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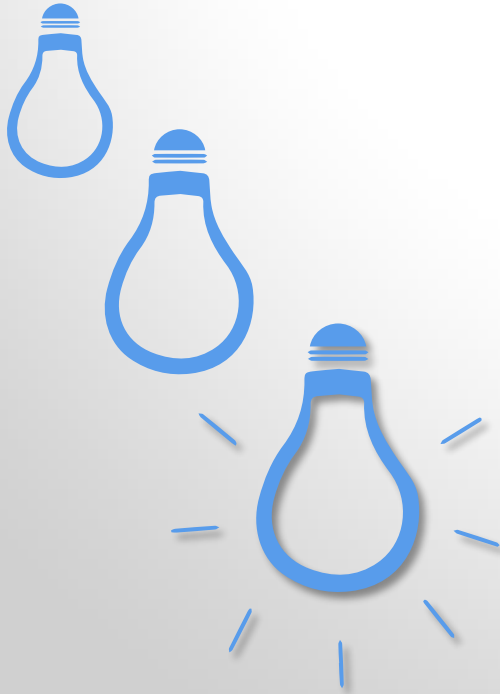
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WHO WE ARE



Creative Geniuses that excel in pushing the bar a bit higher and believe in revolutionizing the digital existence of our clients, that's who we are.

We define ourselves as a “Digital Brand Development Partner” to our clients, for we achieve what they dream of.

We share your vision, and create a path for your business not just to succeed but surpass whatever goals you had aimed for.

We are you.



AUSTIN, TEXAS

OUR MISSION

At OGRELogic, our mission is to deliver excellence through world-class solutions, simplified technology and next-generation customer service to establish your brand in the online world and the “Internet of Things”!

WHAT WE DO

**Revenue Focused
Marketing Strategy**



**Real-Time
Brand Consulting**

**Content Focused
Digital Marketing**



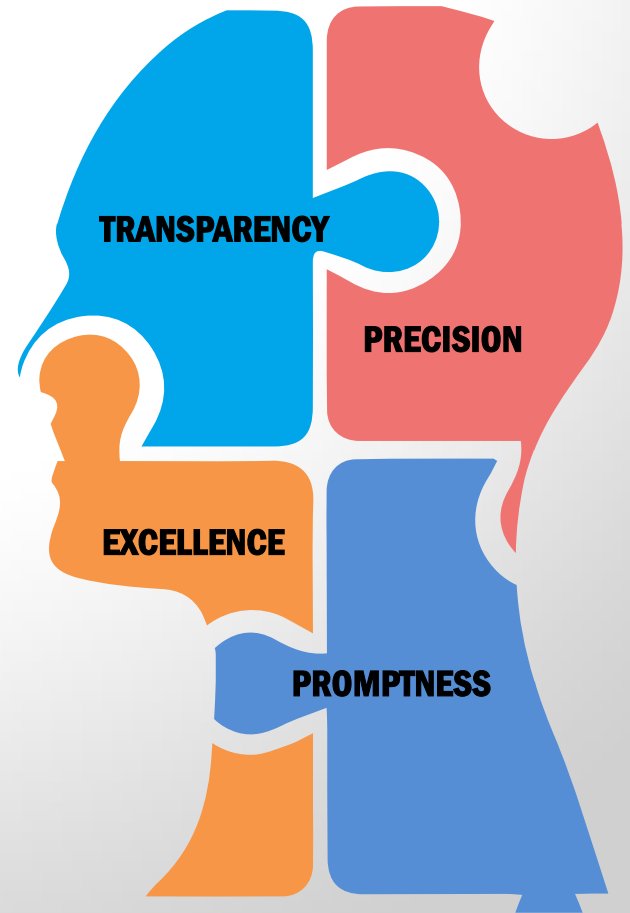
**Game Changing
Mobile Apps**

**Responsive
Web Design**

OgreLogic offers fully integrated marketing services customized around your target audience's needs and your company's goals.

WHY US

Our integrated team of Ogres have creative geniuses, brand specialists, marketing gurus, thought leaders and development masterminds who have spent their corporate lives devising mechanisms for businesses to grow upon, around the world.



KEY CLIENTS



New York-based retailer of home, jewelry and furniture stores
Our Solution : **End-to-End Digital Brand Consulting**



A leading UAE based Customer Loyalty Management Platform.
Our solution – **End-to-End Digital Brand Consulting**



Hamburg-based clothing retail brand, part of the Otto Group
Our Solution : **Website Redesign, Search Engine Optimization and Inbound Marketing**

SERVICE LINES

OgreLogic is your Digital marketing performance partner.

We apply our expertise in Digital marketing strategy, content marketing, graphic design, web development and industry-leading app development platforms to help grow your business.



DIGITAL MARKETING

Marketing Strategy

Marketing Assessment



Video Marketing



Content Marketing



DIGITAL
MARKETING
WHEEL



Mobile Marketing



Search Engine Optimization



Social Media

Search Engine Marketing

MARKETING ASSESSMENT

- 1 A deep dive into your current marketing efforts.**
- 2 Review of your marketing goals, your vision, your overall marketing strategy**
- 3 Competitor analysis and analysis of website's usability, structure and messaging.**
- 4 Business immersion by interviewing employees, customers and “almost customers” (sales you count as “closed-lost”)**
- 5 Creation of a detailed report outlining our recommendations for effective marketing strategy to communicate effectively with your primary buyer personas.**

MARKETING STRATEGY

- 1 Translation of market research information into design concepts**
- 2 Completion of new messaging that reflects the buyer insights we uncovered—for the home and interior pages.**
- 3 Creation of a detailed marketing plan, complete with content marketing, SEO, SEM, Social media demand generation and mobile and video marketing as per requirements.**

CONTENT MARKETING

- 1 We call ourselves a content marketing company because we are one of the few digital marketing agencies with in-house brand journalists, each of whom is well-versed in our detailed Buyer Insight Process.**
- 2 When you work with us, you can feel confident your content will be right for your buyers at each step in the buyer journey.**
- 3 When producing content, our project manager and brand journalist work together to strategize a topic that will attract and convert potential buyers and determine what form the resulting piece of content should take.**

A hand holding a white chalk marker is shown on the left side of the image, drawing the word "content?" in a cursive, handwritten style on a blackboard. The word is written in white chalk and is underlined with a single horizontal stroke. The background is a dark, textured blackboard surface.

content?

Content marketing is said to make an even greater impact in 2015. Money from PPC, SEO and social media will be allocated to content.

SEO

- 1 Content is crucial, Brands need it to be optimized for their diversified end users.**
- 2 A Successful SEO strategy is achieved by paying attention to people's demands.**
- 3 Our SEO specialists use ethical optimizations techniques to make sure your content is best suited for search engines.**
- 4 When creating an SEO strategy, our project manager and SEO managers work together for competent search engine ratings and performance.**
- 5 Modern SEO tactics are no longer about tricking search engines, but about working with them**



SEO in 2015 will switch its primary focus from mere keywords rankings and link building, to more important elements that would impact your ROI directly

SOCIAL MEDIA

- 1** **Sharing useful content on social media channels is a powerful way to drive new traffic to your website and keep your current customers engaged with your brand on an ongoing basis.**
- 2** **If you don't have the resources or expertise to manage channels and grow your social media presence in-house, we can help.**
- 3** **Our social media team is adept at creating content for Facebook, Twitter, LinkedIn and Google+ as well as niche social media platforms.**
- 4** **We monitor your channels daily and measure and report results monthly so you know just how much engagement your social strategy is garnering.**



S O C I A L
M E D I A

Changes to search algorithms not only placed greater importance to content, but they also elevated social signals up the ladder in search ranking importance.

VIDEO MARKETING

- 1** Using video in email marketing can make readers 96 percent more likely to click through. Seventy percent of the top 100 search results have video.
- 2** Videos that successfully engage audiences must align with your overall marketing strategy and goals.
- 3** Our media team works with you to strategize the most effective video content to meet your inbound marketing goals.
- 4** We conceptualize the video, write a script and storyboard the entire video from start to finish.

The background is a textured, cracked paper surface. Scattered across it are numerous arrows of various colors (blue, red, yellow, grey, orange) pointing towards the right. The arrows vary in size and are layered, creating a sense of movement and direction.

Video marketing

In 2015, more than 70% of B2B marketers use some form of online video with their overall Marketing Strategy

MOBILE MARKETING

- 1 Mobile focused marketing is expected to take a big leap in 2015.**
- 2 Mobile-specific content will be created for consumers which incorporates the rules of: Responsive Web Design and Advertisement.**
- 3 More than 40% of YouTube video plays in the US now come from mobile, global shipments of tablets eclipsed PCs in 2015, Mobile users share twice as often across all platforms.**
- 4 All digital marketing activities are bound to mediocrity unless mobile platform is taken into account. Working with us makes sure that your content looks good on mobile devices.**



According to a recent survey by Google, 48% of users said that if a site didn't work well on their smart-phone, it made them feel like the company didn't care about their business

WEB DESIGN



Our Ogres use latest web design trends to make sure your website remains relevant against competition, whether you are a Startup or a seasoned organization

The OgreLogic approach toward a better user experience is what sets us apart. Using an efficient four-stage process of learning, adapting, enhancing and finalizing, we create a website your buyers will love.

OUR PROCESS



LEARN

We start by learning as much about the problem as we can. We learn all about you, We learn about your purpose, goals and direction.



ADAPT

This is the research and planning phase. Here the product starts to take shape by laying down a foundation.



ENHANCE

This is the development and creation phase. Here the fun stuff and the magic happens.



FINALIZE

We finish by testing and launching your product. We provide you continuous support even after finalization.



OUR PROCESS



LEARN

Explore Client's goals and expectations
Evaluate Competitor(s)
Identify Target Audience



ADAPT

Lay down a Strategic Foundation
Develop a Creative Brief



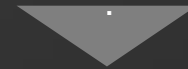
ENHANCE

Develop Content
Integrate Keywords
Develop Site Details



FINALIZE

Coding And Testing
Final Review
Go Live
Continuous Support



OUR PHILOSOPHY

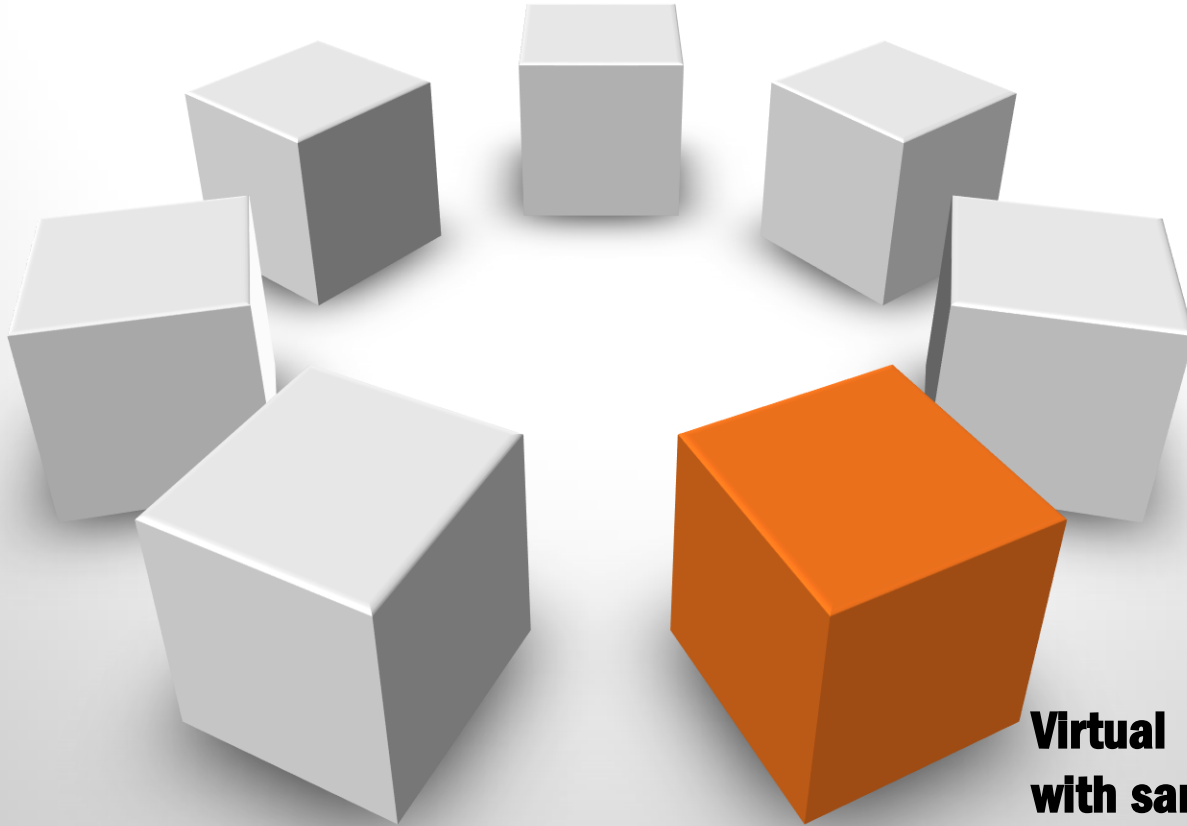
Mobile Focused

Interactive Scrolling

Flat Minimalist Design

Clean Layout

VIRTUAL RESOURCING



**Virtual Branding Resource
with same efficiency yet half
the cost**

HOW IT WORKS?



We evaluate and offer offshore talent based on client's needs



Client approaches OgreLogic



Client needs to hire a virtual resource



Onshore Brand Consultant directly works with clients for better synergy with offshore resources



Technical Assistance and Issue Resolution



Dedicated resource allocation and payment

OUR ADVANTAGE



**Assured
Security**

**OgreLogic uses US
standard security
protocols to make sure
your IP is fully protected**

**Dedicated
Resource**

**The resource we will
provide you will work
exclusively for your
project only**

**Experienced
Staff**

**Resources at OgreLogic
have a minimum 3 years
relevant industry work
Experience**

**Low
Turnover**

**We ensure low
turnover rate for
increased stability in
your project life cycle**

MOBILE APPS

Creating an app is an art. The joy of bringing to life an idea that you have dreamt is unparalleled; that is what we do at OgreLogic. We give shape to your dreams



OgreLogic's Comprehensive App Development Capabilities Are Well-Versed In Designing And Supporting Applications Across All Mobile Platforms

OUR PROCESS



LEARN

We start by learning as much about the problem as we can. We learn all about you, We learn about your purpose, goals and direction.



ADAPT

This is the research and planning phase. Here the product starts to take shape by laying down a foundation.



ENHANCE

This is the development and creation phase. Here the fun stuff and the magic happens.



FINALIZE

We finish by testing and launching your product. We provide you continuous support even after finalization.



OUR PROCESS



LEARN

Define Purpose, Goals and Direction

Laying Foundation

Identify Target Audience

Research Competition



ADAPT

Develop Framework

Create Wireframe

Create Storyboard



ENHANCE

Develop Backend

Create Functional specifications

Define security parameters



FINALIZE

Coding, Beta testing

Streamlining

Submission

Licensing



OUR PHILOSOPHY

Cross Platform

Push Notifications

Native Custom Apps

Mobile Testing

Contact Us:



Info@ogrelogic.com



Suite 1400, 700 Lavaca, Austin TX 78701



+1 512 808 5536

