest run time, each workout amounts to a serious fat-burning session. You can do the quick routines anywhere — at home, in the park, at the office and, yes, as a supplemental routine at the gym.

Unlike the gym, however, this app encourages you to stick to your routine. While it's oh so easy to "forget" to go to the gym, Gorilla Workout's daily reminders help you stay consistent. As you advance, in-app purchases offer a greater variety of exercises. The little celebration at the end of each step offers a gamified sense of accomplishment tha… r. Sure beats the grunts and clanging metal that punctuate t…

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Evolve with the Gorilla

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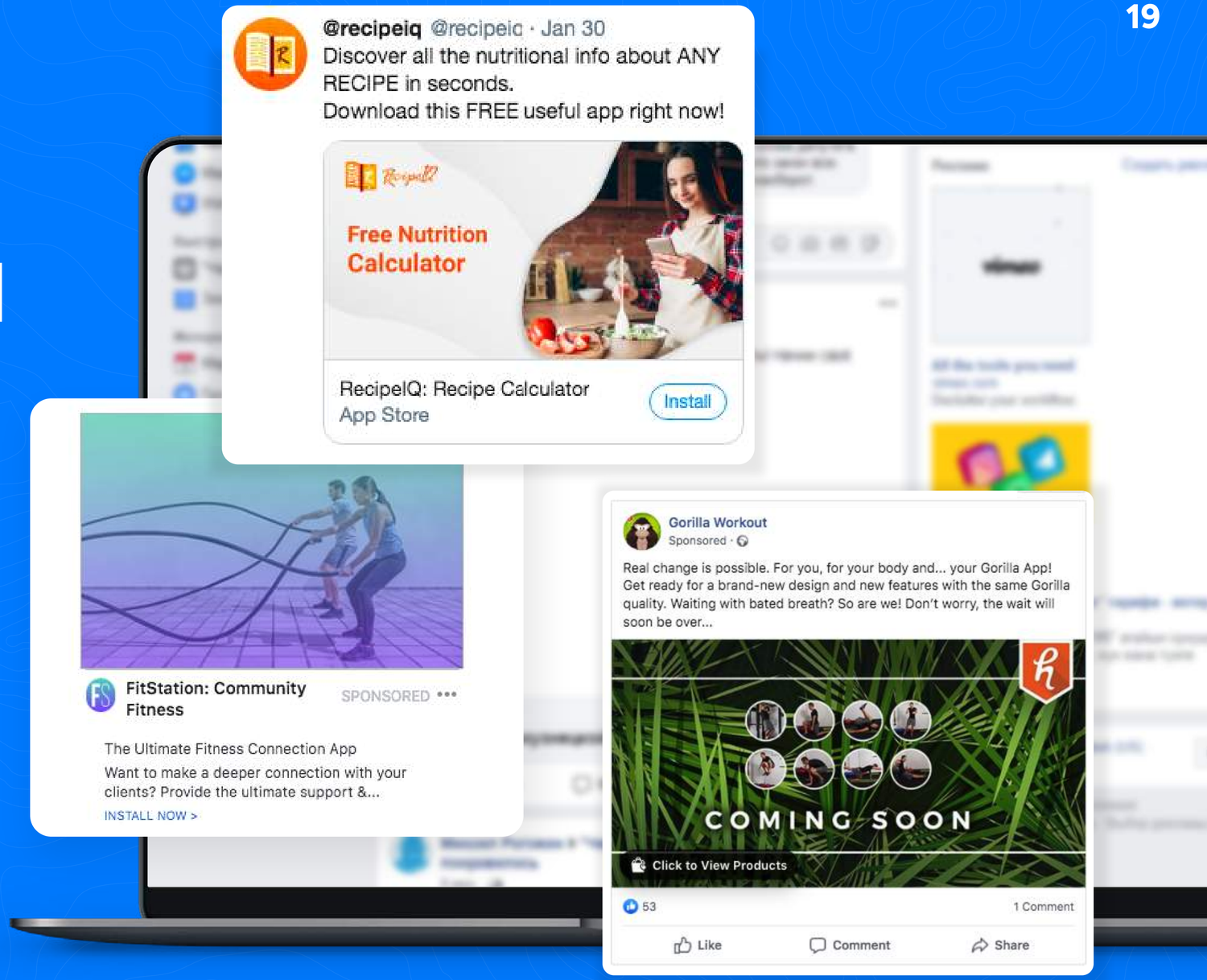
Social Media Advertising

Increase brand awareness in a targeted and cost-effective way by tapping into social media advertising.



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With InterviewFocus they can practice with certified career coaches, receive constructive feedback and gain confidence easily.
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InterviewFocus helps students land their dream job!
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Comment
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Work out anywhere!
It's the location, time and level of your choice, – it's Gorilla Workout App, setting no limits to your body improvement.
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Comment
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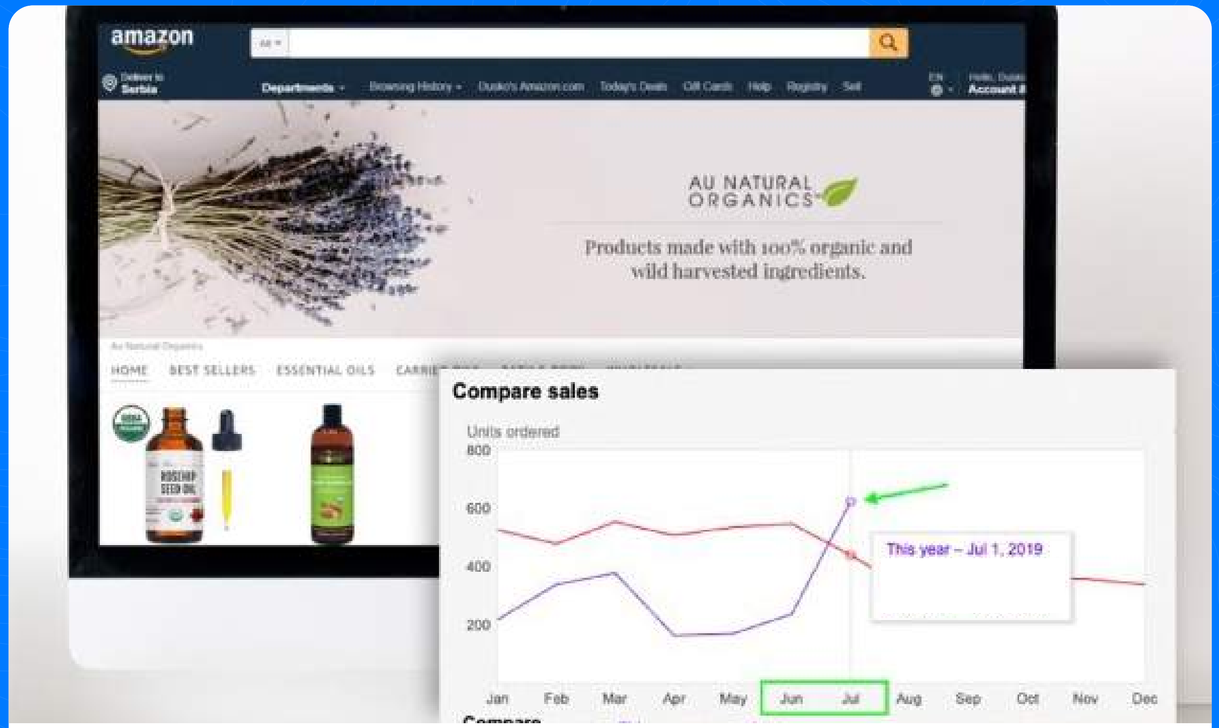
SWIPE UP
Recipeiq
Your Nutrition Calculator
Install Now

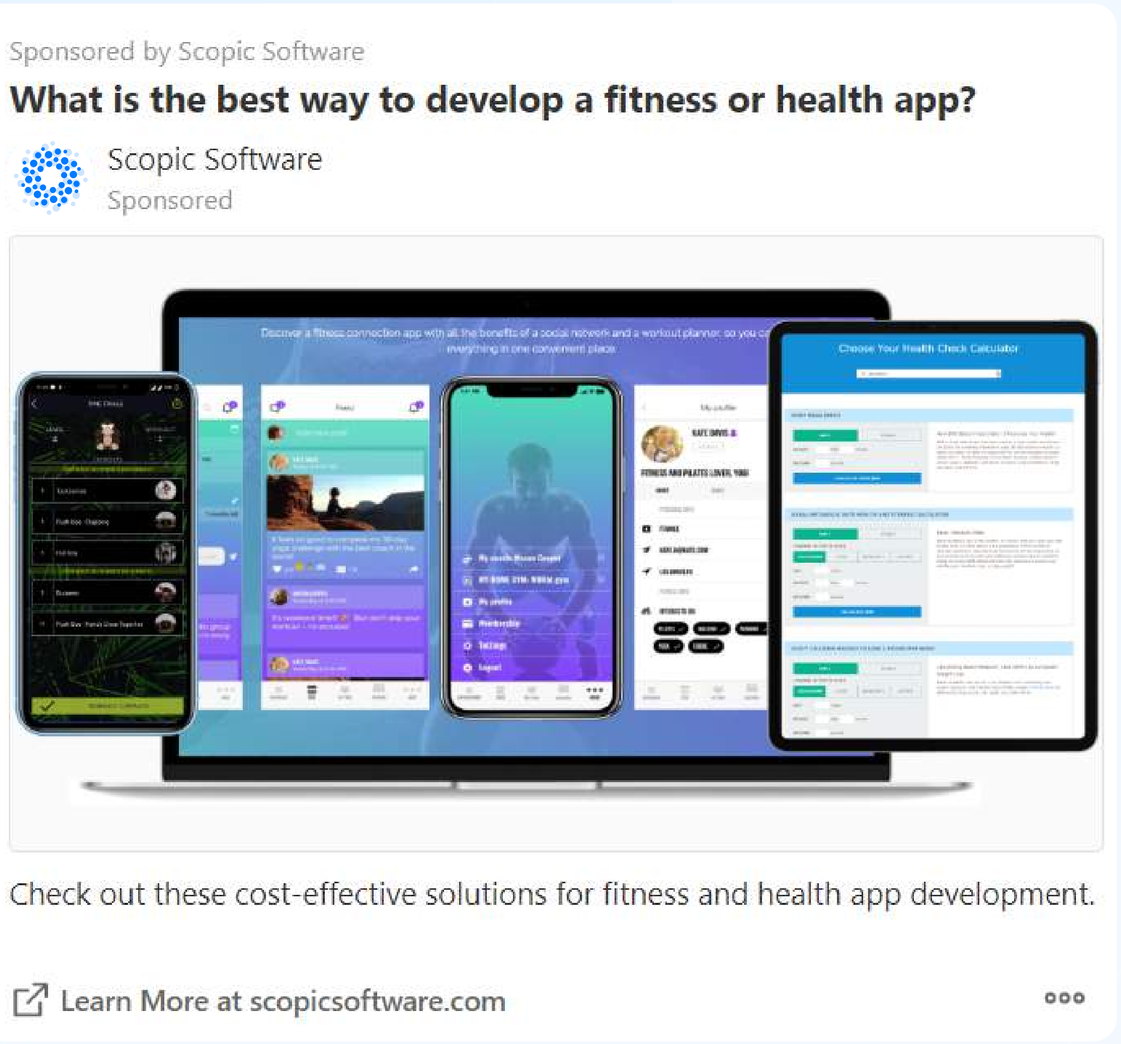
Alternative PPC Advertising

From Amazon ads to Quora ads, we have years of experience creating, testing and optimizing Pay-Per-Click advertising to ensure our clients reap the benefits of every cent they invest in advertising online.



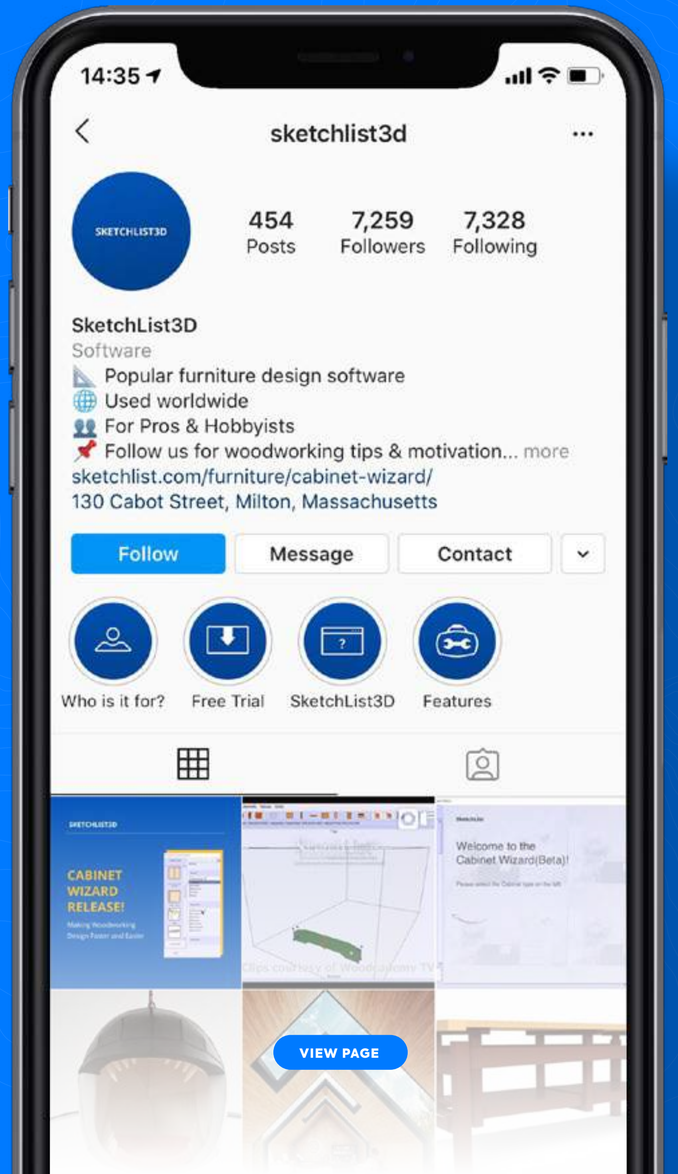
With our knowledge and expertise working with Amazon Ads, we helped an e-commerce client of ours who sells cosmetics, to increase sales by a massive 140%.

At Scopic we use Quora ads to convert high numbers of leads at very little cost. To promote our marketing e-book for example, in just one week we achieved 21.28% conversion rate by acquiring 12 leads at a very low cost per lead.



Social Media

Make sure your brand's personality shines through your social media profiles and outreach. From setting your profile up to boosting your following and maintaining your audience's engagement, we can help you connect, communicate and build closer relationships with your target audience.

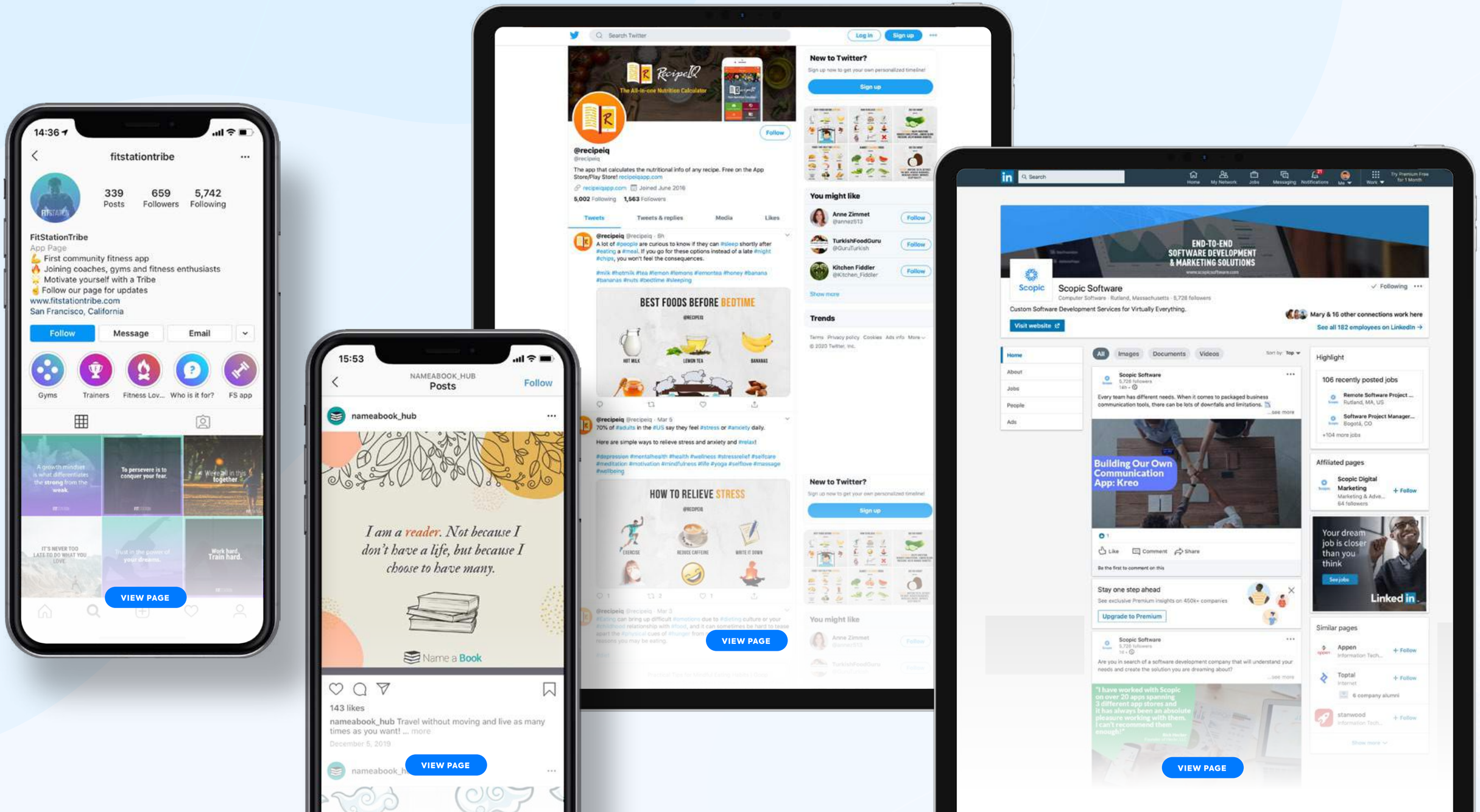


PDF

Read more in our

Social Media Guide

DOWNLOAD


14:36
fitstationtribe
339 Posts
659 Followers
5,742 Following
FitStationTribe
App Page
First community fitness app
Joining coaches, gyms and fitness enthusiasts
Motivate yourself with a Tribe
Follow our page for updates
www.fitstationtribe.com
San Francisco, California
Follow
Message
Email
Gyms
Trainers
Fitness Lov...
Who is it for?
FS app
VIEW PAGE
15:53
NAMEABOOK_HUB
Posts
Follow
nameabook_hub
I am a reader. Not because I don't have a life, but because I choose to have many.
Name a Book
143 likes
nameabook_hub Travel without moving and live as many times as you want! ... more
December 5, 2019
VIEW PAGE
Search Twitter
Log in
Sign up
@recipeiq
The app that calculates the nutritional info of any recipe. Free on the App Store/Play Store! recipeiqapp.com
5,002 Following 1,563 Followers
Tweets
Tweets & replies
Media
Likes
BEST FOODS BEFORE BEDTIME
HOW TO RELIEVE STRESS
New to Twitter?
Sign up
You might like
Anne Zimmet
TurkishFoodGuru
Kitchen Fiddler
Show more
Trends
VIEW PAGE
Search
END-TO-END SOFTWARE DEVELOPMENT & MARKETING SOLUTIONS
Scopic Software
Following
Custom Software Development Services for Virtually Everything.
Visit website
Mary & 16 other connections work here
See all 182 employees on LinkedIn
Home
About
Jobs
People
Ads
All
Images
Documents
Videos
Highlight
106 recently posted jobs
Remote Software Project ...
Software Project Manager...
Affiliated pages
Scopic Digital Marketing
Building Our Own Communication App: Kreo
Like
Comment
Share
Stay one step ahead
Upgrade to Premium
Your dream job is closer than you think
See jobs
Linked in
Similar pages
Appen
Toptal
stanwood
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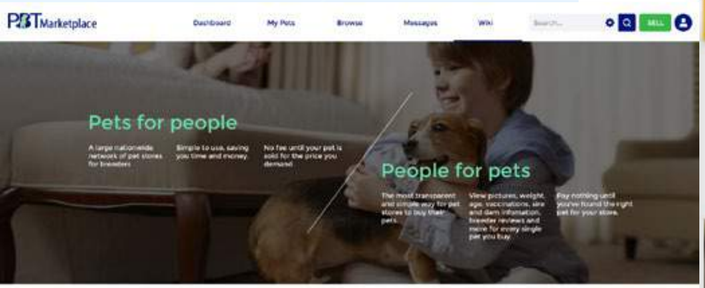
Website Design

Visually Engaging.
Highly Interactive.
Responsive.

Our innovative designers turn your ideas into creative reality while always keeping UI/UX best practices in mind.

Website Design

VIEW WEBSITE



Welcome to PBTMarketplace.com!

Since 2003 PBTMarketplace has served the pet industry by providing the best possible service for buying and selling your pets. By automating middleman services we have saved breeders and retailers millions of dollars over using traditional broker services.

MORE ABOUT US

Breeders are finally able to exercise control over prices, and easily market their pets directly to a large nationwide network of pet stores. We automate paperwork, transportation booking, and more - saving you time and money. You pay nothing until your pet is sold for the price you accept.

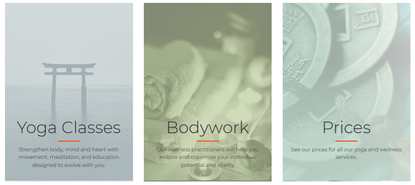
Retailers are able to choose the exact pets they need in the most transparent way possible. View pictures, weight, age, vaccinations, sire and dam information, breeder reviews, and more for every single pet you buy. You pay nothing until you choose the exact pet you want.

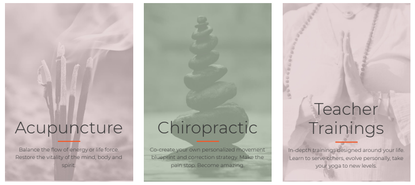
Wiki

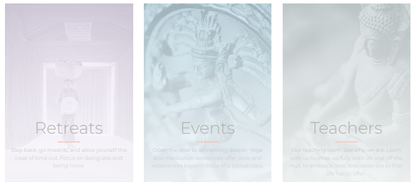
ALL ARTICLES

VIEW WEBSITE

Find Your Balance







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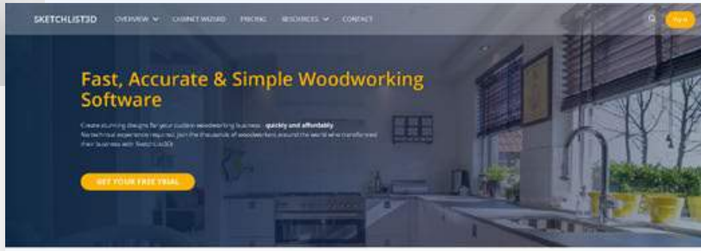
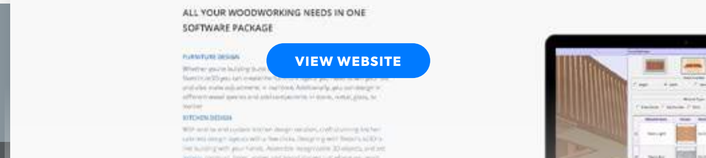




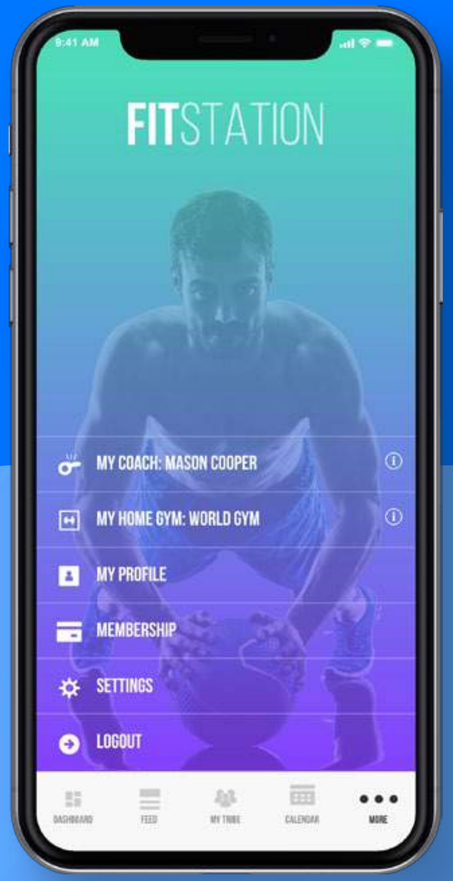
VIEW WEBSITE

Mobile App Design

Vibrant and engaging.

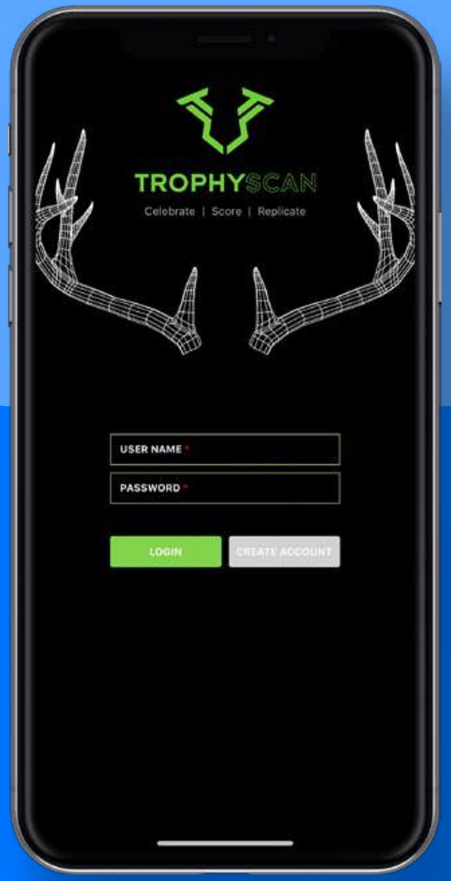
Our designers and developers use industry-leading technologies to create media-rich applications that are further enhanced through App Store Optimization (ASO).

VIEW APP →



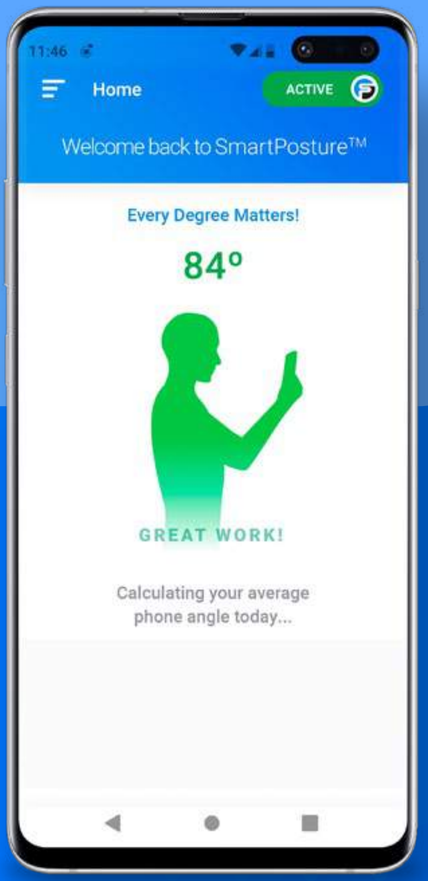
VIEW APP →

VIEW APP →



VIEW APP →

VIEW APP →



scopicsoftware.com

Marketing Materials Design

We offer online and offline marketing materials from guides to brochures and more.

PDF

Discover more in our

Scopic Marketing Brochure

DOWNLOAD

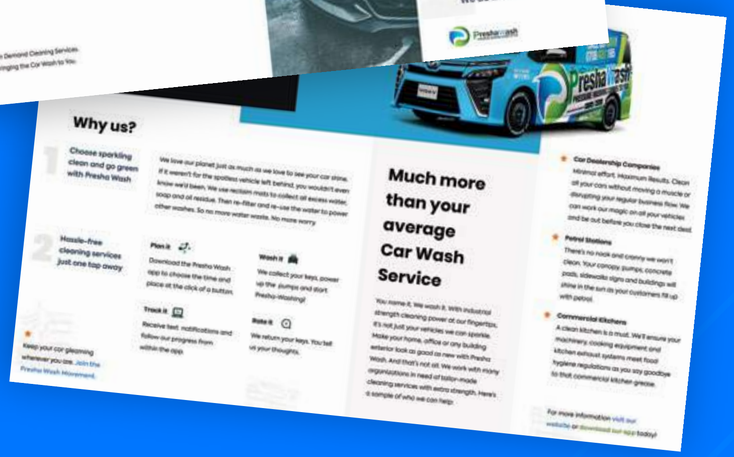
MEETUP IN MANILA, PHILIPPINES
MAY 22, 2019
Attendees: : Tim Burr, Barry Jay Mamuad, Araullo, Ivan Dominic Baguio, May Ann Elica Marie (Minrie) Macapugay
Ivan Dominic Baguio reflects: "I volunteered
up Tim on the airport and take him to his
Makati City. I got a paper and wrote 'Tim B
and raised it up while passengers arrived
done this before, so it was a fun experienc
to his hotel, and waited for him to
leaving. I had a one-on-one dinner
Tuesday in Greenbelt Mall, just across
his hotel. We ate in a Filipino restaura
On Wednesday, the entire Scopic P
had dinner with Tim at Samba, an u
COMING
TO SCO
BALKA
NEREIDA DEM
Being in Europ
another reaso
hometown, T
quality time
in Albania,
time to me
as I could,
grown sig
US, and
TELESCOPE

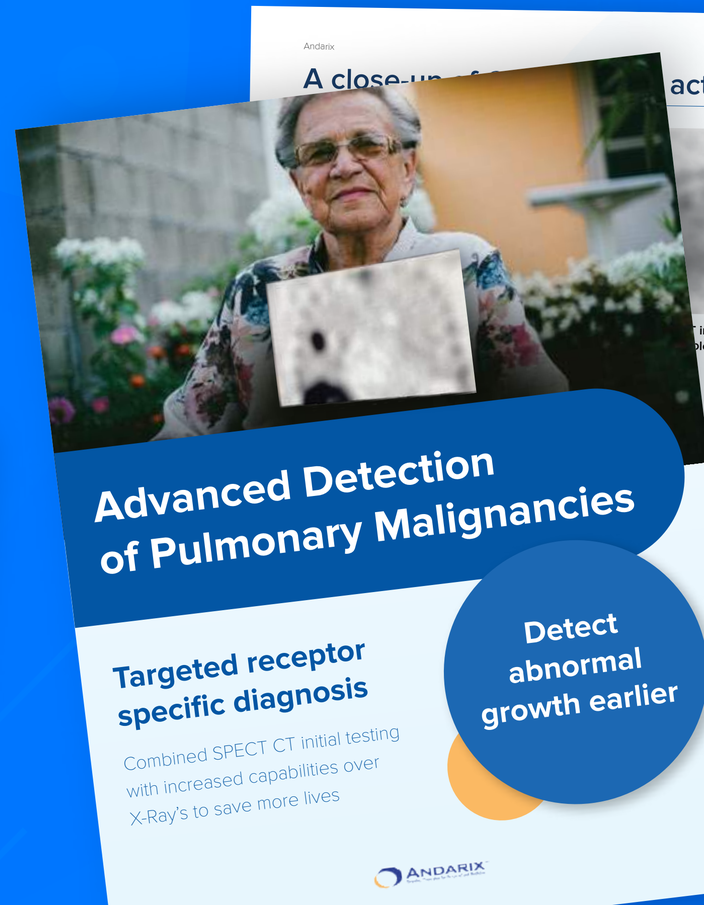
Scopic
TELESCOPE
AUGUST 2019
ISSUE 16
Q2
ISSUE SPOTLIGHT
THE FUTURE OF LOW CODE PLATFORMS
CONTENTS
01 Message from Mana ent
02 ssue Feature: The re of
Code Platfo
ic Me Quarter
OrthoSelect
otlight: Ca
20 Remote Office Hacks: Keeping Healthy While Working From Home
23 Employees Off the Clock
25 Co me
al Dates
Openings

Scopic
teamwork.

HOW MANY APPS DO WE USE?
average, a person
has more than
pps installed on
phone
175 B
apps are downloaded yearly
The average person uses...
9 moble apps on a daily basis
and
30 moble apps every month

BRINGING THE
CAR WASH
TO YOU
Are you a property manager or business owner?
Eco-Friendly Car Cleaning Services
Where you need it
When you need it
You spot the dirt.
We do the work.
Presha Wash


Why us?
Choose sparkling clean and go green with Presha Wash
Hassle-free cleaning services just one tap away
Much more than your average Car Wash Service
Car Dealership Companies
Petrol Stations
Commercial Kitchens


Andarix
Advanced Detection of Pulmonary Malignancies
Targeted receptor specific diagnosis
Combined SPECT CT initial testing with increased capabilities over X-Ray's to save more lives
Detect abnormal growth earlier
ANDARIX

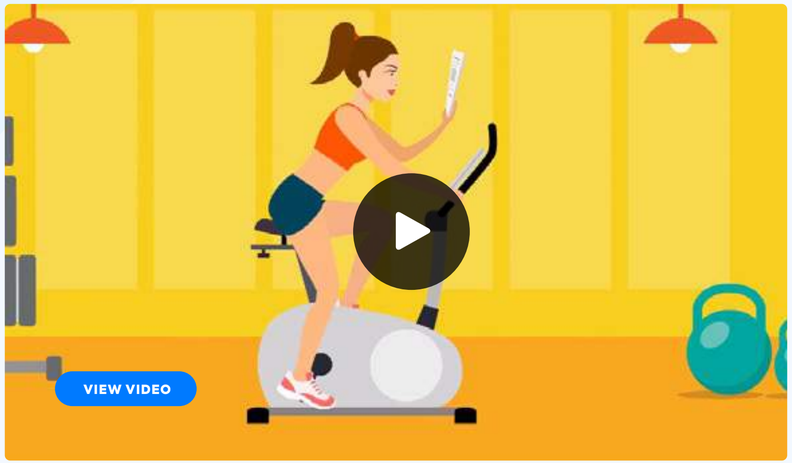
Video Production

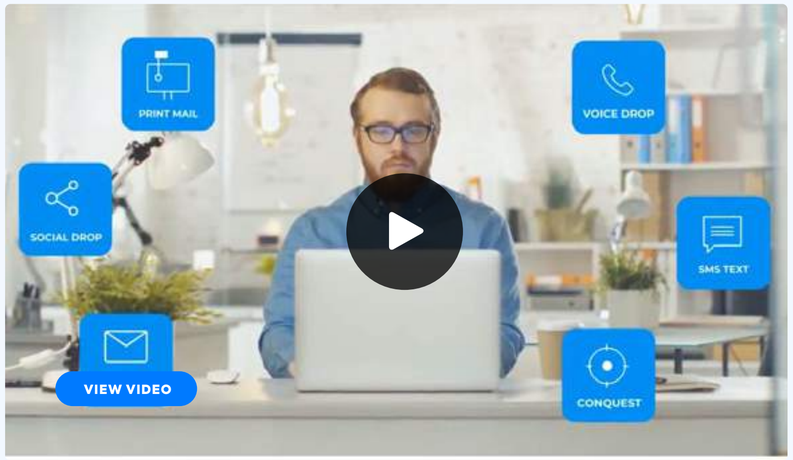
From promotional to 2D animation videos, from app preview to how-to videos, from narration to informational videos, we journey with you through the creative process to share what you have to say in an engaging and interactive way.

VIEW VIDEO

VIEW VIDEO

Primary
Endpoints
VIEW VIDEO
Endpoints
Revolutionizing the way you view, track and invest on clinical trial events


VIEW VIDEO


PRINT MAIL
VOICE DROP
SOCIAL DROP
SMS TEXT
CONQUEST
VIEW VIDEO

Working with Scopic: Clients' Perspective

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

"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."

ORIGIN BATHROOMS
HubSpot
SmartPosture Patent Pending
WinCleaner
GK TRAINING
Glencadia Dog Camp
teamly
WHAT IS HEMP?
ANDARIX
RecipeIQ
BRONIEC associates
KIDSTALE imagination at play
InterviewFocus
Leonardo
GORILLA WORKOUT
FITSTATION
KODAWARI
KairWell
launch CONTROL
SKETCHLIST3D

The Scopic Approach

The recipe to our digital marketing success lies in six simple steps tried, tested and perfected to help growing companies like yours reach your business goals:

S park innovation by listening to and developing upon your ideas.

C onstruct a plan of action to ensure your goals are at the forefront of all our strategic decisions.

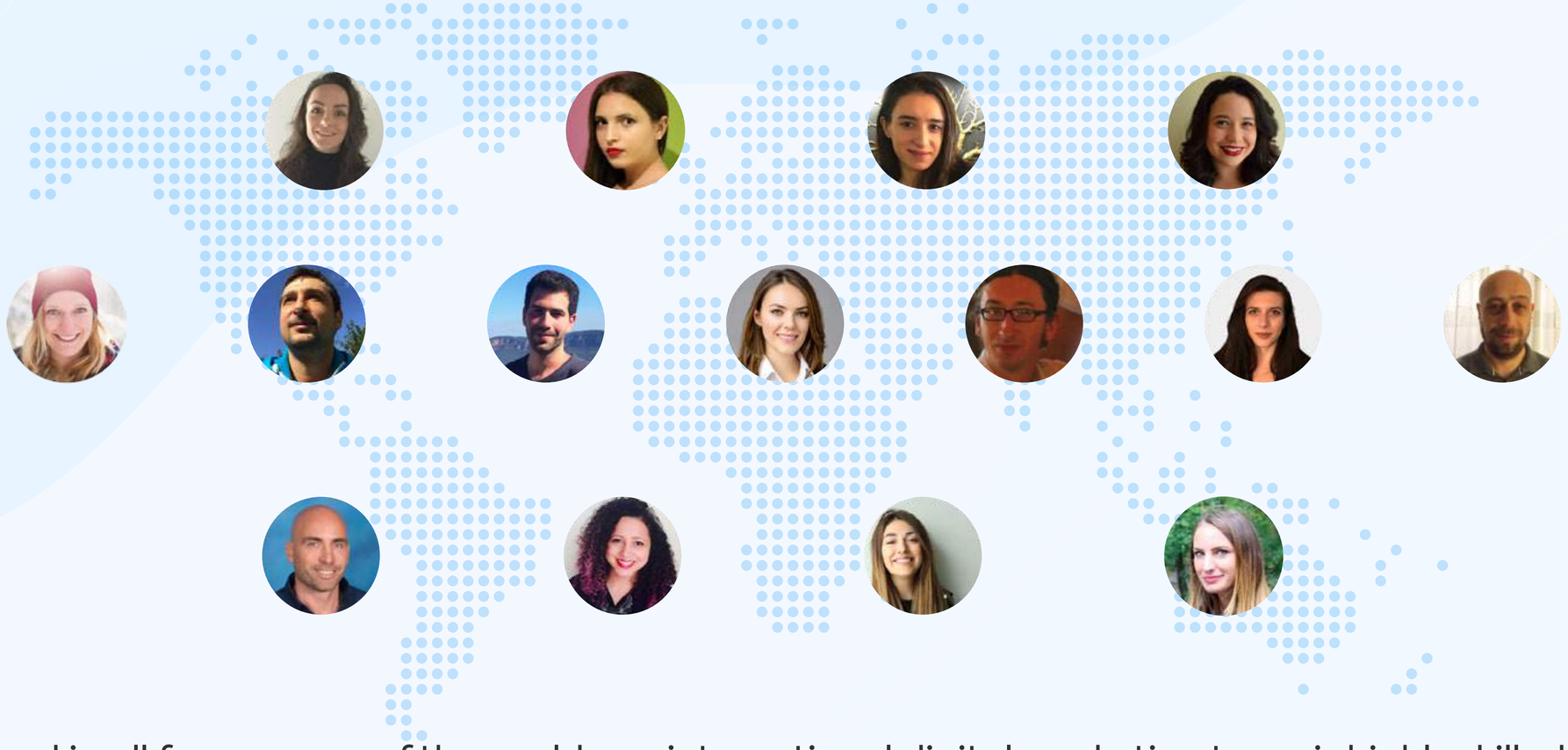
O utperform the competition by creating digital solutions that truly resonate.

P ut your strategies into play to spread your message far and wide.

I ncrease your success by regularly analyzing our performance and optimizing our approach.

C apture your audience's attention and watch those conversion rates rise!

Meet the friendly faces behind the marketing magic!



Based in all four corners of the world, our international digital marketing team is highly skilled in a wide variety of expertise. Passionate and knowledgeable, we work with you to drive more revenue, increase your customer base and help you reach your business goals.

Scopic

Ready to join forces and make sure your voice is heard?

Let’s work together to become trend setters in your industry.

GET MY FREE QUOTE NOW

marketing@scopicsoftware.com