

GROWING A DIGITAL AGENCY

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VP & GENERAL MANAGER OF  BIG WING

**OUR
SERVICES**

SEM EMAIL **SEO**
SOCIAL VIDEO **CONTENT**
WEB **CREATIVE**

CLIENT PORTFOLIO

INTEGRIS

cafe
press

QDOBA®

BRAUM'S
ICE CREAM AND DAIRY STORES

Hanger
CLINIC

Glamour Shots®
GS

OBU

IT'S MORE FUN IN THE
PHILIPPINES

info
páginas

THUNDER
OKC

“ONE OF THE TOP 5 AGENCIES IN
NORTH AMERICA DOING IT RIGHT”

Google





THE TEAM

OFFICES

 COLORADO
SPRINGS

 OKC
MAIN OFFICE

 OHIO

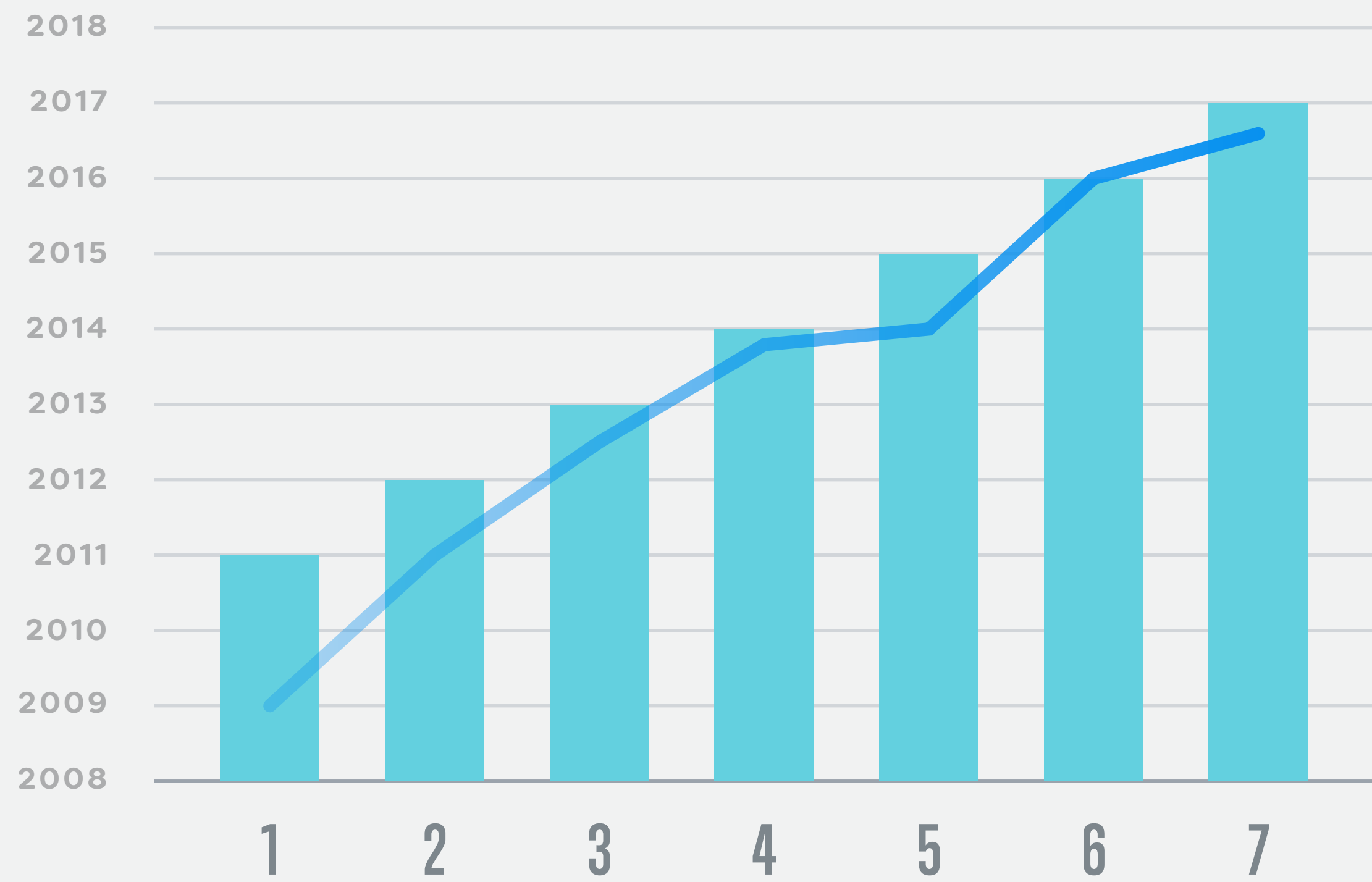
 D.C.

 BIG WING

CLIENTS

- 13 STATES
- PHILIPPINES
- PUERTO RICO
- MEXICO

REVENUE GROWTH



CONSIDERATIONS



GOALS

IDENTITY

TIMING

MARKET

RESOURCES

COMPETITION

DIFFERENTIATION

SUPPORT

FUNDING



BIGWING: AN UNEXPECTED JOURNEY

SEO SALES PRO



DIGITAL
MARKETING
SERVICES



A photograph of an astronaut on the moon, standing next to the American flag. The scene is set against a dark, cratered lunar surface. A large blue diagonal shape overlays the right side of the image, containing the 'RESULT' text.

GOAL:
HELPING OUR CUSTOMERS BUSINESSES TAKE FLIGHT.

RESULT:
WE BUILT A STRONG BRAND THAT CONTINUES TO EVOLVE.



TIMING IS EVERYTHING

2010 - DIGITAL MARKETING WAS JUST STARTING TO EMERGE IN OKC

TODAY - MORE COMPETITION, DIFFERENTIATION & SOPHISTICATION

KNOW YOUR MARKET

- LOCAL MARKET SALES
- NATIONAL BUSINESS DEVELOPMENT
- RESELLER PROGRAM

RESOURCES

COMPETITION

- MEDIA PLAYERS
- TRADITIONAL AGENCIES
- SMALL AGENCIES
- NATIONAL PROVIDERS

DIFFERENTIATION

- TALENT
- TRAINING
- CORE VALUES
- RESULTS



FUNDING

- GROWTH CURVE
- PATIENCE TO PROFITABILITY
- TECHNOLOGY INVESTMENTS
- STRATEGIC MARKET OPPORTUNITIES

FUTURE FOCUS

BIGWING CONNECT
NATIONAL SALES GROWTH
DATA ANALYTICS
VIDEO
TECHNOLOGY
SCALABILITY

RECOMMENDATIONS

START WITH A COMMITTED STRATEGY.

STICK TO THE GROWTH PLAN BUT BE FLEXIBLE IN DETAILS.

LIMIT RELIANCE ON 3RD PARTY VENDORS.

FOCUS ON SCALABILITY.

HIRE SMART & DEVELOP STRONG TRAINING PROGRAMS.

FOCUS ON CLIENT AND EMPLOYEE RETENTION.

DEVELOP DEDICATED SALES TEAMS.

BIG WIN G



PATIENCE & P.H.D.