

Infuse Creative, LLC

Innovative Search Engine Marketing for Superior Companies.



“An agency must show *constant value* to its clients to justify sustained engagement.”

Gregory Markel
Infuse Creative Founder/President

Meet Infuse Creative
www.infusecreative.com
02.04.07

Overview

Infuse Creative is a full service search engine marketing agency servicing major national and global brands within the U.S..

Incorporated since July 2001 and with offices in Los Angeles, and Orange County, we provide state of the art search engine marketing related services that address all related data/consumer points within our enterprise level solutions, including: Granularly managed and measured SEO and SEM/PPC/Paid Search, Lead Generation, Mobile & Video Search, Usability, Conversion Tuning, Site Creation, SEO PR, Brand Reputation Management, and more.

IC Service Philosophy

An agency must show *constant* value to its clients to justify sustained engagement.

IC Client Satisfaction Guarantee

A client can disengage and any time prior to contractual completion for any reason what so ever...this has never happened in the history of Infuse Creative.

IC Background

Infuse Creative was formed in July 2001, by Gregory Markel, an SEO/SEM consultant with search engine marketing experience going back to 1995. IC's first major client was New Line Cinema, still an active client 5 years later.

Search Infuse Creative on Google:

<http://www.google.com/search?hl=en&lr=&client=safari&rls=en&q=infuse+creative&btnG=Search>

Search IC Founder/President Gregory Markel on Google:

<http://www.google.com/search?client=safari&rls=en&q=gregory+markel+search&ie=UTF-8&oe=UTF-8>

World Famous Search Industry Figurehead Danny Sullivan talks about Gregory Markel and Infuse Creative: <http://blog.searchenginewatch.com/blog/060130-160823>

IC Offices

Corporate: Downtown Los Angeles, CA

Operations: Fountain Valley, CA

Current IC Headcount

21 (This varies based on clients/projects)

Speaking Affiliations

Search Engine Strategies (Global)
WebMaster World Pubcon
University of Long Beach
Maharishi School of Mangement
Ecomexpo
Digital Hollywood/CES
Government of the Netherlands
DMA
University of Long Beach
Realty Executives International Conference
Kenradio.com
And more..

IC News

Infuse Creative was nominated by the Los Angeles Business Journal for an "Excellence in Business Award" along side such Mattel and others.

<http://www.prweb.com/releases/infuse/creative/prweb482161.htm>

What Makes IC Different?

Our innovative and holistic approach to search:

- **First SEM company to pipe PPC driven leads** into human manned call centers marked as cold, warm, hot (PacifiCare)
- **First SEM company to use Google mapping PPC** to link geo searches with theaters displaying movies (New Line Cinema)
- **Industry standard setting search strategies** written about by USA Today, and world famous search marketing figureheads, Danny Sullivan and John Battelle.
USA Today:
http://www.usatoday.com/tech/news/2006-01-30-google-gm-mazda_x.htm
Danny Sullivan:
<http://blog.searchenginewatch.com/blog/060130-160823>
John Battelle (Author of "Search"):
<http://battellemedia.com/archives/002276.php>
- **Holistic strategies are mandatory for success in 2007**...we don't just slap a standard solution to your needs, but a custom one strategized for YOU.

Current and Past IC Major Clients

Mazda USA, United Health Group (PacifiCare, Secure Horizons), New Line Cinema, Realty Executives International, John Robert Powers, Prudential California Realty (Corporate), National Geographic Channel and many more.

Infuse Creative Current/Past Partial Client List:

<http://www.infusecreative.com/clients.htm>

Un-Paralleled SEO Experience

IC President Gregory Markel is regarded as one of the "10 Pioneers of Search" and helped invent and define real estate SEO back in 1995...his code is used on over 65,000 sites to this day.

Additionally, IC helped artistdirect.com secure a top 5 position for "music" out of over 1 billion results, by optimizing their site of over 1 Million dynamic pages...you will not find many SEO companies who have optimized sites/content of this size....and that's just ONE of the experience feathers in our cap!

Un-Paralleled SEM Experience

Infuse Creative was the first SEM agency to incorporate Geo-targeting, Day-parting, Dynamic user keyword infused landing pages, and send encrypted leads directly to a live/manned call center marked "cold", "warm", and "hot." Google's David Dinucci and Overture's Frank Lee both called the campaign the most sophisticated lead generation search campaign they'd ever seen.

Recent SEO Case Study

Overview John Robert Powers Corporate approached Infuse Creative for search engine optimization services and web hosting and maintenance consultation to develop a program to increase qualified visitor and lead counts at the JohnRobertPowers.net website through SEO and help counterbalance negative competing non-paid/natural search results on the corporate and several select franchise sites.

Challenges Limited presence of positive sites/content on search engines, minimal referrer traffic to the corporate site, site architectural problems, and lack of SEO friendly content and relevant page titles and meta tags at main site and franchise sites.

Application Infuse Creative employed strategic SEO services that included full SEO to corporate and select franchise sites, internal and external linking, directory submission, wikipedia, and local business search/mapping results, while identifying possible keyword targets which were added into pages, titles and meta tags. Infuse also integrated Yahoo/Google XML site maps to JohnRobertPowers.net, necessary for full indexing, while implementing page titles and meta tags at select franchise sites. All efforts were tracked to SEO lead generation and web stats outcome.

Results With just 2 ½ months of SEO efforts, the very satisfied client saw a 20% increase in overall sales, weekly traffic went up 20%, weekly search engine visits went up 12% and weekly leads went up 40%, while visits referred by the root phrase "john robert powers" increased by 35%. External links increased from 768 to 1,128 after the SEO integration process launched. Additionally, JohnRobertPowers.net saw increased search engine real estate and positive search engine presence after the .net site, local franchises and free submissions went live at Google and Yahoo Local, while in effect, helping to push negative content down and in several cases, to the second page of results at the search engines.

IC Services...and MORE!

Comprehensive Search Engine Marketing Services & Consulting
Search Engine Optimization - SEO
Link Building
SEO Press Releases
ROI Governed Lead Generation
Pay Per Click & Paid Search
Site/Page Analytics & Page Conversion Tuning
Video Search Engine Optimization



Join *our* hand in business **today** and watch *your* results manifest **tomorrow...**

Mobile Search Engine Optimization
Search Engine Brand Reputation Management
Micro Site & Application Development
Email & eMarketing (CRM, Rich Email/Viral etc.)
Online Media Buying
And more...

Questions?

Contact Marc Toretzky: marc@infusecreative.com or 714-465-3165

Thank you for considering Infuse Creative!