



**NEXA
BRAND
LAB**

DIGITAL MARKETING AGENCY

KNOW MORE



***“It’s hard to find things that
won’t sell online.”***

– Jeff Bezos

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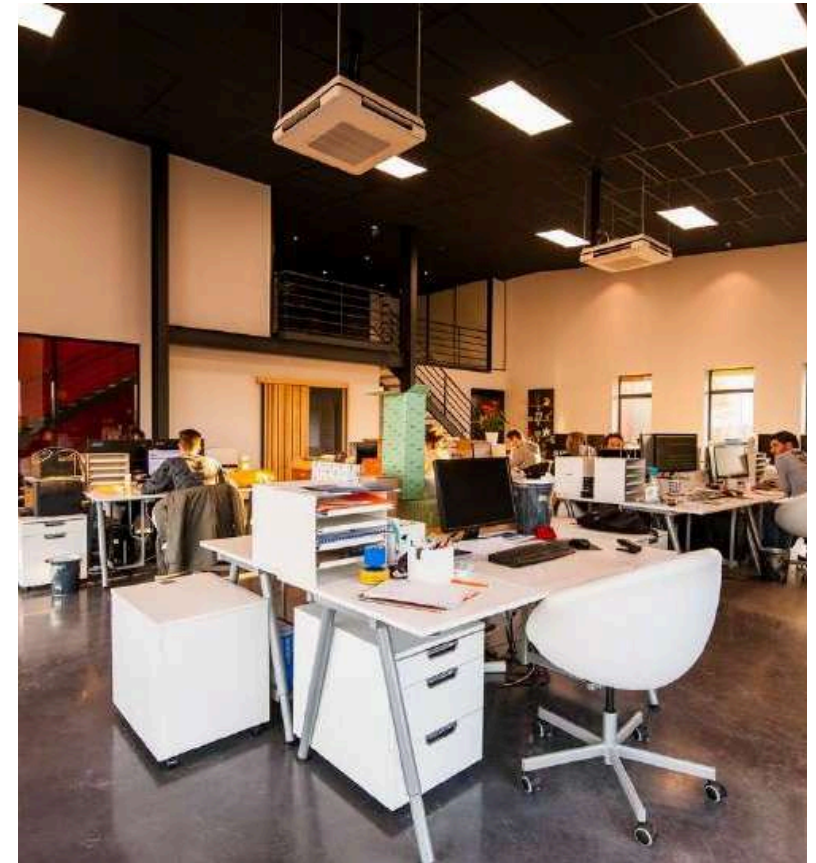
ABOUT US



Who We Are

Nexa Brand Lab Marketing is a full-spectrum digital marketing agency dedicated to elevating your brand through creative marketing solutions, customized strategies & flawless execution. Equipped with a team of marketing enthusiasts, we've been serving small and large businesses with impactful yet affordable marketing solutions.

Over the years we have served more than 150 clients across the globe, including startups, small businesses, and established organizations. Our sales-focused plans, combined with proven data-driven strategies, are helping brands drive more website traffic, leads, and revenue.





Our Team

Our team consists of experienced Marketing Managers, SEOs, Social Media Wizards, Performance Marketing Gurus, Copywriters, Graphic Designers and Email Marketers.

Everyone on our team is highly passionate and have complete command over the modern-day digital marketing tools and techniques. We aim to provide our clients with sustainable solutions, completely tailored to their unique challenges and business objectives.



Tools We Use



SEMRUSH



GOOGLE SEARCH
CONSOLE



GOOGLE
ANALYTICS



AHREFS



GOOGLE TAG MANAGER



SCREAMING FROG SEO
SPIDER



SALESFORCE



HUBSPOT



MAIL CHIMP



WORDPRESS



SHOPIFY



PHOTOSHOP



ILLUSTRATOR



PREMIUM PRO



CANVA

OUR SERVICES



Having supported startups and large enterprises from a range of industry verticals, we know what works and what doesn't. Instead of relying on buzzwords and hype, we deliver Digital Marketing solutions that help you drive results for years to come. Our services include:



Digital Marketing Consultancy



Search Engine Optimization



Performance Marketing



Social Media Marketing



Web Development



Copywriting



Graphic Designing & Video Editing



Email Marketing



YouTube Marketing



1. Digital Marketing Consultancy

Digital marketing trends change all the time. Work with our dedicated marketing consultant to help you put together a detailed, actionable digital marketing strategy based on your business objectives.

Leverage fully data-driven consulting services to enhance data sources' integration, connect the data patterns, improve reporting systems, and assess your performance & gaps.

Through an in-depth marketing audit and competitor analysis, we will develop a strategic plan for your organization to focus on factors that drive ROI and position your brand higher in the digital space.

- Website/brand audit
- Competitor analysis
- 360-degree marketing strategy
- Brand development plan
- ROI-focused demand generation plan
- KPI's reporting & Data Analytics
-
-



2. Search Engine Optimization

You might have the best-in-class product/service offering and a phenomenal story to tell, but it's no good if your audience can't find it. Let **Nexa Brand Lab** take care of the everchanging, complex search engine algorithms and make sure your website gets seen.

With in-depth keyword and competitive analysis, we identify the right opportunities to focus our on-page and off-page efforts to drive the best results.

Our experts are well-versed with Google's 200 known ranking factors and take pride in leveraging White Hat SEO practices to enable brands to improve organic search ranking and create long-term impact. Our processes ensure that no Google core updates adversely impact your website traffic, revenue, and customer engagement!

Here's how we can help your business with a tailored-fit SEO strategy:

- Complete Website SEO Audit
- In-depth Competitor Analysis
- Extensive Keyword Research
- SEO Content Creation
- Backlink Audit & Building
- Web Page Speed Optimization



3. Performance Marketing

Every dollar spent on advertising should bring back a positive return. I use several data sources to optimize paid campaigns to squeeze every possible conversion out of them.

After identifying your goals, my custom PPC strategy pairs a precisely targeted audience and keywords to generate higher brand engagement and more conversions.

I diligently manage and optimize PPC campaigns by integrating multivariate testing, analyzing data, and identifying winning combinations to maximize exposure, website visits, leads, and sales with maximum ROAS.

My Google PPC services include:

- Search Ads
- Display Advertising
- Shopping Ads
- Youtube Ads
- Retargeting Ads
- Performance Max Ads



4. Social Media Marketing

The social media landscape is becoming more competitive than ever, making it tougher for new entrants to establish their brands and effectively reach their target audience. At **Nexa Brand Lab**, we are continually adapting with every curveball to identify gaps and opportunities to help our clients leverage the maximum potential of social media.

With a comprehensive, data-driven, and full-funnel social media marketing strategy, we help brands increase brand awareness & visibility and generate & nurture a lead funnel through their users' buying process.

Accelerate your growth with:

- Social Media Management
- Social Media Advertising
- Interactive Campaigns

Platforms we work with:

- Facebook
- LinkedIn
- Instagram
- Snapchat
- Twitter
- Quora
- Pinterest
- Tumblr



5. Content Marketing

Today, content is an asset to your business and dictates your online presence. Investing in content that educates, informs, and encourages your customers to try the offered product/service is one of the most powerful digital marketing strategies.

From blog posts to online guides to videos, make content marketing hassle-free with our in-house content marketing team that will develop, write, edit, and promote custom content for your business.

With **Nexa Brand Lab** as your content marketing services partner, you can double website conversion rates, drive brand awareness, and generate website traffic that generates revenue!

Our content marketing services include the following:

- Content strategy development
- Content creation
- Content promotion
- Reporting & analysis



6. Email Marketing

Partner with **Nexa Brand Lab** and let our team of experts do the heavy lifting so you can always stay in front of your target audience with our focused email campaign strategies. We ensure that your brand gets enough exposure, user engagement, and leads to stay ahead of the curve!

Get smart with your digital marketing spending and online promotions by capitalizing on conversion-focused email marketing services and building a loyal community around your brand!

With an email campaign that fits your business objectives perfectly, connect your brand with the right customers at the right moment and increase your sales.

Our email marketing experts leverage fresh & well-segmented data and advanced automation tools like Mailchimp, Salesforce, HubSpot, etc., to help you:

- Content strategy development
- Content creation
- Content promotion
- Reporting & analysis



7. Web Development Services

Create a digital experience with a modern, responsive website that connects with your target audience and elevates your brand.

Building the right product is as important as building the product 'right.' Our experienced team of UI/UX designers and web developers can help you build a tailored experience that resonates with your ideal customer, aligns your brand identity & vision, and sets you on a growth trajectory.

Our web development services include the following:

- Custom UI/UX design
- End-to-end website development
- E-commerce web development
- High-conversion landing pages
- On-going website management and
- performance optimization

OUR PROCESS



DEFINE OBJECTIVES

An approach to work begins with understanding the client's objectives and goals.



BUSINESS ANALYSIS & COMPETITIVE RESEARCH

I will do research on your industry, competitors, and target audience and analyze past insights to set measurable goals.



DEVELOP A STRATEGY

Once I set a vision, we devise a digital marketing plan for trackable growth.



PERFORMANCE TRACKING & REPORTING

Set up a tracking and reporting process to help you measure results.



OPTIMIZE

analyze outcomes and refine strategies with time to give you promising results.

WHY WORK WITH US



All Under-one-roof

All-in-one digital marketing agency. Every marketing skill set is at your fingertips.



Flexible

Hire any service that you need.



Budget Friendly

Save the headache of cost. We offer digital marketing services at affordable rates.



Transparency

We keep our clients involved throughout the project. Clients have access to all the project data.



Proven Performance

We have a 100% client retention rate because we bring the best results to our clients.



Easy to Communicate

Our experts have client communication skills to have meaningful conversations and build strong business relationships.



Support

We provide assistance and additional services during and after the project.



Availability

No matter if there is Ester or Christmas break, we are available throughout the year.

SOME OF OUR CLIENTS



EXECWEB



DanzaAcademy
OF SOCIAL DANCE

PRIMAL



INDUSTRIES WE SERVE



Law



Healthcare



IT



Wholesale



Cyber Security



Wellness



SaaS



Education



E-Commerce



Entertainment

SOME OF OUR PROJECTS



The Law Offices Of Scott J. Senft

Industry: Law

SEO

Based in Florida, The Law Offices Of Scott The Lawyer is a law firm that specializes in providing legal services to personal injury victims in South Florida.

- Keyword research & Competitor analysis
- On-page, Off-page SEO, and Technical SEO
- Local SEO
- Google Screened (Local Ads)
- Business Listing Management

Key Stats:



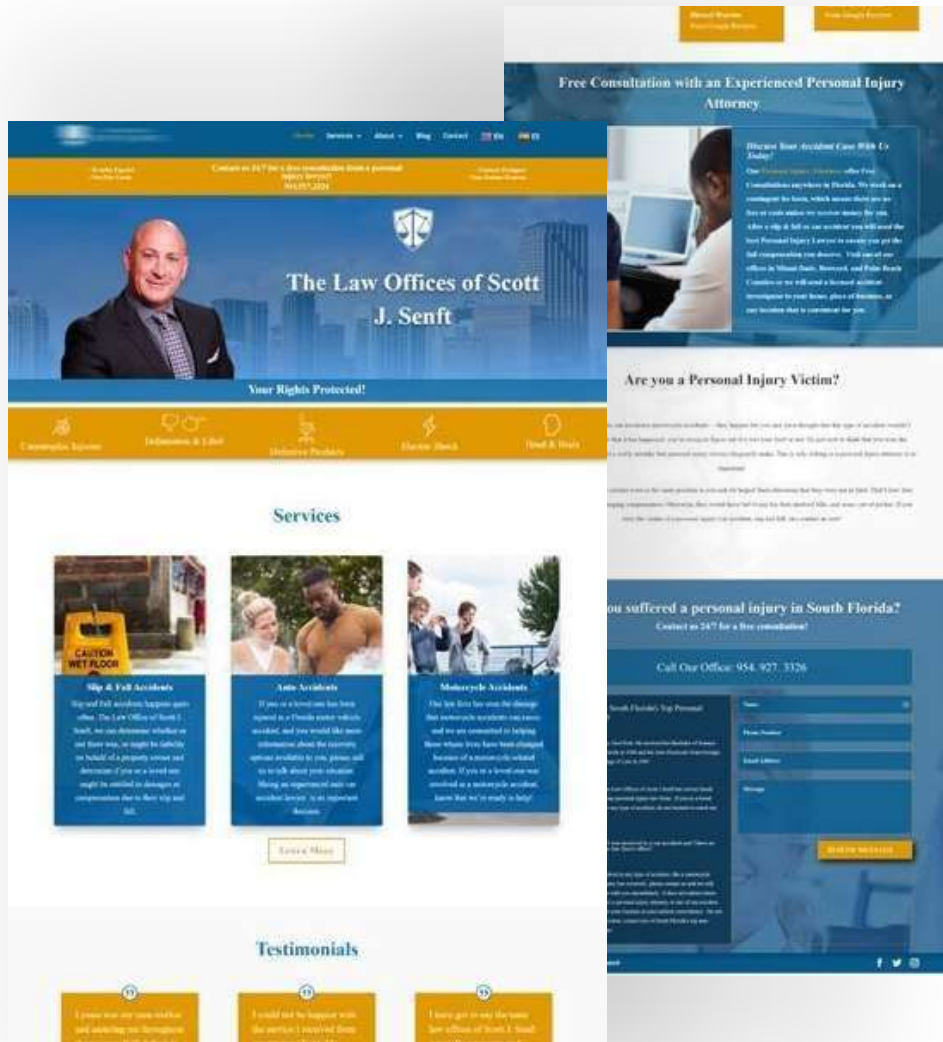
Organic Traffic
↑ by 25X

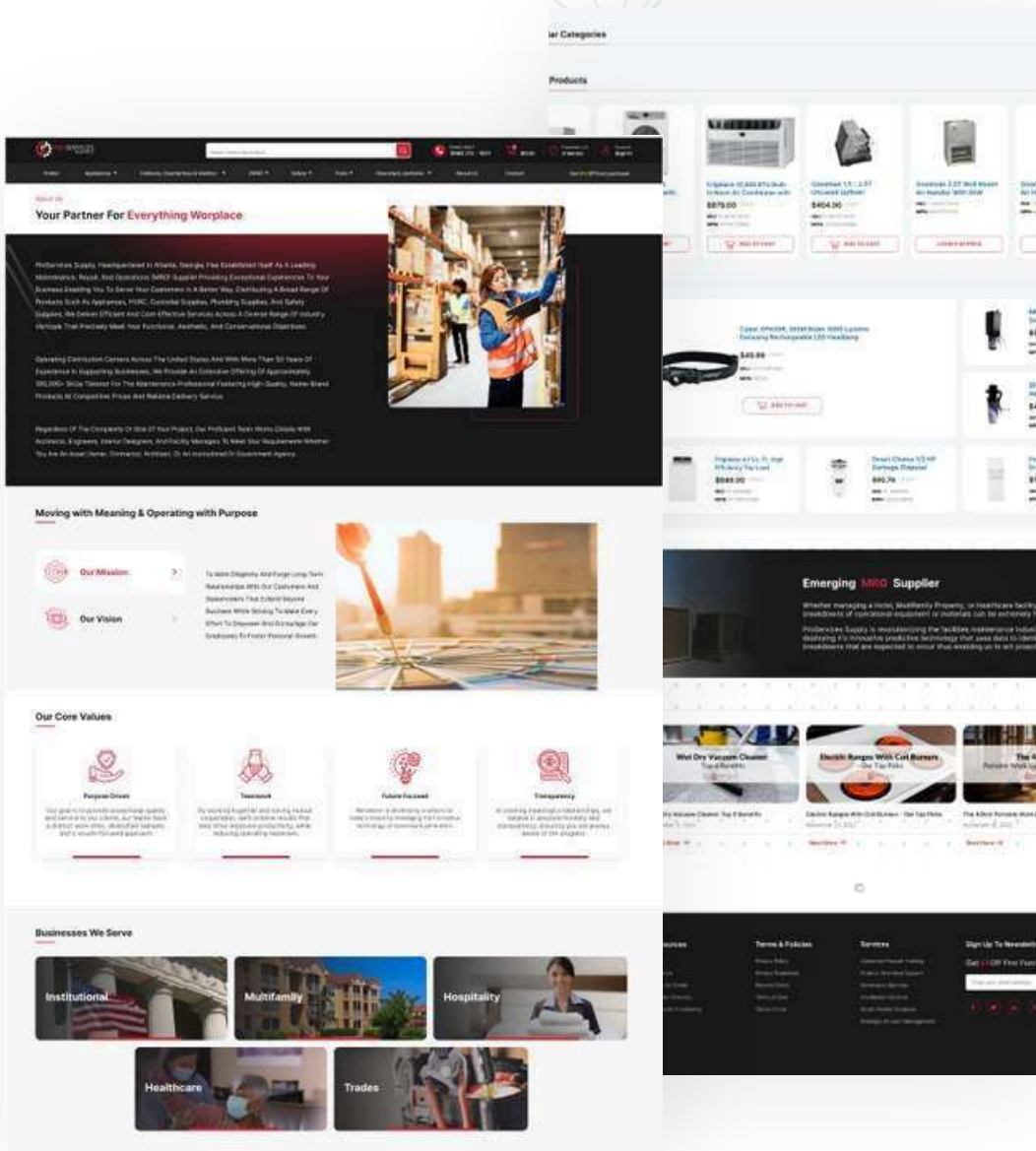


4 Keywords
in top 10 results



Bounce Rate
↓ by 10%





Pro Services Supply Industry: Wholesale

Google Ads

SEO

Social Media

Based out of Atlanta, Georgia, ProServices Supply is an emerging Facility Maintenance Supplier & Service Provider.

- Digital Marketing Consultancy
- SEO
- Google PPC
- Social Media Marketing
- Business Listing Management
- Website UI & UX design
- Reporting and data analysis

Key Stats:



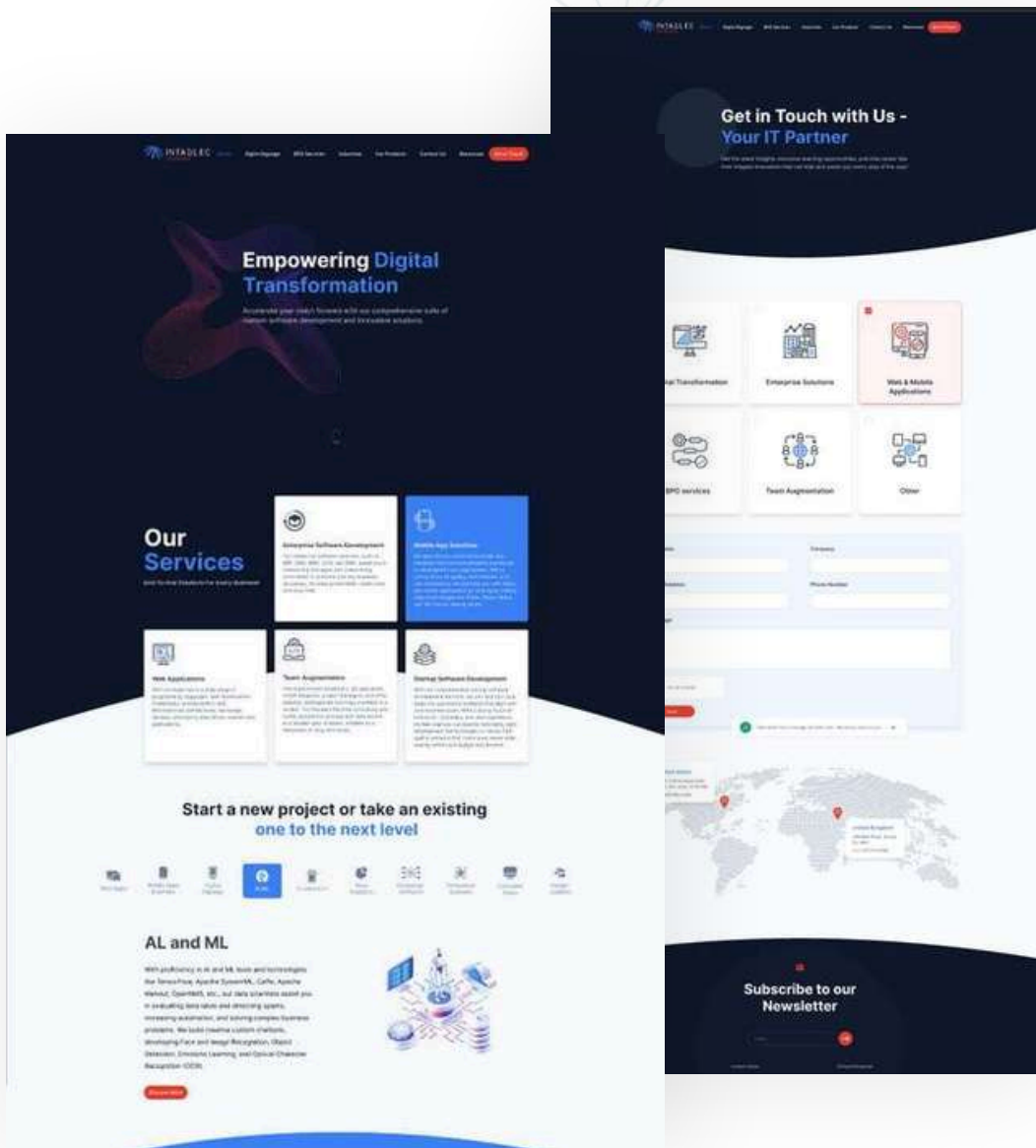
Organic Traffic
↑ by 12X



Revenue
↑ by 10X



ROAS
↑ by 10X



Intagleo Systems

Industry: Professional IT Services

Website dev

SEO

Social Media

Intagleo Systems is a UK-based full-service IT and Professional Services firm serving global brands.

- Digital Marketing Consultancy
- Social Media Marketing
- Business Listing Management
- Designed and developed sales collaterals
- Website UI & UX design
- Reporting and data analysis

Key Stats:



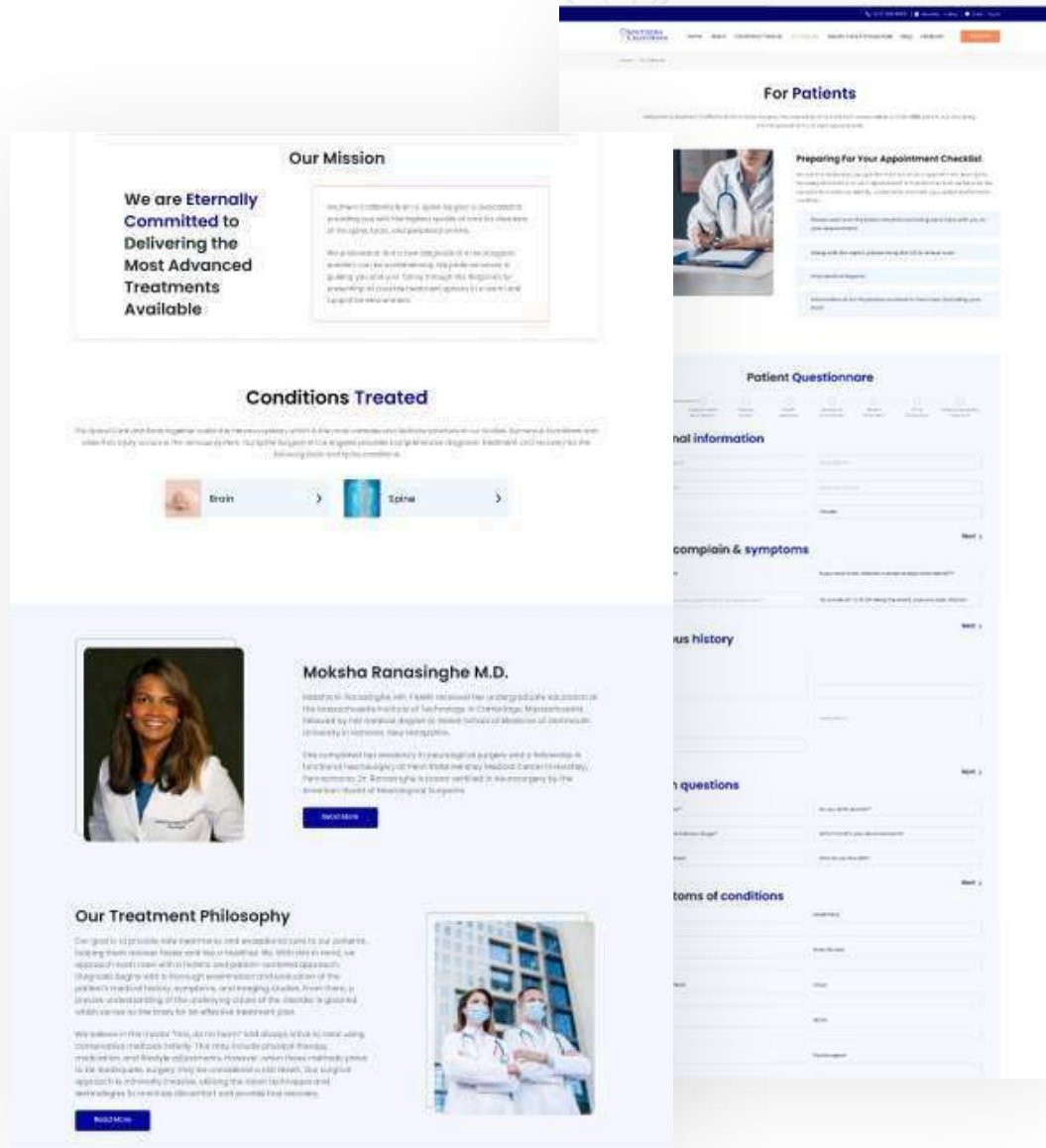
LinkedIn Followers
↑ by 192%



Sales Conversion
Rate ↑ by 82%



User Engagement
↑ by 2x



Southern California Industry: Healthcare

SEO

Based in Los Angeles, Southern California Brain & Spine Surgery is dedicated to providing the most advanced treatment options and the highest quality of care for patients with brain, spine, or peripheral nerve disorders.

- Keyword research & Competitor analysis
- On-page, Off-page, and Technical SEO
- SEO content development
- Local SEO
- Link building
- Business Listing Management
- SEMRush and Google Analytics integration

Key Stats:



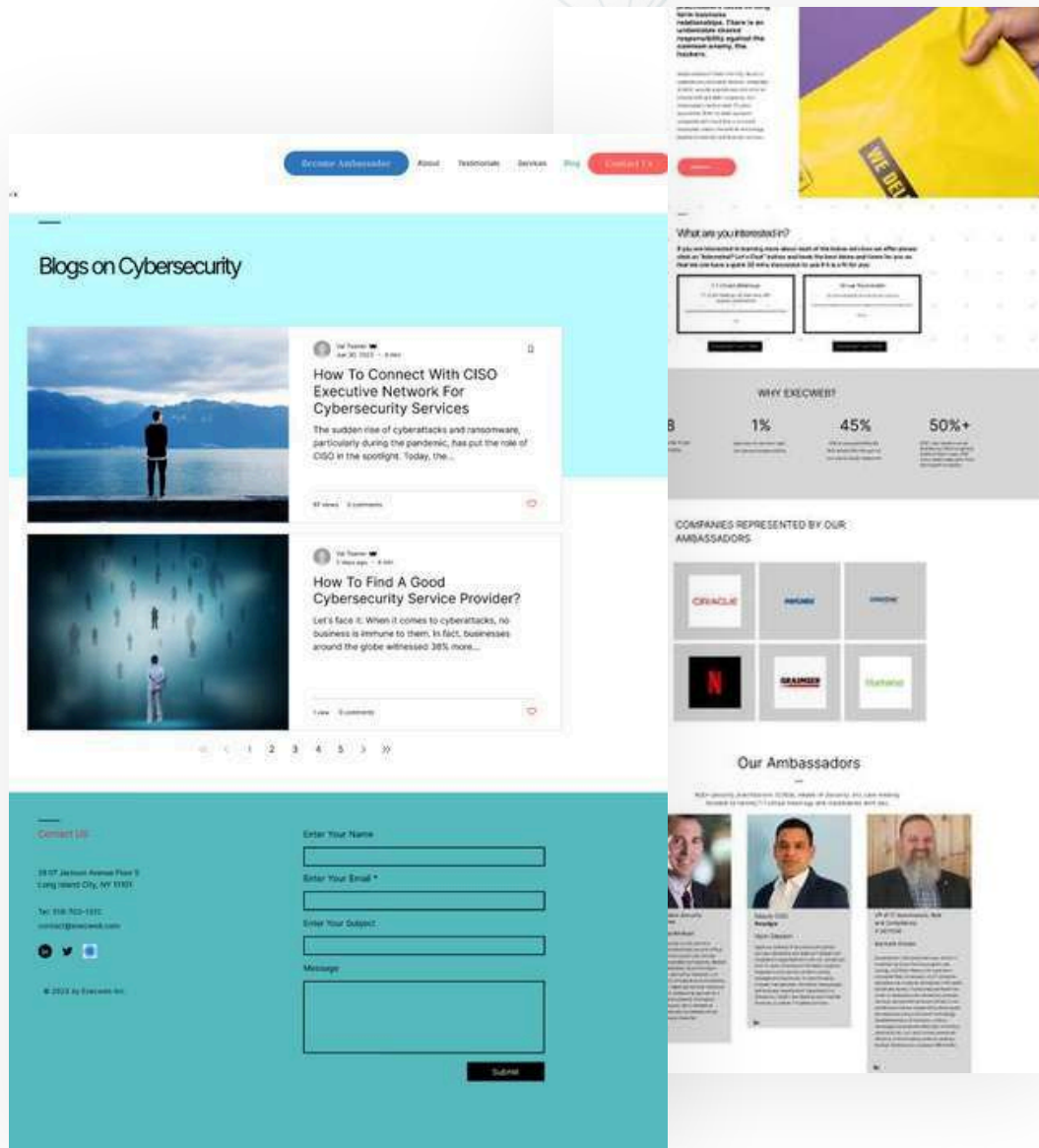
Organic Traffic
↑ by 22X



144 Keywords
in top 10 results



GMB Profile
Growth by 3X



Execweb

Industry: Cybersecurity

Demand Gen

SEO

Social Media

Headquartered in New York City, Execweb is a cybersecurity executive network that bridges the gap between security practitioners and cybersecurity vendors.

- Keyword research & Competitor analysis
- On-page, Off-page, and Technical SEO
- SEO content development
- Local SEO
- Link building
- Business Listing Management
- SEMRush and Google Analytics integration

Key Stats:



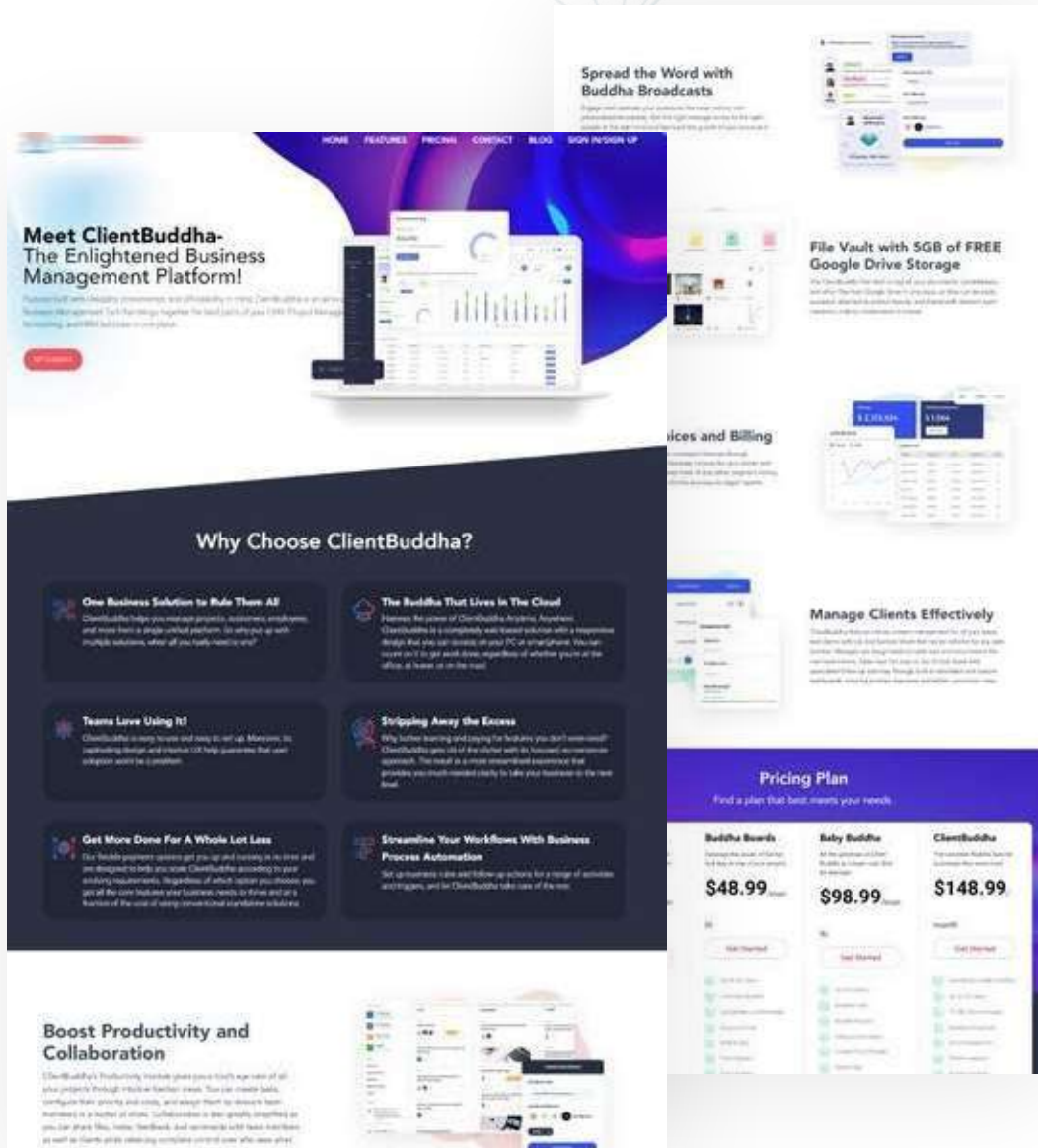
Organic Traffic
↑ by 2X



LinkedIn Followers
↑ by 250%



Backlinks
↑ by 780%



Client Buddha

Industry: SaaS

- Website dev
- Lead gen
- Social Media


Client Buddha offers an all-in-one business management SaaS solution to a global customer base.

- Digital Marketing Strategy and Implementation
- SEO
- Social Media Marketing
- Facebook and Google Ads management
- Copywriting and Design
- Branding

Key Stats:



Organic Traffic
↑ by 8X



Leads
↑ by 14X



Subscriptions
↑ by 10X



Back To Mind

Industry: Healthcare

SEO

Back to Mind provides chiropractic care and rehabilitation for patients in South Florida through its many locations. We devised and managed all aspects of their SEO strategy to help their website rank no. 1 for more than 20 keywords.

- Keyword research
- Competitor analysis
- On-page and Off-page SEO
- Technical SEO
- Local SEO
- Link building
- Business Listing Management

Key Stats:



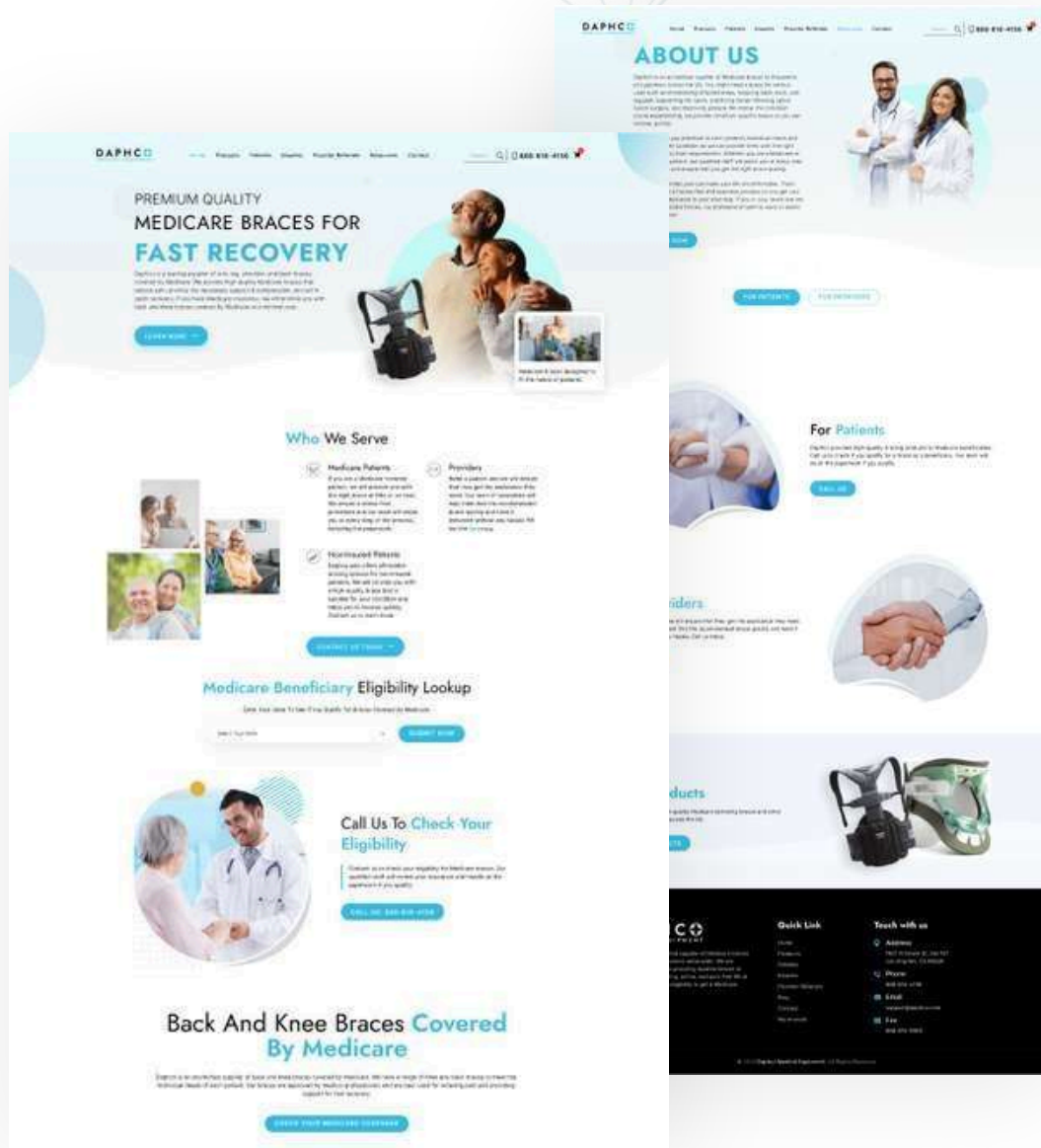
Organic Traffic
↑ by 4X



100+ Keywords
in top 10 results



Site Speed
↑ by 30%



Daphco

Industry: Healthcare Equipment

Local SEO

Daphco is a trusted supplier of Medicare braces designed to fit the needs of patients suffering from spine, cervical, shoulder & knee pain.

- Keyword research & Competitor analysis
- On-page, Off-page, and Technical SEO
- SEO content development
- Local SEO
- Link building
- Business Listing Management
- SEMRush and Google Analytics integration

Key Stats:



Organic Traffic
↑ by 35X



Domain Authority
↑ by 3X



CTR
↑ by 2X



Natura

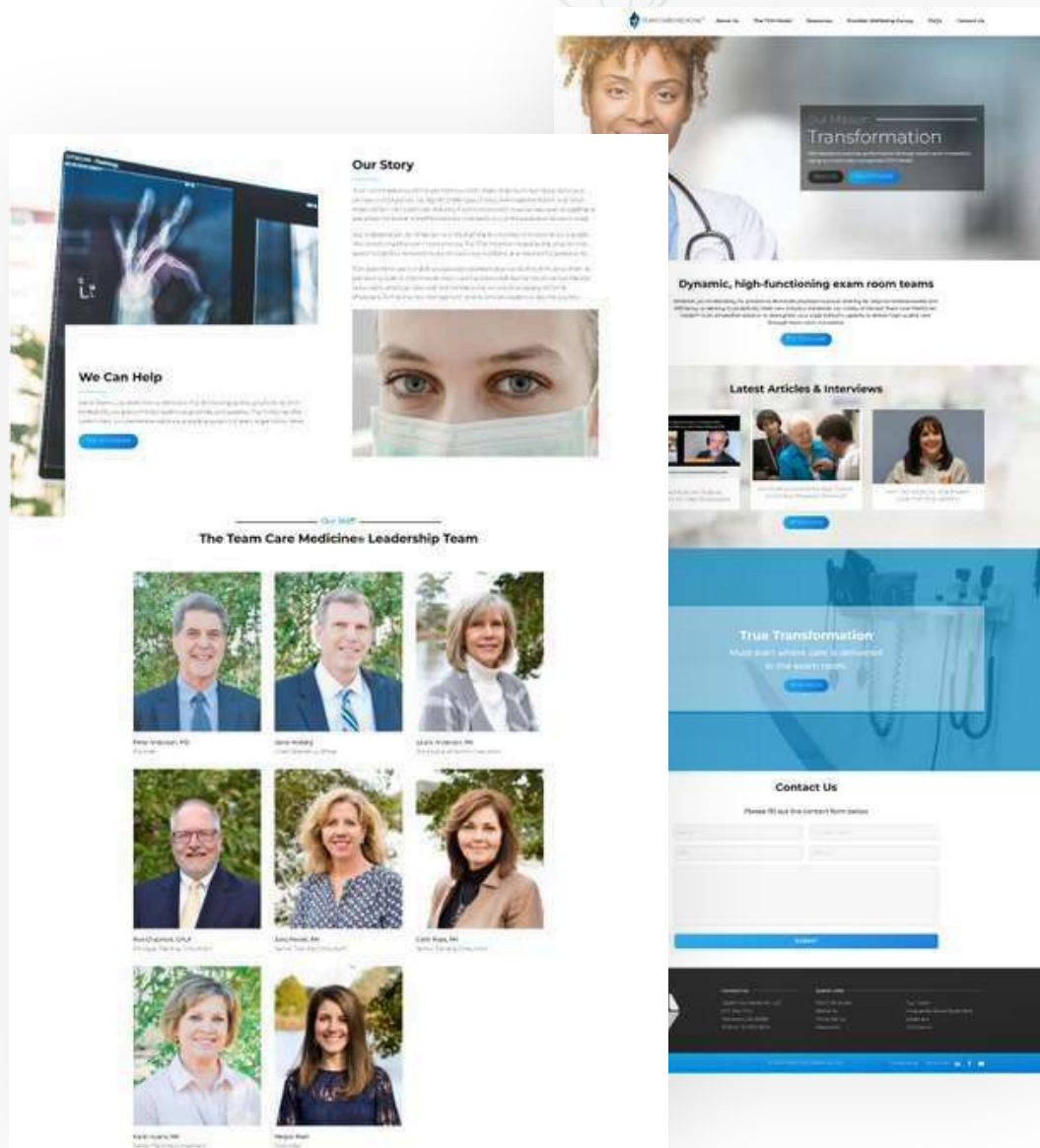
Industry: Wellness

SEO Audit

Consultation

Natura is a natural beauty services and products provider with 7 locations across the US.

- SEO Consultancy
- On-page and off-page audit
- Content review
- Technical audit
- User experience audit



Team Care Medicine

Industry: Healthcare

Google Ads

Team Care Medicine is a Practice Transformation Consultant firm that offers customised, comprehensive solutions to healthcare practices and systems.

- Google PPC Consultancy
- Google Search Ads
- Google Display Ads
- Developed high conversion landing pages

Key Stats:



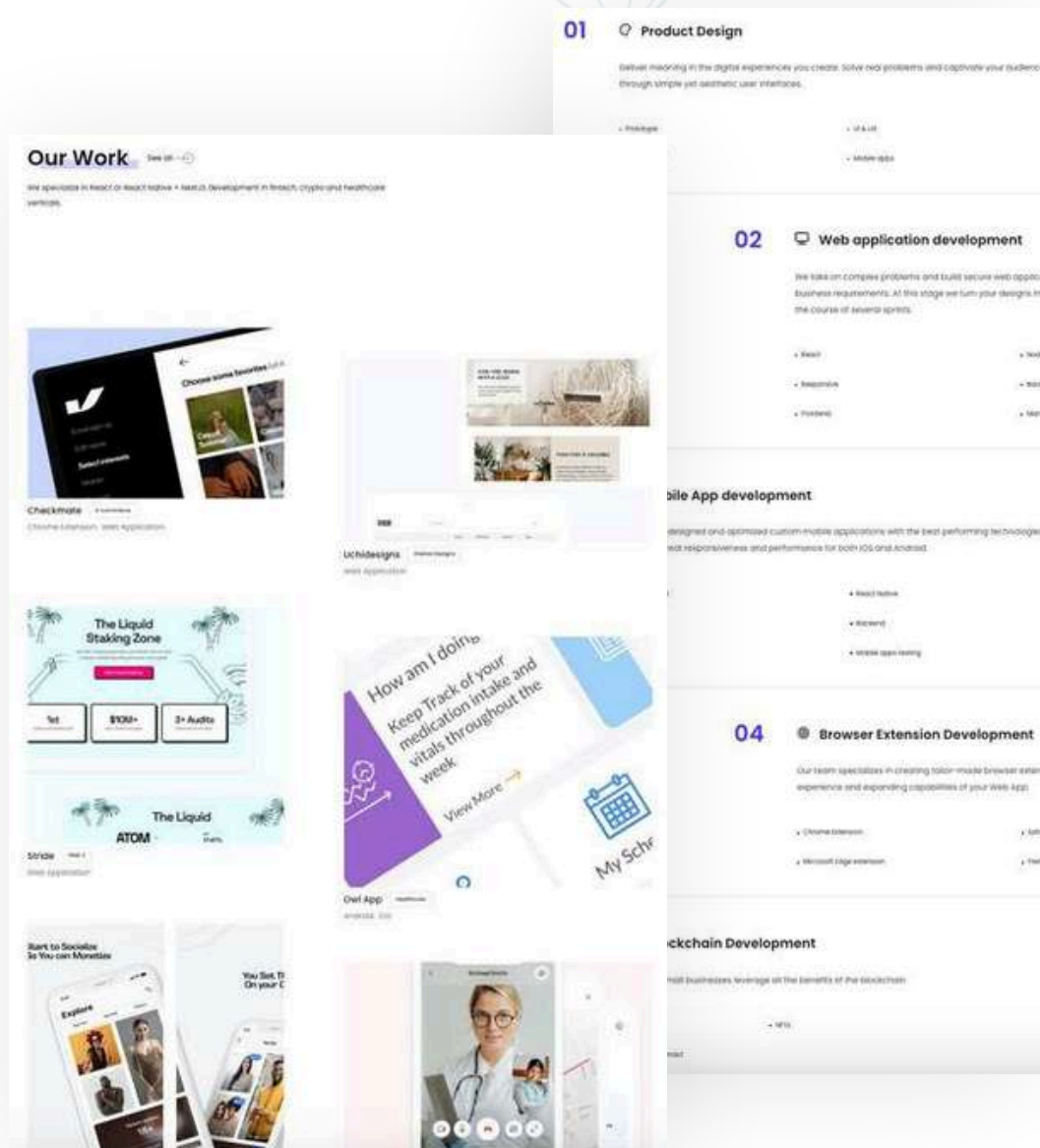
CPC reduced by 20%



Impression share increased to 70%



Leads increased by 2X



pubGENIUS

Industry: Professional IT Services

Content

SEO

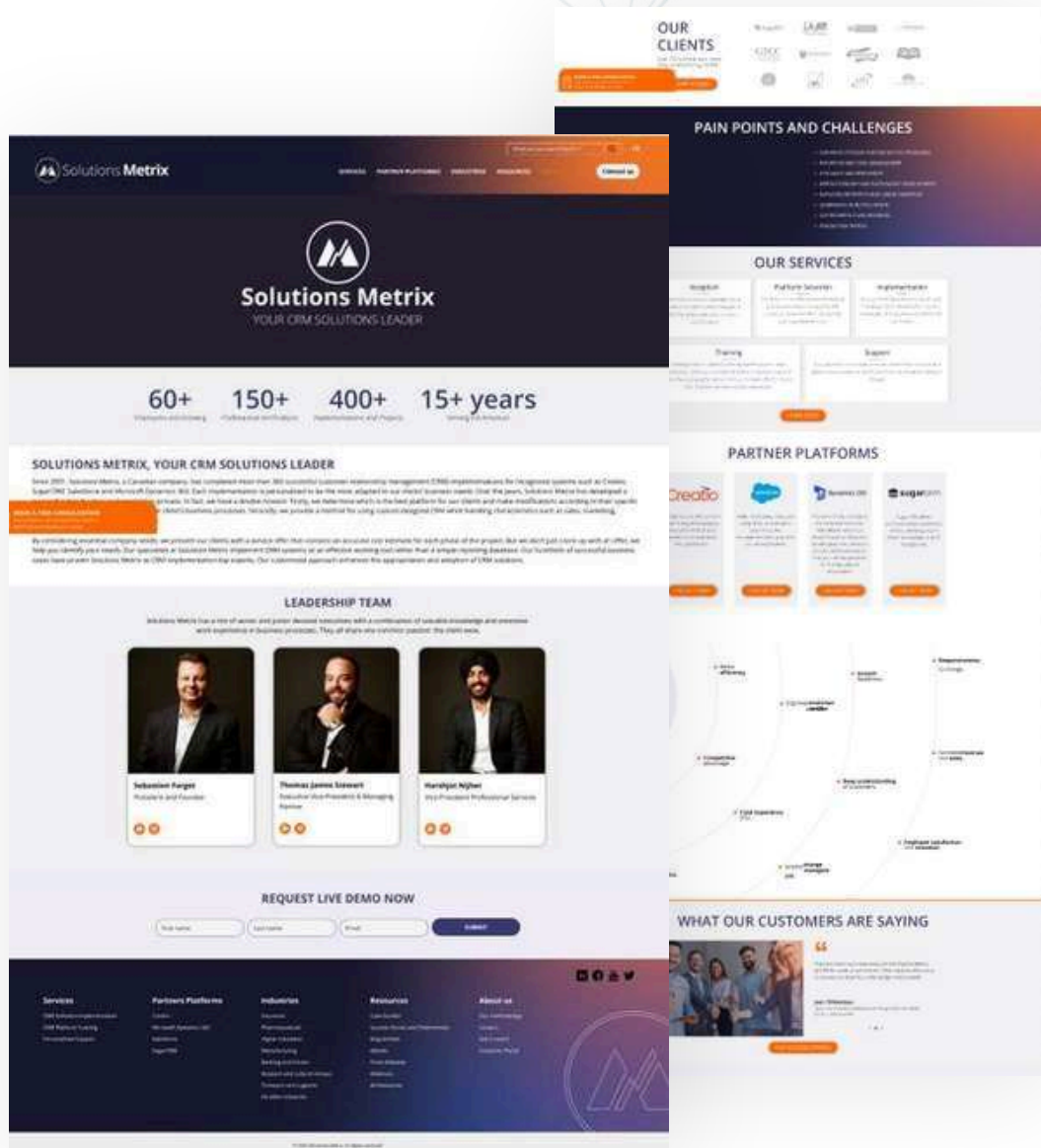
pubGENIUS is a design and development firm that helps its clients build delightful customer experiences and unique digital products.

- Keyword research
- SEO Content Development
- On-page SEO optimisation

Key Stats:



**50,000+ words of
SEO content
written in 1 month**



Solutions Metrix

Industry: Professional IT Services

- SEO
- Demand Gen
- Social Media

Solutions Metrix, a Canadian company, provides customer relationship management (CRM) implementation services for recognized systems such as Creatio, SugarCRM, Salesforce, and Microsoft Dynamics 365.

- Digital Marketing Strategy
- SEO
- Social Media Marketing
- LinkedIn & Facebook Ads
- Email Marketing
- Developed Sales Funnel
- Organised industry specific webinars

Key Stats:



250+ MQLs generated in Q2

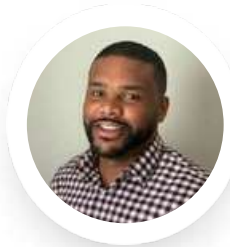


Social Media engagement increased by 4X



Organic Traffic improved by 2X

TESTIMONIALS



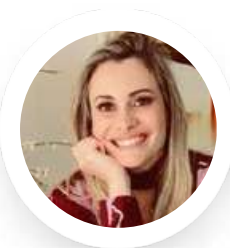
Gary Phillips ★★★★★
ProServices Supply

Nexa Brand Lab was outstanding to work with. Hit all deadlines and provided exceptional customer experience.



Steve Moberg ★★★★★
Team Care Medicine

They are excellent at communicating, both at a tactical and strategic level. A pleasure to work with.



Rafaela Chagas ★★★★★
Natura Spa

These guys are true professionals and experts in SEO. Their communication, project delivery, and customer care were all on point. Can't wait to work with Nexa Brand Lab again. Highly recommended!



Ethleen P. ★★★★★
AAFRC

In terms of digital media, I believe Nexa Brand Lab is the best and well experienced. I will keep working with them.

NEXABRANDLAB.COM



NEXA BRAND LAB
THANK YOU
FOR WATCHING

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