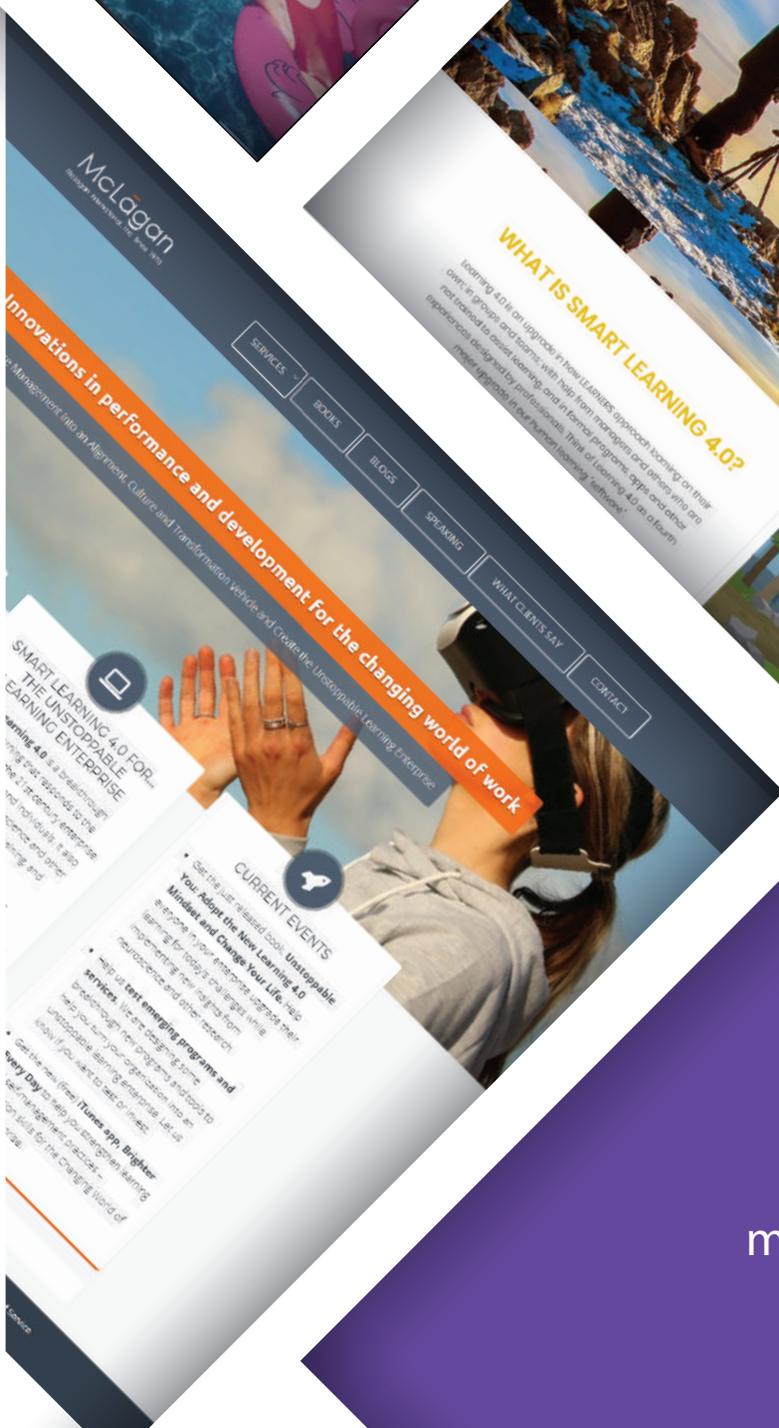
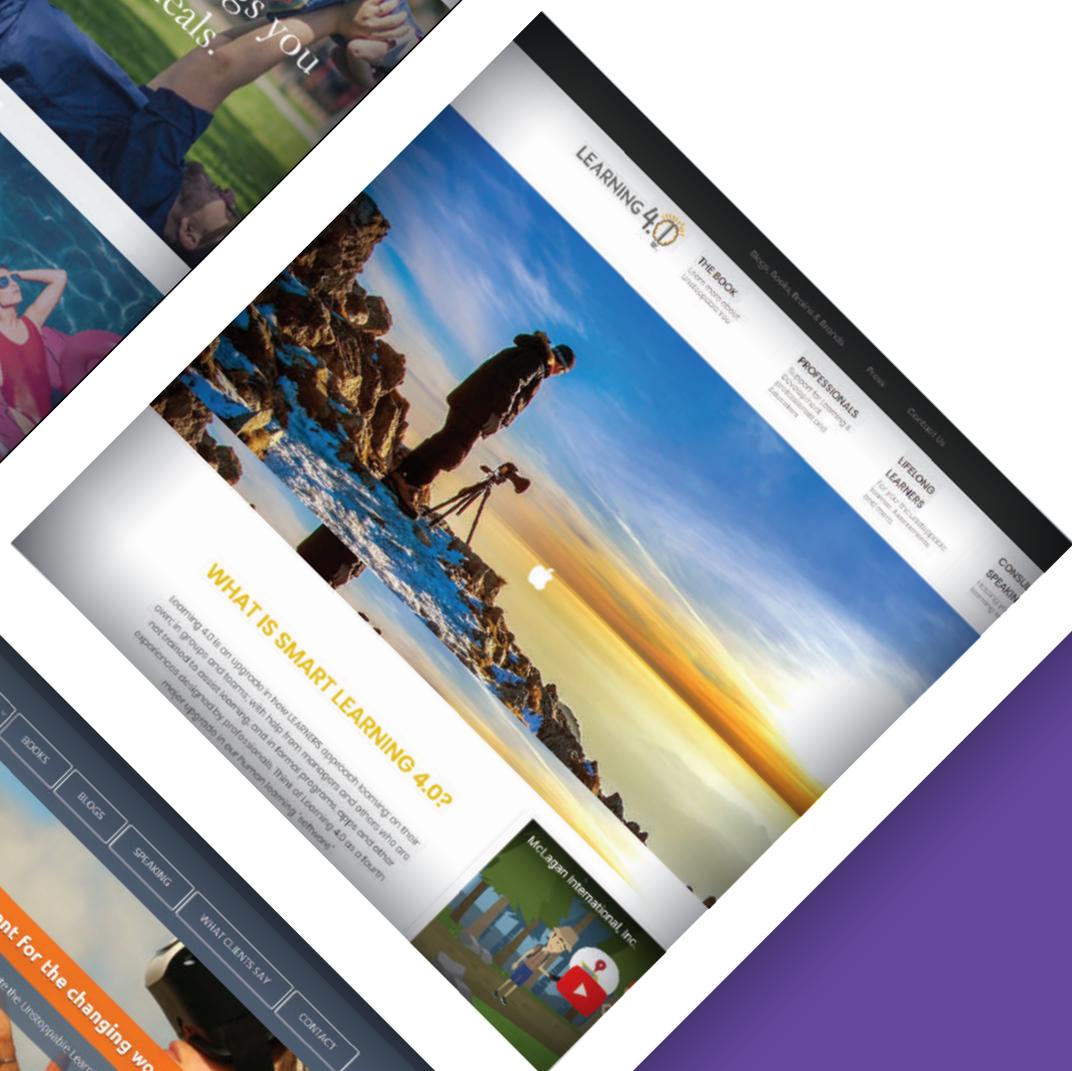
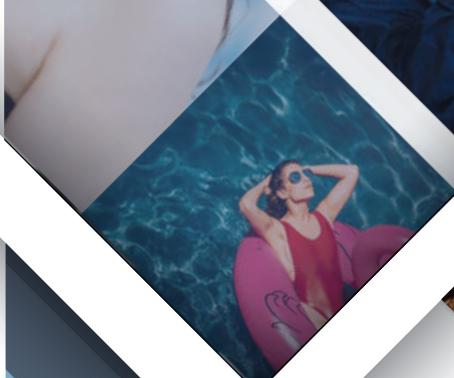


spark!MARKETING



PORTFOLIO

Spark Marketing is a full-service marketing agency based in New York.

Spark Marketing is a full-service marketing agency based in New York. We craft solutions that look great, work like they're supposed to and help your business grow. With a team of outstanding individuals, we help businesses reach their goals - within budget and under deadline. Think of us as your growth hackers, idea makers, business builders, copywriters, and brand developers; Then watch us obtain incredible results for your business!

We offer the following services:

- Branding
- Sales growth
- Digital ad creation
- Amazon product/store growth
- Amazon advertising
- Facebook advertising
- Google (AdWords) advertising
- Membership websites
- Company websites
- Copywriting
- And other custom projects

Whether you are an established business with significant sales, or a fledgling startup looking to gain entry into the market, we can help you increase your sales, grow your brand and expand your business. Our team has a decade-long list of successful clients. Here are a few of them, and the projects we have completed with them.

CLIENT: Unstoppable You

BACKGROUND: Our team was hired to craft the marketing plan and all digital ventures for 2017's 5-Star Book, "Unstoppable You: Learning 4.0". The revolutionary book taught insights from learning psychology and a scientific approach to learning in today's day and age.

OUR WORK: Our team worked with the publisher - ATD publications - to craft a marketing plan that fit the target audience for the book and accomplished the goals set forth by the publisher and the author. We created an entirely new website for the brand, including a digital shopping cart, integrated payment platform, a members gateway, login terminal, and designed and implemented digital ads to drive sales. KPIs for search, social media, display, and content have increased quarter over quarter. We continue to be on retainer, handling the majority of the brand's digital needs.

STRATEGIES: SEM, Facebook Advertising, Sales Growth, Social Media

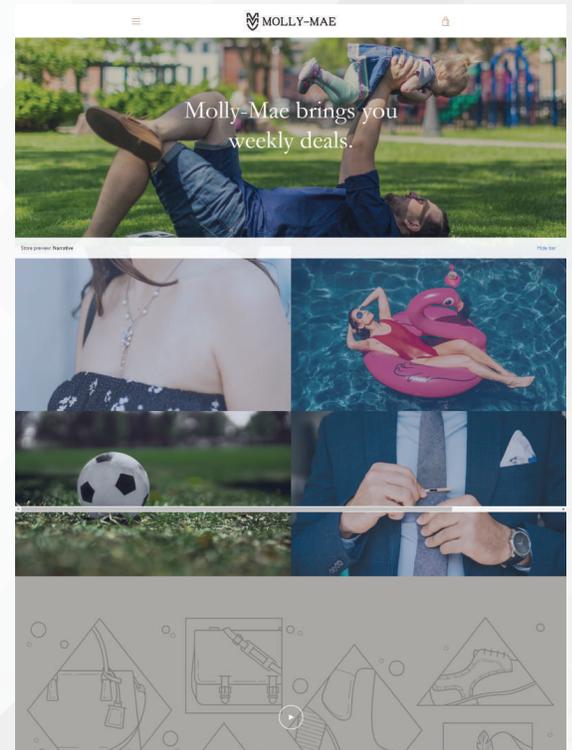


CLIENT: Molly-Mae

BACKGROUND: Molly-Mae is an e-commerce company, specializing in the sale of home and office products; most notably, wrought iron decorations.

OUR WORK: Molly-Mae hired our team to increase their sales on Amazon, as well as establish a 5-Star review pattern to expand brand worth. The organization wanted to take the next step with a full marketing strategy including SEO, SEM, copywriting, and website design but didn't understand how B2B customer behaved in these areas. After significant research, our team drew up a plan centered around using the Molly-Mae brand to target businesses seeking large quantity wrought iron purchases. Within 14 days of hiring us, Molly-Mae realized their first large quantity order - over \$800. A few days later, they received another large quantity order. This pattern continued. Molly-Mae went on to increase their sales nearly 100% due to the work of our team.

STRATEGIES: Amazon Sales Growth, Market Research, Facebook Advertising



CLIENT: McLagan International

BACKGROUND: McLagan International is a world-renowned company specializing in performance management and the new learning enterprise. As a business to business enterprise, McLagan Int quickly realized that their digital and public image needed a stronger, more professional focus.

OUR WORK: McLagan chose our team to rebuild their website, and in doing so we were able to re-craft their digital and public view. The goal was to build a simple yet sophisticated platform that answered “Who?”, “What?” and “Why?” as soon as a prospective client visited the site. This goal was accomplished with an elegant design that brought McLagan into the 21st century. McLagan has since hired our team for additional projects and we currently manage the majority of McLagan’s digital needs.

STRATEGIES: SEM, Facebook Advertising, Sales Growth, Social Media

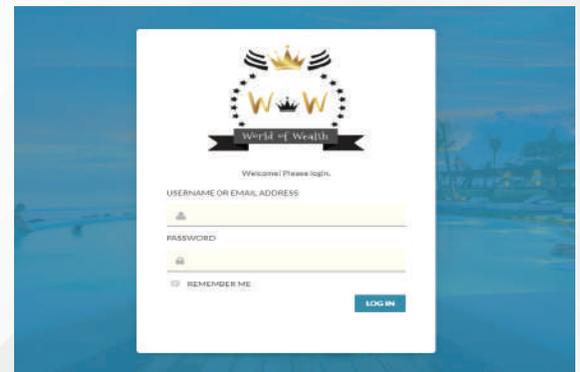


CLIENT: World of Wealth

BACKGROUND: The founders of World of Wealth came to our team with only an idea - nothing else! Their desire was to create a business comprising of a social media membership website, marketed toward wealthy individuals.

OUR WORK: Their vision included a website that was to function similarly to Facebook, but also receives payments from members, have monthly prize giveaways, present fluctuating stock numbers, a profile area and other custom features. Our team quickly got to work, crafting and building their vision to reality. In just over a month, what was once just an idea had turned into a fully functioning business that now accepts members for the price of \$5,000 per year.

STRATEGIES: Market Research, Data Analysis, Website



CLIENT: UAFFL

BACKGROUND: The New York Amateur Football League is a semi-professional American football league in New York.

OUR WORK: The New York Amateur Football League hired our team to build and grow its entire digital brand. We crafted a custom league website, including an aggregator to pull up-to-date statistics, news, polls and a message board. Working directly with the commissioner of the league, our team generated substantial traffic for the league and remained on retainer for several years.

STRATEGIES: Website, Aggregation, Traffic Growth

WHY HIRE US?

Our team has “been there and done that”. Anything that your business needs to have done, we have likely done it before! Simply put, we have the experience to generate amazing results. If your company is looking for the absolute best, we would love to work with you. Let our experts in marketing, branding, and sales, grow your company and increase your profitability