

Unthink Solutions Fact Sheet

About Unthink Solutions provides small- and mid-sized businesses with nimble, straightforward, results-driven digital marketing solutions in mind. With a proprietary approach built to directly address critical client milestones – attracting, getting and keeping customers – Unthink Solutions offers clients the full-service capabilities of a seasoned in-house marketing team, while providing as much flexibility and control as they wish to have over their campaign.

The Team With Unthink Solutions, small- and mid-sized businesses add a marketing powerhouse to their team that supports their business goals. Clients have access to a roster of seasoned marketing strategists, certified sales funnel professionals, graphic designers, ad managers, copywriters, social media managers, video editors, SEO and paid traffic experts, and competitor analysts.

Problems We Solve While generating traffic and leads is the ultimate problem we are solving for clients, along the way, we also tackle challenges related to ensuring maximum ROI for marketing activities, right-sizing budgets, managing websites, identifying and implementing the right technologies, generating quality content, training the team, and even helping you hire top talent.

The Approach Unthink Solutions' process begins with defining SMART goals, marketing research, persona creation and keyword research. This is overlaid with audience segmentation and messaging, which leads into the 28-day evergreen lead generation campaign and intense competitor reverse engineering. To keep the process transparent, Unthink Solutions developed an AGK blueprint that outlines activities at every phase of the process. More specifically:

Attract

- Content Calendar
- Lead Magnet Offers
- Lead Magnet Design/Copywriting
- Awareness Ad Design/Copywriting
- Retarget Ad Design/Copywriting
- Full Social Media Management
- SEO for Single Keyword
- Lead Page Design/Implementation
- Automated Email Service Integration
- Automated Email Response Design/Copywriting
- Split A/B Testing
- Explainer Video
- Campaign to Increase Testimonials

Get

- TripWire Offers
- Engagement Ad Design/Copywriting
- Retarget Ad Design/Copywriting
- Lead Page Design/Implementation
- Automated Email Response Design/Copywriting

Keep

- Core Offer Defined
- Core Offer Design and Copywriting
- Lead Page Design and Implementation
- Automated Email Response Design and Copywriting)
- Retention – Re-engagement and referral campaigns

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The Process

Understanding that results are only as good as a solid plan, Unthink Solutions follows six fundamental steps to guide a successful digital marketing campaign:

1. **Strategy:** Unthink Solutions works with clients to understand their business, including their goals, challenges, competitors, audience, and much more. From there, the team crafts a strategy to attract dream clients and increase sales.
2. **Blueprint:** After the strategy session is complete, the team uses the information collected along with their own research to draft a blueprint for the “machine,” which is a comprehensive workflow diagram that details out each step toward the end goal of getting more clients.
3. **Implement:** Using the “machine” blueprint, the team implements the proper content, lead pages, technology and sequencing, tracking and more to make the strategy work.
4. **Optimize:** Once the “machine” is built, the team then implements the first campaign. Depending on the strategy, this could be a combination of digital ads, blog posts, vblogs, ebooks, and so forth. At this point, the team engages in comprehensive monitoring and carries out updates as required to ensure results are being maximized.
5. **Scale:** Once the team confirms that the funnel is converting optimally, it’s time to scale. At this point, the client has a solid metric telling them how much in ad spend a single new client costs. From there it’s up to the client as to the amount they want to spend and how quickly they want to scale.
6. **Invest:** Once the machine is producing increased sales, it’s time to look for opportunities to grow further. On average, 20% of a client’s customer base is the source of 80% of their revenue. For this reason, it’s most cost effective to focus on further serving the existing client base rather than trying to grow the overall size of your audience.

Key Tenets

Unthink Solutions zeroes in on four core tenets when devising and delivering creative, digital marketing solutions: timeless design, flexible design, growth focus, and support and training.

Timeless Design: Design should enhance a client’s message. Too much fluff and the design itself becomes a distraction. Unthink Solutions delivers clean design that reflects a client’s unique business. Trends may come and go, but timeless design lasts.

Flexible Design: Unthink Solutions is careful to ensure that all of its solutions are compatible with the latest technologies, including digital design that is mobile friendly. This is based on research that reveals that 61% of users are unlikely to return to a mobile site they had trouble accessing. Instead, 40% visit a competitor’s site instead.

Growth Focused: Built with only the top talent, Unthink Solutions’ tenacious group of seasoned professionals exhaust every option until they are confident the final solution meets a client’s end goal: to attract, get and keep customers. In fact, the planning phase of every project starts with the end goal in mind and is built out from there.

Support and Training: There’s a lot to focus on when you’re building a business. Knowing clients wear many hats and juggle many responsibilities, Unthink Solutions is the reliable third hand that is there whenever they need assistance, even with the small tasks. Providing ongoing support is Unthink Solutions’ commitment to their clients.

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Credentials

Unthink Solutions takes their craft seriously. Members of the team have earned top industry certifications. With their hands-on approach, both founding partners hold industry accreditations; Liz is Google Adwords qualified, while Gretchen is a Certified Customer Acquisition Specialist and Certified Customer Value Optimization Specialist. The team also holds inbound sales certification from HubSpot Academy, one of the top small business customer relations management platforms, and is a member of the Billy Gene Is Marketing C.A.M.P., which focuses exclusively on Facebook advertising.

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For more information about Unthink Solutions and to view successful lead generation campaigns, please visit unthinksolutions.com or call 720-724-5904

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