

Meet Andy Alagappan of Epromotionz

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Andy, please share your story with us. How did you get to where you are today?

We've been doing online marketing, web development for nine years now. Basically the last five years, we shifted focus to more B2B clients, and we are also getting some enquires daily for B2C clients. Online marketing visibility is not an option anymore. Prospects are starting to realize that. The Yellow Pages are pretty much dead. Newspaper ads, they can run some magazine ads to maybe get new business. The first question I ask potential clients when they call me, how do you get new business? And then I Listen to what they say. That's the main reason they call us. They want a new business. We try to analyze where they are right now. What's working, and what's not working? Obviously, something is not working. That's why they want to have a conversation with us. Online visibility is the future. The advent of smartphones, the searches from smartphone devices has increased more than desktop computers, and laptop searches. This is according to Google. People are searching for the services whenever they want it, 11 o'clock at night or 5 in the morning, looking for solutions to help them in their business. This is the reality. This is what we educate our clients on; we don't do any hard-selling. We just educate them. Here is what your competition is doing. Here is where you are today compared to these guys your competition. Look at their online presence, then we educate them on what it is they need to do."

Overall, has it been relatively smooth? If not, what were some of the struggles along the way?

Approximately 5 years back, clients were not fully embracing the value of online/inbound digital marketing. They were more focused on outbound interruption marketing such as print ad's / radio ad's / yellow pages ads etc. We spent a lot of our time educating clients on benefits of implementing online marketing strategies.

Please tell us about Epromotionz.

Here are few sample recent accomplishments. I decided to write a book for a C-Level audience the importance of implementing inbound marketing strategies from a non – technical perspective. My book hit #1 on Amazon.com and International Best Sellers List on July 5th, 2016, titled "What The Heck Is Inbound Marketing?" The book also ranked No. 1 in the Business Ethics and Search Engine Optimization categories. In 2017, we were picked as one of the Top digital marketing agency in Houston Area. In 2016, LinkedIn gave us the award for best in brand marketing. Below is June 2006 interview with Houston Biz Journal. What's amazing is that all my comments are very applicable even today's digital marketing landscape. "Online marketing is completely revolutionizing the way professional specialized services firms, B2B and B2C companies grow and thrive. As a consequence, a firm's website is significantly no longer an informational brochure. It is changing mechanism, vital to producing leads online. A lead generating website also attracts prospects to catch you, come visit you and pre-qualify themselves. It sounds too good to be the truth, doesn't it? Trust us; we have actually seen it work in our implementation process across many specialized professional services and B2B and B2C companies serving many industries." From what the heck is inbound marketing Book. We have these witnessed these results from implementing inbound marketing strategies

Results:

- Increase in complete traffic after 4 – 5 months.
- Increase in volume of keywords conveying traffic after 4 months.
- Increase in communication form fills after 6 months.

Both organic inbound marketing campaigns and some paid digital campaigns were needed to complement each other. (Paid Google and Facebook campaigns need to add to the mix.)

COMMON SOURCES OF TRAFFIC:

- ORGANIC ("SEO")
- SOCIAL
- PAID SOCIAL
- PPC
- INFLUENCER OUTREACH
- RETARGETING/DISPLAY
- YOUR EMAIL LIST