



## How can Surround & Intent Marketing work for you?

Surround & Intent Marketing maximizes customer response through a data-driven understanding of online behavior that predicts intent, and drives action through a dynamic combination of search and social media marketing.

This results in measurably improved marketing performance.

## ORGANIC RANK OPTIMIZER™

Organic Rank Optimizer™ continually optimizes your search position and enables you to acquire high quality leads across organic channels.

## ARE YOU INTERESTED IN MAKING SEARCH ENGINES DELIVER REAL LEADS?

### Features

- Website architecture analyzer inspects your website on 39 critical search compliance checks
- Proprietary Position2 SEO process continually optimizes your website for higher visibility across valuable customer-centric keywords
- Conversion Optimizer™ selects the best performing conversion path elements to engage your target audience more effectively

### Benefits

- Shorten your sales cycle by proactively influencing your customers buying decisions across critical web touchpoints
- Increase market share and profitability by fixing bottlenecks that inhibit organic traffic from search engines
- Maximize results on your marketing investments with measurable improvement on brand visibility across leading search engines

### Pricing & Deployment

- The Organic Rank Optimizer™ solution deployment typically requires between 120-180 days to calibrate for your business/industry. Pricing starts at \$7,500 per month depending on your requirements.

### Customer Acquisition Solutions by Position<sup>2</sup>

- Performance Leads™
- Social Leads™
- Trial Calibrator™
- Organic Rank Optimizer™

### About Position<sup>2</sup>

Position<sup>2</sup> is a leading search & social media marketing firm that delivers continuous growth for its customers through the proprietary 'surround & intent marketing' methodology.

- Adaptive search technology solution that is customizable to different clients' evolving marketing needs
- Integrated social media marketing that engages your customers at multiple touch-points in the online environment
- Maximizes marketing cycles
- People, process, technology

