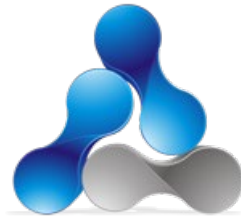


Digital Marketing Campaign Proposals

Presented by Alice Mao



ADDTEQ

Products and Services

- Enterprise Solutions for DevOps
- Atlassian Platinum Solution Partner
- SaaS Hosting and Global Delivery
- Customized Support/Consultation
- Custom Products, including:
 - Codefactori – hosting solution
 - Excellentable – Confluence spreadsheets
 - Unstoppable – 508 compliance for Jira/Confluence
 - MSCGen – Confluence charts
 - Graphviz – Confluence Diagrams



Target Audiences

Existing and potential industries include:

- Technology
- Finance and Legal
- Telecommunications and Media
- Manufacturing
- Healthcare
- Education
- Government Agencies
- All small and large scale companies that have IT hosting and integration needs



Collaborations

Partnerships with some of the biggest names in technology including:



Affiliates include:



Competitors

Some of Addteq's top competitors include:

- [Isos Technology](#)*
- [Adaptavist](#)*
- [cPrime](#)*
- [Praecipio Consulting](#)*
- [AppFire](#)*
- [Valiantys](#)*
- [Empyra](#)*
- [Coyote Creek Consulting](#)*
- [Contegix](#)*
- [HyperVelocity Consulting](#)*
- [E-Core Consulting](#)*
- [ServiceRocket](#)*
- [Go2Group](#)*
- [Trundl, Inc.](#)*
- [Column Technologies](#)*
- [RightStar](#)*
- [Forty8Fifty Labs](#)*
- [Mumo Systems](#)*
- [Modus Create](#)*
- [Herzum, Inc.](#)*
- [Blended Perspectives](#)*
- [ASG](#)*
- [Expium](#)*
- [Worldreader](#)
- [CirrusLabs](#)
- [ECS](#)
- [Agile42](#)
- [TechnoImaging](#)
- [Clearvision](#)
- [Accenture](#)

*Atlassian Platinum Solution Partners

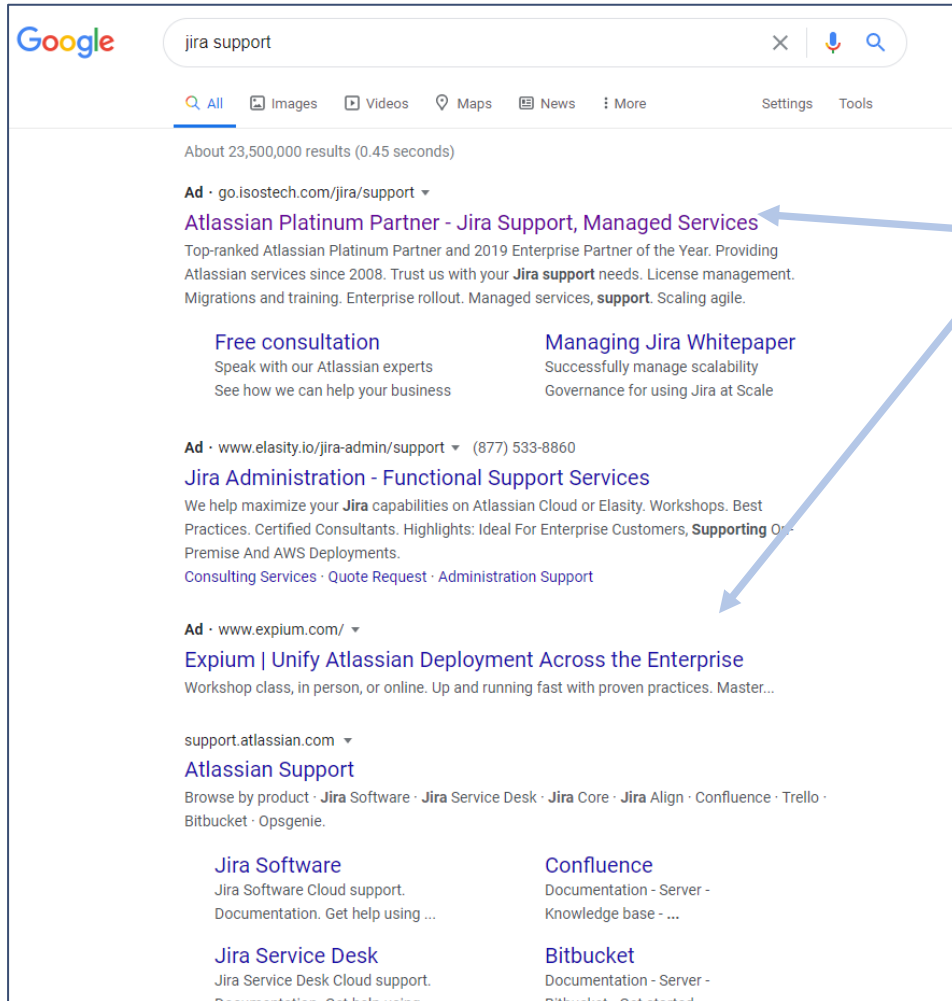


SEO / SEM Optimization

- Evaluate common keywords for Addteq's services and products
- Determine Addteq's SEO/SEM ranking in Google search results for each keyword
- Paid Ad placement and content effectiveness
- Evaluate web content for optimization
- Strengthen backlinking strategy for pages



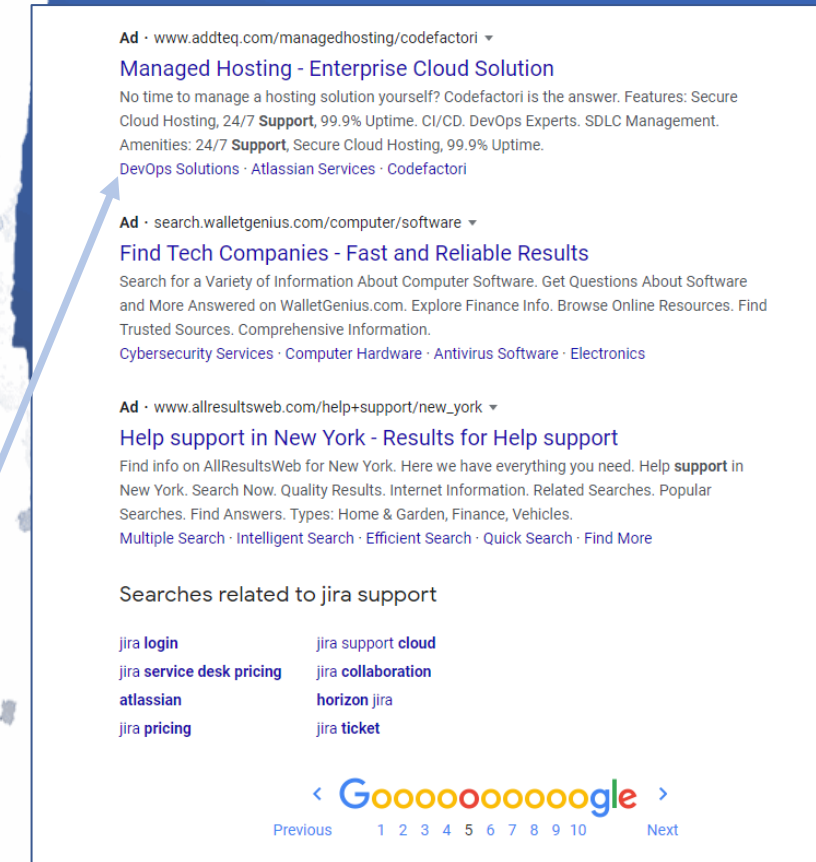
SEM Optimization — “Jira Support”



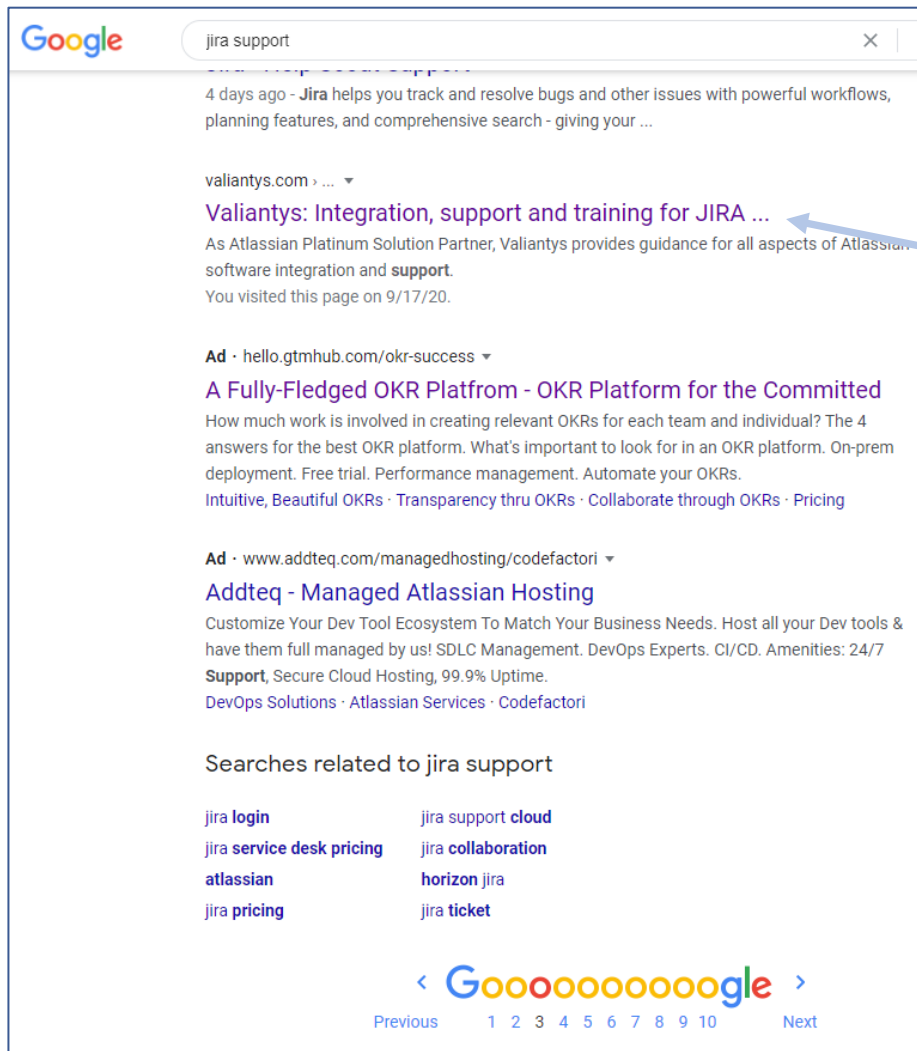
Paid Search resulted with links to other Atlassian Platinum Solution Partners on first page:

- Isos Technology
- Expium

Addteq Paid Ad was shown on page 5 of listing, however ad was promoting Codefactori only

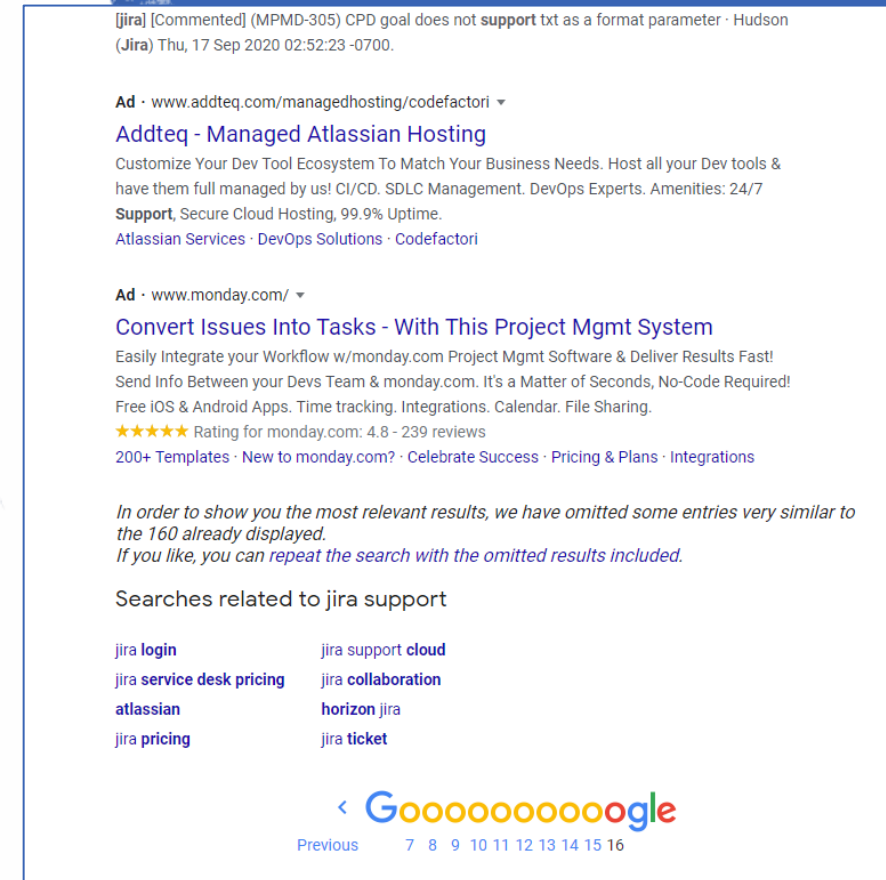


SEO Optimization — “Jira Support”



Natural Search resulted with links to Valiantys on page 3, Contegix and cPrime on page 4

Nothing was returned for Addteq for natural search in the 16 pages



SEM Optimization — “Atlassian Platinum Partner”

Google search results for "atlassian platinum partner". The search bar shows the query and search button. Below the search bar are navigation tabs: All, News, Images, Maps, Shopping, More, Settings, Tools. The results show "About 801,000 results (0.56 seconds)". The first result is an ad from go.isostech.com/atlassian/platinum, titled "Atlassian Platinum Partner - Enterprise Partner of the Year". Below it is an ad from www.informationofficer.com/ titled "Atlassian Expert Partners - Serving you since 2006". Further down is a link to partnerdirectory.atlassian.com titled "Atlassian Partner Directory". At the bottom is a link to www.atlassian.com/partners titled "Atlassian Partners Overview | Atlassian".

Isos Technology was first Paid Ad on page 1

Addteq Paid Ad was shown on bottom of page 1, however again, ad was only promoting Codefactori

Search results for "atlassian platinum partner" on page 2. The first result is an ad from www.addteq.com/cloudhosting/codefactori titled "Atlassian Managed Hosting - Enterprise Cloud Solution". Below it is an ad from www.atlassian.com/ titled "Atlassian University - Training". Further down is an ad from blog.crossbeam.com/ titled "New To Partner Management? - Eliminate Channel Conflict". At the bottom, there is a section "Searches related to atlassian platinum partner" with a grid of related search terms: atlassian partner portal, atlassian silver solution partner, atlassian partner directory, atlassian partner discounts, atlassian marketplace, atlassian university, atlassian reseller, and atlassian sales professional accreditations. The Google logo and pagination (1-10, Next) are at the bottom.

SEO Optimization — “Atlassian Platinum Partner”

valiantys.com › atlassian-software-technology ▼

Software Partners | Valiantys - Atlassian Platinum Partner

With millions of users across the globe, **Atlassian's** flagship products **Jira Software**, **Jira Service Desk**, **Bitbucket** and **Confluence** are loved by teams for their ...

www.adaptavist.com › atlassian-experts ▼

Atlassian Experts and Platinum Partners - Adaptavist

Adaptavist are **Atlassian Platinum Solution Partners** for the Enterprise. Respected leader in the **Atlassian** eco-system, our code is bundled with **Atlassian** products ...

www.praecipio.com › company › atlassian ▼

Atlassian Platinum Solution Partner | Atlassian Solution Partner

Atlassian Solution Partner since 2008 and **Platinum** since 2013. Awarded **Partner of the Year** four years in a row, we deliver business solutions with our ...

Ad · www.addteq.com/cloudhosting/codefactori ▼

Atlassian Managed Hosting - Enterprise Cloud Solution

24/7 monitored, managed cloud hosting by a **Platinum Atlassian Solution Partner**. Managed cloud hosting for your tools by a **Platinum Atlassian Solution Partner**. SDLC Management. CI/CD. DevOps Experts. Amenities: 24/7 Support, Secure Cloud Hosting, 99.9% Uptime. Codefactori · Atlassian Services · DevOps Solutions

Ad · www.atlassian.com/ ▼

Atlassian University - Training

Train your team with **Atlassian University**. On-demand courses in **Atlassian** software. System Administrator. Jira Administrator. Agile Team Members. Highlights: Hands-On Training, Technical Support Available, Providing Step-By-Step Instructions.

Jira Administration · Confluence Essentials · Confluence Administration

Natural Search resulted with links to Valiantys and Adaptavist on page 1, Clearvision and Forty8fifty Labs on page 2

Addteq **PAID** ad was shown on bottom of page 1, however again, ad was only for Codefactori

First Addteq **Natural** search was on page 5 and it was about a blog post, then there was nothing else for the rest of the 15 pages

www.clearvision-cm.com › atlassian ▼

Atlassian Partner | Licensing, Consultancy, Training and Support

Clearvision are an **Atlassian Partner** and have been a **Platinum Solution Partner** since 2007. We do more than get you a great deal on your licenses – we ensure ...

www.forty8fiftylabs.com › news › forty8fifty-labs-rece... ▼

Forty8Fifty Labs Receives Atlassian Partner of the Year 2019 ...

Mar 30, 2020 - Forty8Fifty Labs is an **Atlassian Enterprise Platinum Solution Partner**. The company was first named an **Atlassian Solutions Partner** in 2016 and ...

www.eficode.com › blog › atlassian-platinum-partner ▼

Eficode is an Atlassian Platinum Solution Partner in 5 countries

Eficode is an **Atlassian Platinum Solution Partner** in 5 countries. January 14, 2020. Press release. Eficode has reached **Atlassian Platinum Solution Partner** ...

infosysta.com › atlassian-services ▼

Atlassian Services | Infosysta | Atlassian Platinum Partner

Take your business to the next level using **Atlassian** services. Infosysta is **atlassian training partner** and **Jira implementation partner**. Contact us now!

coyotecrk.com › atlassian-partner-portal ▼

Atlassian Platinum Partner - Coyote Creek

All delivered by a San Francisco Bay Area firm that has achieved the most select level of **Atlassian** certification: **Atlassian Platinum Solution Partner**. Coyote ...

www.venture.net › atlassian-consulting ▼

Full Service Atlassian Platinum Solution Partner | venITure

We can also tailor your instances to your needs using the appropriate **Atlassian** apps. **Atlassian Platinum Solution Partner**. Support. **Atlassian Consulting**.

www.addteq.com › blog › 2020/02 › 6-reasons-why-y... ▼

Procure Atlassian License from a Partner | Platinum Partner ...

6 Reasons Why You Must Procure **Atlassian** License from a **Partner** Like Addteq. Tejas Kamble posted on Feb 12, 2020. In the software development world, ...

Backlinking Best Practices

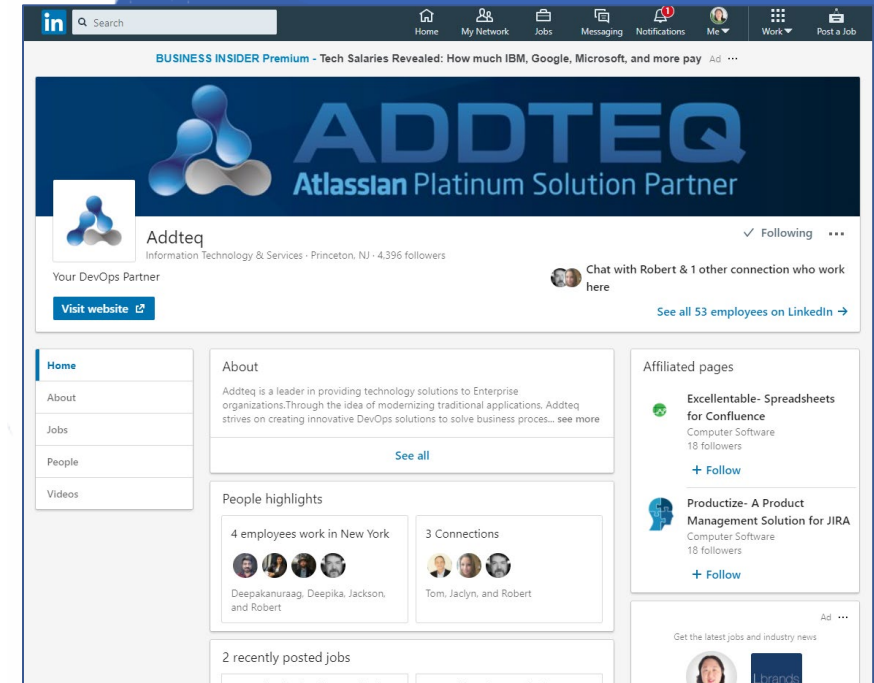
- Allow Others to Credit Their Work for You – portfolios from vendors, clients
- Develop More Sharable Content – blog posts, whitepapers, case studies
- Backlinking within Addteq Website
- Network Online – Social Media Marketing
- Collaborate on Projects with Partners
- Conduct Interviews and be Interviewed



Source: <https://digitalmarketinginstitute.com/blog/9-best-practices-to-generate-backlinks-to-your-website>

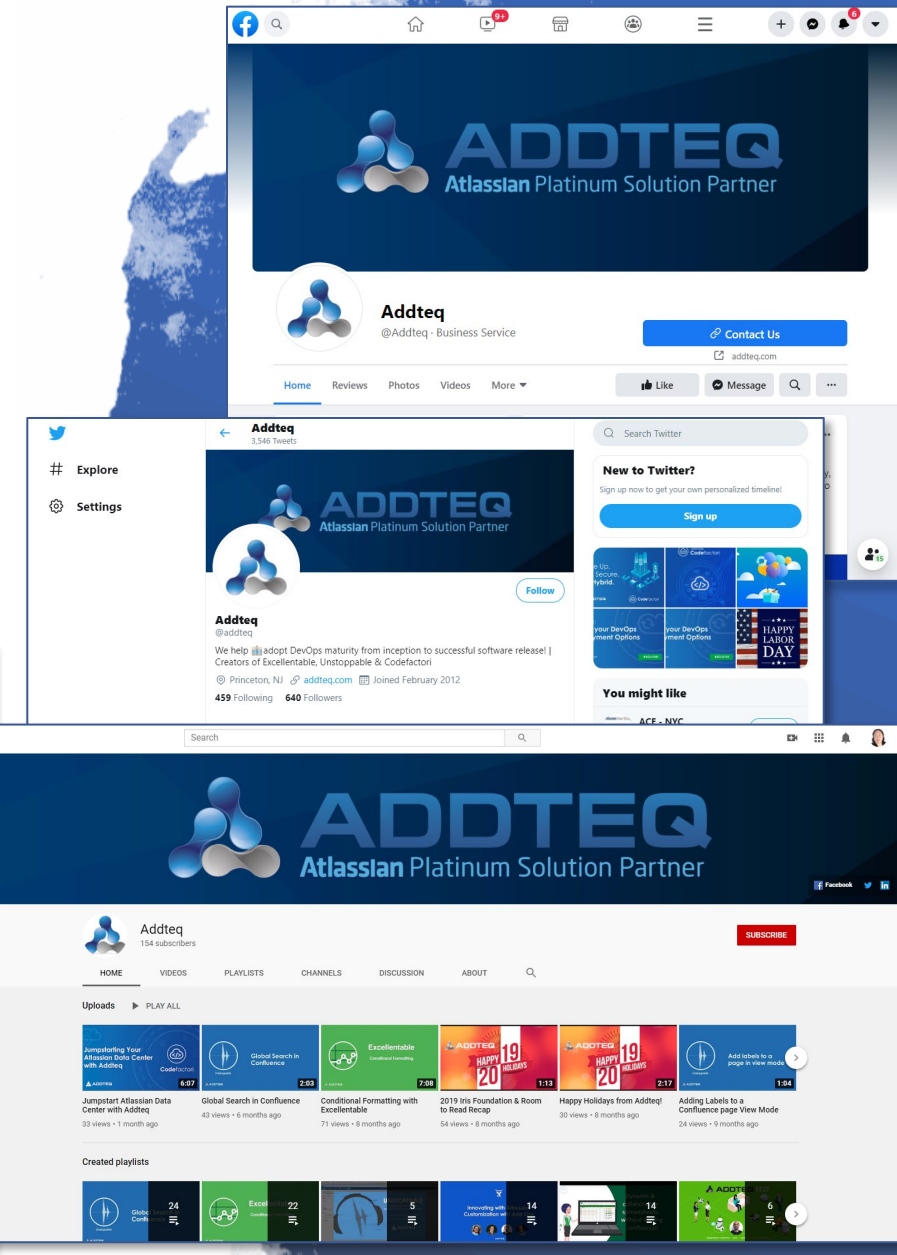
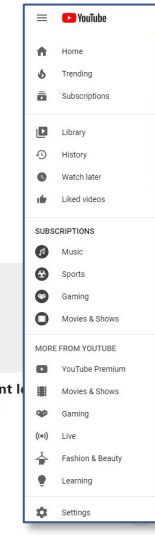
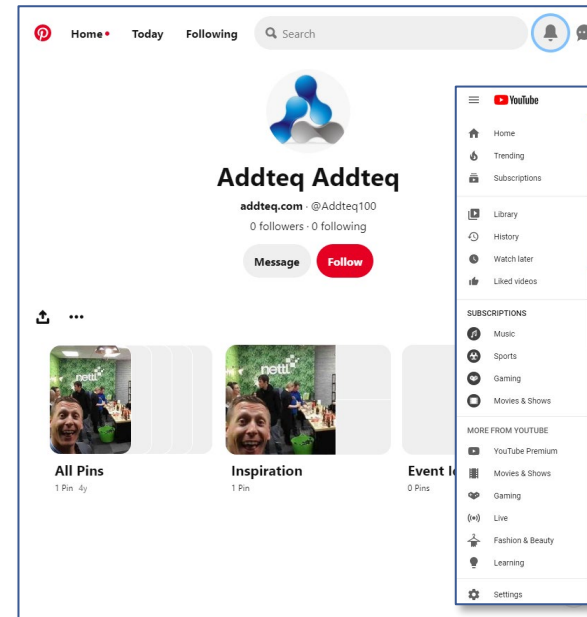
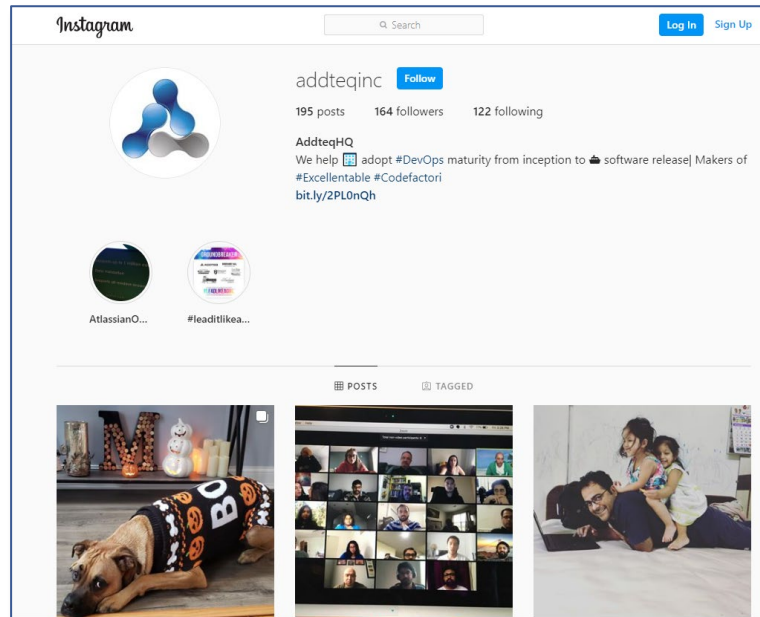
Social Media Marketing – LinkedIn

- Posts are mainly business marketing and not enough human element to the company.
- Needs to be more posts about company and culture. [The post about Pledge1% was buried in content for Excellentable.](#) This takes away from the charitable message.
- [The Princeton Pride month message](#) should have had Likes on post, but for some reason was not acknowledged. Need to check analytics for post.
- Need to jump on topics like women in Tech. Amanda Deol is a Co-founder and that would be promoted heavily by Women in Leadership groups.



Social Media Marketing – Others

- Except for Instagram, need to vary content topics to include more corporate and culture.
- Addteq website only lists Facebook, LinkedIn, and Twitter. Missing Instagram, YouTube, and Pinterest in the footer of website.



Other Ideas to Look Into

- Marketing at virtual conferences in new Industries
- Inquire with Atlassian about collaboration opportunities and how can Platinum Solution Partner status can be more heavily promoted
- Get more engagement on Social Media with swag contests and giveaways?
- Look into user generated content such as customer success stories, comments about DevOps experiences and pain points (as research for how Addteq can help)
- And many more exciting engaging ideas to come!



THANK YOU!

Questions or Comments?

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917-378-9699

