

The logo features the letters 'm' and 'B' in a blue, lowercase, sans-serif font. A yellow arrow curves upwards from the top of the 'm' to the top of the 'B'. Above the 'm' are three vertical yellow bars of increasing height, resembling a bar chart.

MB Marketing

Brand Awareness Management

January 2021

About Us

At Murtha & Burke Marketing, LLC, each client is unique. This is why we create strategies tailored to the needs of each company. Reach out and we'll help you get your brand exactly where it needs to be — ahead of the rest.

At Murtha & Burke Marketing, LLC, we take care of your creative and strategic needs so you can focus on running your business at its full potential. We're driven by technology as much as design and content to ensure we fulfill our key mission of helping our clients achieve their successful future.

We've been helping companies develop and define their brands since 2016. The times may have changed, but our creativity certainly hasn't. Get in touch so that we can start elevating you to where you deserve to be. We specialize in helping cryptocurrency related companies engage with their many users!

The men and women who lead Murtha & Burke are dedicated, experienced and forward-thinking. We come from all backgrounds and walks-of-life. We're passionate about helping brands find their creative voice.

Founded in 2016, our one-stop Marketing Agency aims to help our clients thrive in a changing omni-channel world and leverage their unique strengths to build a personalized road map to success. We're here to make your life easier — talk to us about how we can help

Importance of digital marketing as pertaining to experts and beginners

Over the years, several experts, "Certified digital marketers" have been able to tap into the key areas of the vastly broad topic that is digital marketing and so developed well effective frameworks of accomplishing a certain goal.

Effective use of SEO research tools

MBMarketing would be tasked with the responsibility of intensive research on certain keywords as pertaining to clients unique niche using specified research tools. SEO tools gives start-up businesses a unique advantage in the highly competitive market.

Increase in Engagement

We possess in-depth knowledge on the working of digital concepts for the immerse rise in total engagement level. Experience has taught us the technique we use to capture a much wider audience giving every business brand a level platform with major competitors. The sales funnel has brand awareness as its primal factor, MBMarketing would ensure this condition is fulfilled.

Community building

Our skilled team have the right tools to engage with your current community and begin building bridges to allow others to see the great work that you are doing. Through extensive telegram marketing, we can create an exponential growth in your numbers, thus increasing your market revenue.

Automation tools

It's no doubt the machine are coming for our jobs, but it's a long time before 0% of human effort is required even in setting up these machines. MBMarketing ensures a semi-automated algorithmic program in the distribution of task much too tedious for the typical person only to achieve optimal customer satisfaction.

Digital frameworks & Conversion rate

Several digital frameworks based on the factor of growth level, conversion rate and timing, which are used by the major players in digital marketing have been well scrutinize by MBMarketing which paved a way for the development of a reliable company's own oriented technique. This technique have gone on to receive client testimonies on massive conversion rates and ROI.

Growth hack

Many claim to understand the ever changing algorithms of digital marketing mediums particularly social media but few deliver. MBMarketing's well established clientele would gladly boost on our massive increase in follower- to-following ration in a minimal period of time.

Content creation

We at MBMarketing engage in the occasional consultancy services for our client in the perfect concept and timing in content publications for a better visibility performance. "Your worth is only as good as your content", we at MBMarketing respect this statement.

Niche market research

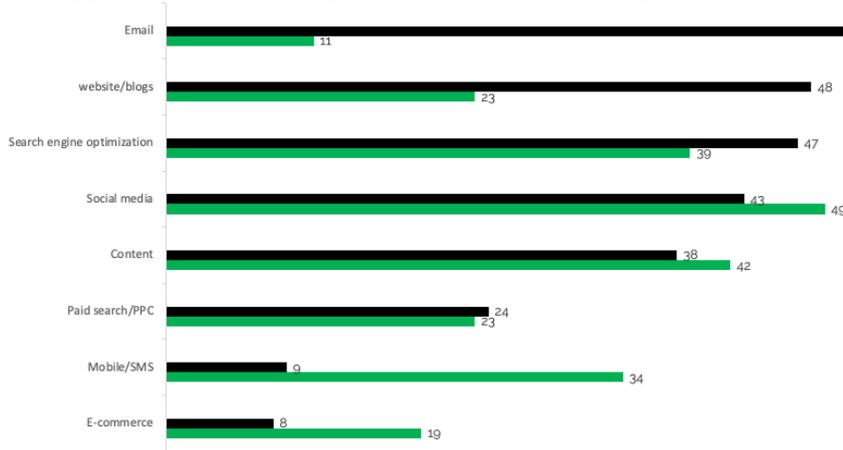
Every entity, being either a person or product belongs to a certain community within which a stronger relationship is achieved. MBMarketing specializing in identifying our client's specific market niche so as to take advantage of the discovery in redirecting the focus onto our marketed product/client

SOCIAL MEDIA MARKETING

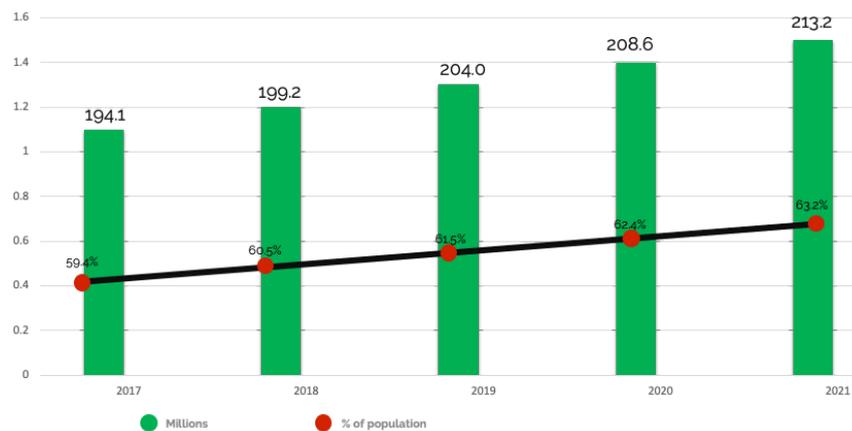
Social media marketing is the process of creating content that you have tailored to the context of each individual social media platform in order to drive user engagement and sharing. Everyone wants their content to go viral. But, to do that, the content must be engaging so that people want to share it.

Most Effective - and Difficult - Digital Marketing Tactics

Among global respondents, indicating the most effective inbound marketing tactic and most difficult to execute

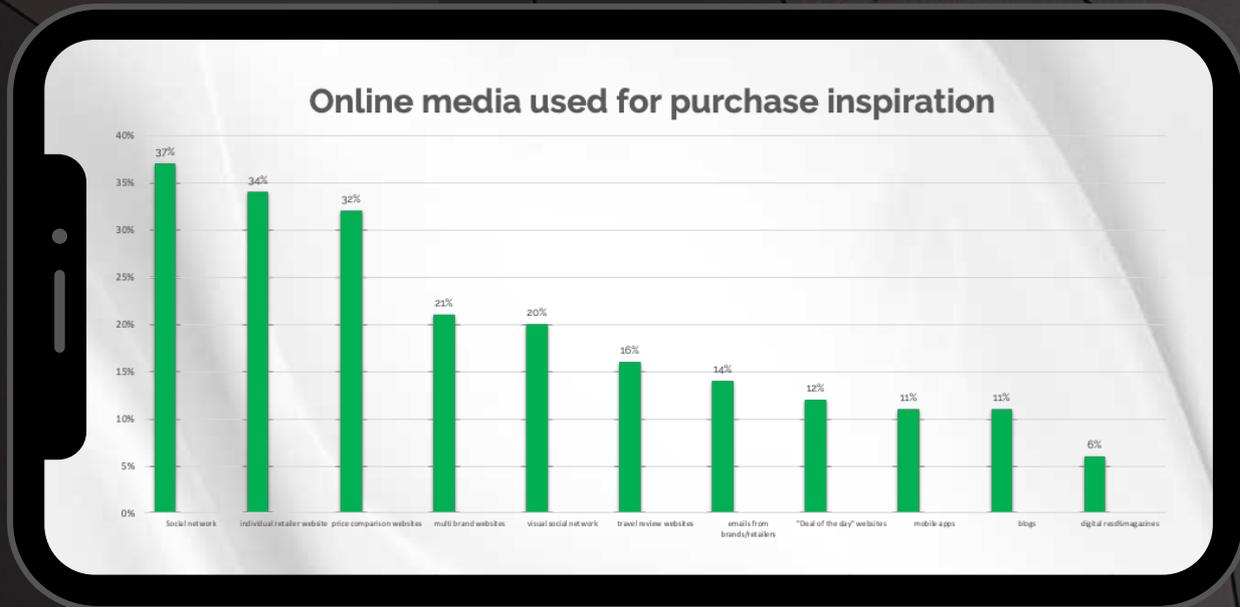


Social Network Users US, 2017-2021



SOCIAL MEDIA MARKETING

The trend right now is the average person spends over 2 hours a day on social media. Teenagers average 9 hours. Social media is integrated into everything they do from school, to work, to entertainment, to hanging out with friends. **Social Media is where people are.** But do people buy things there? One of the top 10 reasons people say they're on social media is to buy products advertised to them. They spend around 37% of their social media time interacting with branded content.



HOW MUCH SHOULD YOU BE SPENDING ON YOUR 2020 DIGITAL MARKETING BUDGET?

According to the U.S. Small Business Administration, they've suggested 7% to 8% of your gross revenue should be spent on marketing. 50% of that marketing budget should be dedicated to digital marketing in 2019. Seem a little high? Well in 2020, it should be 55%. The average company is spending 35% of their marketing budget on digital campaigns, and that's not enough. The average company is stuck three years in the past. Be bold, be ahead of the curve, and shoot for half of your marketing budget to put towards digital.

WHAT ABOUT TRADITIONAL MARKETING?

Traditional marketing is still prevalent... but not nearly as much as prevalent as it was 50 years ago. Traditional marketing is dying and the future belongs to digital.

FACEBOOK ADS?

Sometimes, it feels like Facebook is less of social media platform and more like a digital advertising avenue. In terms of how much to spend on Facebook ads, some sources will tell you to spend \$1 for every 100 website visitors you receive. Anywhere from \$5,000 - \$10,000 is a good benchmark as well. An alternative to paid ads is OUR Facebook services where you can get tens of thousands of followers and engagement for a fraction of the cost.

WHAT DO WE OFFER?

These packages are recurring monthly. Once the amount of marketing is used there will be a new invoice for the package amount.

Social Media platform algorithms decide how many impressions by real people you receive based on your follower count, share amount, like amount, and hashtags.

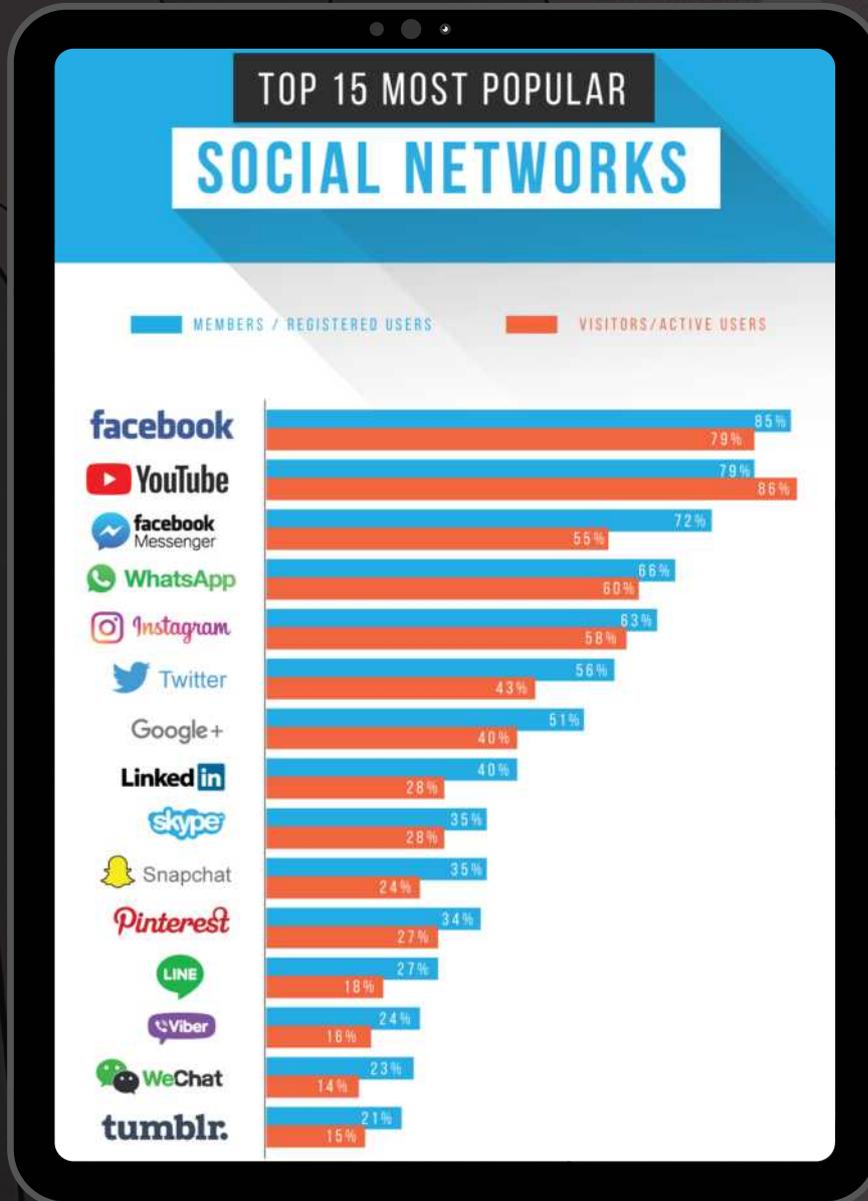
Social Media is the largest free platform to drive organic traffic to your website.

We are one of a handful of companies that offer this type of marketing. Our services will help with the success of your brand.



We cater to **your needs!**

We work directly with the largest channels in cryptocurrency, and we're able to reach audiences that are normally very difficult to penetrate. We cater our packages to your needs and levels of support.



Our Packages

Let's take a look at some of the different types of packaging options you can use to enhance your product & customer experience! A comparison chart is a helpful tool in decision making.



	PLATINUM	GOLD	SILVER
	\$7500 per month	\$5000 per month	\$2500 per month
Twitter Package	✓	✓	✓
Facebook Package	✓	✓	✓
Instagram Package	✓	✓	✓
YouTube Package	✓	✓	✓
Organic Website Traffic	✓	✓	✓
SEO Package	✓	✓	✓
Facebook Paid Ads	✓	✓	✗
Telegram Marketing	✓	✓	✗
Investor Funding Activities	✓	✓	✗
Micro Influencers	✓	✓	✗
Metric Reports	✓	✓	✓
Premium Press Releases	✓	✗	✗
Press Releases on 200+ sites	✓	✓	✓
Coordinated AMA Sessions	✓	✓	✗
Radio Commercial	✓	✗	✗

Want something more **UNIQUE?**

As each business is unique, we want to reflect that in your marketing package so that you have the right strategy in place to achieve your goals. We offer bespoke marketing packages that are tailored to suit your business and drive growth in a way that's appropriate for your company and your target market.

Twitter Package	\$500		
Facebook Package	\$500		
Instagram Package	\$500		
YouTube Package	\$500		
Organic Website Traffic	\$500		
SEO Package	\$500		
Facebook Paid Ads	\$500		
Telegram Marketing	\$500		
Investor Funding Activities	\$500		
Micro Influencers	\$250		
Metric Reports	\$250		
Premium Press Releases	\$1000		
Press Releases on 200+ sites	\$500		
Coordinated AMA Sessions	\$500		
Radio Commercial	\$1000		
		 <p>UNIQUE MOBILE USERS</p> <p>5.1 BILLION</p>	 <p>INTERNET USERS</p> <p>4.3 BILLION</p>
		 <p>MOBILE SOCIAL MEDIA USERS</p> <p>3.2 BILLION</p>	
		 <p>ACTIVE SOCIAL MEDIA USERS</p> <p>3.4 BILLION</p>	

All costs are paid as a recurring monthly fee in USD only

MB Marketing

Our Clients



Frequently asked questions and answers **from our team**

At MB, we're transparent and honest at all times. We have created this list of frequently asked questions. It's designed to help you learn more about the services we offer, how much it will cost in terms of your time and money, and what you can expect from working with us.

Can we see results before paying?

At MB, we are paid at the beginning of a project and at the beginning of each new month. We are always transparent and honest about what we're going to deliver in the time we've quoted for. Sometimes we get asked about payment at the end of the month and this is not possible at this point in time.

Who will be working with us?

You'll have a dedicated Account Manager who'll be your main, day-to-day point of contact. You may also have contact with one of the many marketing experts who will work with you and your team on your overall digital marketing strategy. We have a growing staff of nearly 50 marketing experts working for Murtha Burke. We will call upon the vast expertise we have to deliver the best results possible for you.

What is the onboarding process for clients?

Step 1: We arrange a call to scope out your requirements and understand if we can help. This can also be a Telegram discussion.

Step 2: We deliver a proposal, examples of past work, a project plan and deliverables, including costs.

Step 3: You decide if you want to go ahead. We would want to agree this within 7 days of initial call.

Step 4: We draw up the contracts / invoices which are agreed by both parties.

Step 5: Teams will be invited to a Telegram group to kick off proceedings

How often are results reported?

We provide bespoke weekly performance reports that include all the metrics that are important to you. Our team will be available around the clock to explain all the data and performance metrics and the work we've been doing. We may request extra information to ensure we track the wider impact of the project such as social logins. There is nothing to worry about whilst giving over user credentials. By combining yours and our data, we're able to demonstrate the real impact our work's having.

Wow! That's expensive?

By quoting for anything less than this, we know we're set to fall short on performance. Our costs have been carefully calculated by experienced staff and we intend to fulfil each area with our extensive team of marketing experts.

We need investment? Help!

Having a combined team strategy means we have clear steps to meet your objectives whether they are short term, mid-term or long term. There is no quick fix for finding investors. Instead, we combine your project goals with our marketing strategies. This combination will actively market your brand to your target audience and achieve your goal KPI's.

Are Murth Burke trustworthy?

MB are listed on the Better Business Bureau. This is an ethical marketplace where buyers and sellers trust each other.

The Team



DAVID PAYTON
Chief Operating Officer



HEIN ESTERHUIZEN
Human Resources



HICHAM SBAA (CHAM)
VP of Marketing



ERAKEY
Chief Technology Officer



JOSÉ LAGO
Director of Client Promotions

ROBERT MURTHA
Chief Executive Officer



MATTHEW BURKE
President



JON DAVIES
Chief Sales Officer



SEAN
Data Manager



MOHAMMAD FURQAN
Director of Organic
Engagement & Traffic



Contact us



WEBSITE

www.murthaandburkemarketing.com

MAILING ADDRESS

12430 Tesson Ferry Rd Suite 232 Saint Louis, MO 63128

EMAIL ADDRESS

contactus@murthaandburkemarketing.com

PHONE NUMBER

1-800-650-5467