



VAN BRAM



ASCEND
CAPITAL GROUP

MARKETING AT THE NEXUS OF CREATIVITY & PERFORMANCE



WASHINGTON DC [11911 FREEDOM DRIVE, STE. 800]

 VAN BRAM

 virgin america

EXTRADE

MicroStrategy®

MAKE | OFFICES

ESPN

 signalframe

 DOMINO

 singular

 CLASSWALLET

incorta

 NEHEMIAH
SECURITY

 Modus Create

 everestek

 ASCENTCORE

 DIVERGENCE
ACADEMY

 CUP of DATA

 InGo

MoonShine
Red Co.

 FORMULATED-BY

 citelightner

GEMINI

Atria SENIOR LIVING

 10 Pearls

 hey Market

TidWiT

 BRIDGEFORCE®

 THRIVE



HI THERE
ASCEND TEAM

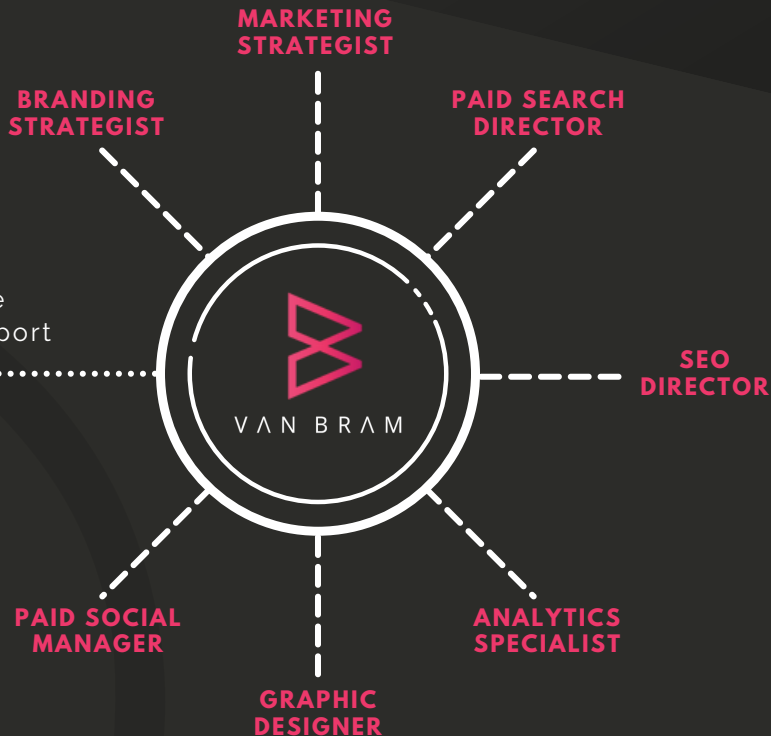
We're a **creative** marketing agency at the nexus of strategy, performance, and design. Over the years, we've grown our services, evolved our capabilities, and sharpened our process, but the motivation behind our work has never changed: **We have a passion for creativity and results.**

Van Bram is a "this porridge is just right" kind of marketing agency. Whether it's strategic consulting, omni-channel campaigns, or a full creative studio, we have a tailor-made service to perfectly meet your needs. We create **vibrant brands** and marketing **strategies that actually work.**



YOUR COMPLETE MARKETING TEAM

A complete multi-channel marketing/media team or the specialized resources to support your in-house team.





MEET YOUR MARKETING TEAM



TJ BRAMBLETT
PARTNER



MIKE BOHN
PARTNER



JENN SNIDER
MARKETING STRATEGY



MICHAEL AGYEMAN
VIDEO PRODUCTION



SAM GEISSEL
SOCIAL SPECIALIST



DEIDRE HUNTINGTON
CONTENT SPECIALIST



PATRICK DEVITO
GRAPHIC DESIGN



STEVE DRUAN
EMAIL MARKETING



END-TO-END SERVICES

BRANDING	 	Brand aesthetics, logo, taglines, website
POSITIONING	 	Strategy, messaging, market analysis
CONTENT	 	Articles, blogs, collateral, copywriting
CREATIVE	 	Graphics, branding, ad creative
VIDEO	 	Production, editing, ad creative
CAMPAIGNS	 	See available channels under Media Buying
MANAGEMENT	 	Organic social engagement, ideation, calendars
TRACKING	 	Testing, reporting, funnel
INTEGRATION	 	CRM, project management tools

**WE ALSO COORDINATE WELL WITH INTERNAL
MARKETING TEAMS AND OTHER AGENCIES**



PROJECT MANAGEMENT

No agency provides a more immersive client experience than Van Bram. Our approach to **continuous project management** is based on the typical working relationship and cadence an organization might expect from a fully in-house marketing team. To that end, we promote three core channels for fostering good communication and execution.

1. **Video Conferencing** (Zoom): Ideal for team/culture-building & ideation.
2. **Asynchronous Messaging** (Slack): Ideal for frequent, fast communication.
3. **Project Management Tools** (Asana): Ideal for transparency, accountability, and nearly-real-time visibility across a myriad of projects.



OUR APPROACH

Communication: Weekly or even bi-weekly standup calls to review active projects, track progress, receive design feedback, and review performance data.

Tracking: Using a project management tool like Asana will allow Van Bram to provide project status information nearly in real time. Every active project will be clearly appended with status notes, due date, assignees, checklists and other details in real time, and presented during regular review/standup calls.

In-person: We value the opportunity to visit with our client partners and collaborate on marketing strategy. It's a good way for our team to co-create ideas and absorb marketing "data" that would otherwise be difficult to capture.



OUR APPROACH

Transparency: Asana and other project management tools will allow your team to easily create and assign projects or provide directional/creative feedback on existing projects and deliverables.

Availability: With offices across multiple times zones and the integration of fast communication tools like Slack, your Van Bram marketing team is at your disposal nearly any time of the week or weekend.

Measurement: Our goal is to learn and iterate quickly in order to maximize marketing value. In some cases, it takes a month or more to see performance trends, but often we can see trends and optimize much faster.



REPORTING & ANALYTICS

Van Bram uses five primary means of **performance reporting**.

Categories and examples below:

1. **On-site analytics** (Google Analytics): Website/page performance over time
2. **3rd Party analytics** (SEMrush, SpyFu): Industry benchmarking & SEO insights
3. **Omni-channel dashboards** (Google Data Studio): All the data in one place
4. **Funnel Visualization - non PII** (Funnelytics): Mapping the customer journey
5. **Funnel Reporting - PII** (Hubspot): Marketing automation-style reporting



Reporting Approach:

On-site and funnel data is more time sensitive and ought to be reviewed very regularly, but beautiful dashboards can become ineffective if the data is incomplete or modeled poorly. Our reporting approach strongly emphasizes **real, actionable performance insights** over a cornucopia of graphs and tables.

We want our clients to understand what's really happening with their marketing and in their business so it can be **optimized** and **improved**. For example, when performance data from a new campaign doesn't tell a good story, it's important to know that information so changes can be made. That's the difference between a marketing vendor and a partner like Van Bram.



DESIGN

- Brand Refresh (logo, fonts, colors and Brand Story)
- Brand Standards/Guidelines
- Business Cards & Letterhead
- Sales Kits & Brochures (print & digital)
- Social Headers and Page Graphics
- Digital Ads
- Direct Mail
- Social Graphics
- Email Blasts & Campaign Templates



VIDEO SAMPLES

Video Work:

- Moonshine Rods
- Video Montage
- Venga X (Bikram)
- The Most (crowdfunding)
- Distant Relatives
- House of Steep



VAN BRAM

GROWTH PLAN

MARKETING TEAM

MARKETING PARTNERSHIP



*Your dedicated marketing team is ready to level-up
the Ascend Capital Group brand and drive growth.*

**ONGOING TEAM
INVESTMENT**

TEAM	RATE / HR	FTE	MONTHLY
Marketing Director & Strategist	\$ 100	0.20	\$ 3,200
Creative Studio > Graphic Design > Video Post-production > Ongoing website updates	\$ 60	0.30	\$ 2,880
Content Writing (Incl. collateral, case studies, news, PR)	\$ 50	0.40	\$ 3,200
Social Media (omni-channel)			
Email Marketing			
Promotional Campaigns			
Analytics & Reporting			
Website Mainenance (support)			
Preferred client discount			\$ 2,500
Total FTE & Monthly Cost			\$ 6,780



Acres

Mike Vautrin (Director of Marketing)

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Gemini Data

Andy Wibbles (Director of Marketing)

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AscentCore

Larry Simpson (Partner & Co-founder)

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VAN BRAM

APPENDIX



**DIGITAL MEDIA BUYING &
OPTIMIZATION SERVICES**



DIGITAL MEDIA CHANNELS



**SITE DIRECT
& WHITE LIST**



**CONNECTED TV
[CTV/OTT]**



VIDEO



**GOOGLE
SEARCH**



**BING
SEARCH**



FACEBOOK



INSTAGRAM



LINKEDIN



TWITTER



TIKTOK



**PROGRAMMATIC
DISPLAY**



**NATIVE
[MOBILE+WEB]**



**SHOPPING &
ECOMMERCE**



**CONTENT
SYNDICATION**



**INFLUENCER
MARKETING**



PERFORMANCE MEDIA STRATEGIES



COOKIE/IP RETARGETING

RE-MARKET SITE/APP VISITORS



DYNAMIC RETARGETING

SERVE ADS BASED ON SPECIFIC USER BEHAVIOR/INTENT

SAMPLE PARTNER: CENTRO



SEARCH RETARGETING

SERVE ADS BASED ON RECENT SEARCH QUERIES

SAMPLE PARTNER: SIMPLI.FI



ACCOUNT-BASED MARKETING

TARGET CRM CONTACTS WITH HIGHLY RELEVANT ADS



COMPETITOR CONQUESTING

TARGET COMPETITOR CUSTOMERS TO GROW MARKETING SHARE

AUDIENCE TARGETING OPTIONS

- DEMOGRAPHIC
- FIRMOGRAPHIC
- BEHAVIORAL
- CONTEXTUAL
- GEO [CITY, RADIUS, ZIP]
- DAY OF WEEK
- TIME OF DAY
- INTERESTS/INTENT
- IN-MARKET
- HOUSEHOLD INCOME
- DEVICE/BROWSER
- IP ADDRESS
- PUBLISHER/PLACEMENT
- LOOKALIKE [MACHINE LEARNING]



END-TO-END DIGITAL MEDIA DELIVERY

Our specialized digital media buying and optimization team can do it all.



**MEDIA
PLANNING**



**CAMPAIGN
TRAFFICKING**



**TRACKING &
TESTING**



**PERFORMANCE
OPTIMIZATION**



**REPORTING &
INSIGHTS**

Supplemental creative studio support.



**AD CREATIVE
DESIGN**



VIDEOGRAPHY



**CONTENT
DEVELOPMENT**



CASE STUDIES



MODUS CREATE

THE PROBLEM

Modus is a premier digital product design-build firm. Their goal was to generate quality leads for their consulting and development services but they had no prior experience with digital marketing. Modus partnered with us to develop a lead generation campaign which included landing page design, campaign strategy, creative design, tracking and management.

THE RESULT

They requested that we initially launch “evergreen” messaging campaigns, but those campaigns delivered limited results. Shortly thereafter, we created a two-step “lead magnet” funnel (unique to us) that generated 5-10 leads per day at <\$30 per lead.

155 Marketing
Qualified leads

\$28 Cost
Per Lead



FOUNDATION DB

THE PROBLEM

FoundationDB developed revolutionary NoSQL database software, but they were competing in a crowded field with companies 10x their size.

FoundationDB had no reliable process for generating leads and converting leads into trial users and eventually customers. Sales reps had to constantly chase prospects and inbound opportunities were limited.

THE RESULT

Within 3 months, we increased FoundationDB's monthly trials from approximately 750 to 3400, a 350% increase, and decreased cost per trial by 75%. During the same period we were able to increase website traffic by 100% without increasing marketing spend.

350% More
Monthly Trials

74% Better
Cost/Trial



CUP OF DATA

THE PROBLEM

Cup of Data built a highly accurate contact data enrichment and prospecting API/App. Prior to working with us, Cup of Data had zero digital infrastructure. They needed a website, branding, tracking, market research and help with everything from market positioning to lead generation. Their goal was to generate leads for their API before the web app was available.

THE RESULT

The website and branding were complete within a month and leads started coming in almost immediately. In 3.5 months we generated more than 650 leads for less than \$6,000 (4% conversion rate), many of which converted to app users when it was launched.

681 Marketing
Qualified leads

\$8.81 Cost
Per Lead



ATRIA

THE PROBLEM

Atria Senior Living, a purveyor of luxury living communities for seniors, was struggling in three areas. First, they couldn't differentiate themselves from traditional senior care options. Second, the ROI from marketing was zero or negative in some cases. Third, the architecture of their promotional campaigns was extremely messy. Atria needed a strategy to solve these problems.

THE RESULT

We completely overhauled their Google Ads account, simplifying the campaigns by nearly 100x. More importantly, conversions doubled – generating millions of dollars. We also optimized their SERP (SEO) setup and launched retargeting campaigns with similar results.

\$2M Acquisition
Savings

3.9X Better Cost
Per Conversion



MICROSTRATEGY



Van Bram took ownership of our Google Search activities when we were spending about \$3k per month and our average CTR was sub-1%. Their team facilitated a collaborative effort to **increase click performance by 4-10X**. Van Bram also helped optimize our funnel so the traffic converted to leads in a cost-effective way, and **our budget grew to several million dollars per year**.

Microstrategy's enterprise business intelligence software products are fairly complex, and Van Bram made special efforts to understand the product and buyers journey so they could market it to new potential customers in different industries and personas.

– Senior Director of Marketing at Microstrategy

4-10X Better
CTR

3.3X Better
Cost/Lead



HOW TO GET STARTED...

SCHEDULE A MEETING
calendly.com/vanbram