



ATTRACT. ENGAGE. CONVERT.

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FOUNDING YEAR:

1999

NUMBER OF EMPLOYEES:

45+

CORPORATE VISION:

To be the recognized innovator in results-driven online marketing.

COMPANY DESCRIPTION:

Unreal Marketing is a nationally recognized, top-tier interactive agency, dedicated to helping our customers, consumer brands, and partner advertising agencies leverage the power of Internet marketing with profitable and measurable results. Our mission is to partner with our clients to deliver innovative marketing solutions through advanced technology, strategic creative insight, and comprehensive online marketing services that produce results.

Unreal Marketing offers digital marketing strategy and services to help advertisers increase the effectiveness and return on investment from their online businesses. Unreal provides industry-leading results to Internet businesses of all sizes through Search Engine Marketing (SEM), Media Planning and Placement, and Web and Multimedia Design.

THE UNREAL APPROACH:

Unreal works with each of our clients to tailor strategies and tactics that leverage the power of the Internet to meet their goals. Target customer acquisition metrics from each client and our industry research often serve as our benchmark for success. As a catalyst to increasing revenue, many clients also aspire to improving their overall brand awareness and user experience through enhanced content, functionality, target landing pages, or site design. Based on the specific goals, we attract more of the right type of prospects, engage site visitors, and then convert those visitors in to customers.

Our process begins with the proven Unreal Blueprint for Success, focusing on

1. The Foundation: Understanding the Client
2. The Competition: Reviewing the Competitive Landscape
3. The Marketplace: Determining the Target Universe and Opportunities
4. The Plan: Preparing the Detailed Marketing Plan

The blueprint serves as the guiding force to allocate marketing resources. We build on approved elements by creating and managing key testing opportunities. The results of the testing shape the decisions to dedicate more significant resources to the subsequent Search Engine Marketing campaigns, Internet media, and/or website design elements that drive measurable results.

Plan before you act, and review all opportunities before you invest resources.

In a discovery meeting, we dive into our client's business to capture sales objectives, marketing goals, and learn as much as we can about the company and its unique selling points. We then thoroughly analyze the competition and any relevant companies in the surrounding landscape that may also market to similar customer profiles. The analysis includes deep research into search engine and market-wide spending patterns. We prepare a market analysis to determine the online universe of potential client-specific customers as well as sites and search engines used by those prospects. Our study leads to the preparation of a detailed plan: We break down the most cost-effective strategies to meet and exceed the desired goals based on the parameters of budget, timeline, and lead- or customer-acquisition metrics.

We map multi-phased roll-out and test campaigns, that include target ROI and budgets.



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SELECT CLIENTS:

Healthcare

Breyer MedSpa
Micro MRI
NutriSystem
Synova HealthCare

Travel & Tourism

CheapAir.com
South Jersey Tourism Corp.

Sports

Footlocker
Majestic Athletic
NBA Store
NHL
NFL Shop
Steiner Sports

Retail

Bella Pizelle
Calvin Klein Underwear
Speedo USA

Financial Services /Banking

Citizen's Bank
Coldwell Banker Preferred
CreditReport.com
Peachtree Settlement Funding

Other Services

Philly Apartment Co.
Termidor
The Pros

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