Digital Marketing Campaign Proposals

Presented by Alice Mao



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:

gdynatrace **A** ATLASSIAN JET BRAINS **X** Tricentis amazon webservices **Easy Agile** Sonatype puppet **RANCHER** docker Frog

Affiliates include:

Competitors

Some of Addteq's top competitors include:

- Isos Technology*
- Adaptavist* ٠
- cPrime* ٠
- Praecipio Consulting* ٠
- AppFire* ٠
- Valiantys*
- Empyra* ٠
- Coyote Creek Consulting*
- Contegix* ٠
- HyperVelocity Consulting*

- E-Core Consulting*
- ServiceRocket*
- Go2Group*
- Trundl, Inc.*
 - <u>Column Technologies</u>*
- RightStar*
- Forty8Fifty Labs*
- Mumo Systems*
- Modus Create*
 - Herzum, Inc.*

- <u>Blended Perspectives</u>*
- <u>ASG</u>*
 - Expium*
 - Worldreader

 - CirrusLabs ٠
 - ECS
 - Agile42
 - Technolmaging
 - Clearvision
 - Accenture



rozdoum

Worldreader



*Atlassian Platinum Solution Partners

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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"

Tools

Google X 🤳 Q jira support Q All Images IVideos Videos Maps INews More Settings About 23,500,000 results (0.45 seconds) Ad · go.isostech.com/jira/support * Atlassian Platinum Partner - Jira Support, Managed Services Top-ranked Atlassian Platinum Partner and 2019 Enterprise Partner of the Year. Providing Atlassian services since 2008. Trust us with your Jira support needs. License management. Migrations and training. Enterprise rollout. Managed services, support. Scaling agile. Free consultation Managing Jira Whitepaper Speak with our Atlassian experts Successfully manage scalability See how we can help your business Governance for using Jira at Scale Ad · www.elasity.io/jira-admin/support v (877) 533-8860

Jira Administration - Functional Support Services

We help maximize your Jira capabilities on Atlassian Cloud or Elasity. Workshops. Best Practices. Certified Consultants. Highlights: Ideal For Enterprise Customers, Supporting Or Premise And AWS Deployments Consulting Services · Quote Request · Administration Support

Ad · www.expium.com/ -

Expium | Unify Atlassian Deployment Across the Enterprise Workshop class, in person, or online. Up and running fast with proven practices. Master...

support.atlassian.com *

Atlassian Support

Browse by product · Jira Software · Jira Service Desk · Jira Core · Jira Align · Confluence · Trello Bitbucket · Opsgenie.

Jira Software

Jira Software Cloud support Documentation. Get help using .

Confluence Documentation - Server Knowledge base - ...

Jira Service Desk Jira Service Desk Cloud support.

Bitbucket Documentation - Server 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**



Ad · www.addteg.com/managedhosting/codefactori

Managed Hosting - Enterprise Cloud Solution

No time to manage a hosting solution yourself? Codefactori is the answer. Features: Secure Cloud Hosting, 24/7 Support, 99.9% Uptime. CI/CD. DevOps Experts. SDLC Management. Amenities: 24/7 Support, Secure Cloud Hosting, 99.9% Uptime. DevOps Solutions · Atlassian Services · Codefactori

Ad · search.walletgenius.com/computer/software *

Find Tech Companies - Fast and Reliable Results

Search for a Variety of Information About Computer Software. Get Questions About Software and More Answered on WalletGenius.com, Explore Finance Info, Browse Online Resources, Find Trusted Sources. Comprehensive Information Cybersecurity Services · Computer Hardware · Antivirus Software · Electronics

Ad · www.allresultsweb.com/help+support/new_york *

Help support in New York - Results for Help support

Find info on AllResultsWeb for New York. Here we have everything you need. Help support in New York, Search Now, Quality Results, Internet Information, Related Searches, Popular Searches, Find Answers, Types: Home & Garden, Finance, Vehicles, Multiple Search · Intelligent Search · Efficient Search · Quick Search · Find More

Searches related to jira support

jira login jira service desk pricina atlassian jira pricing

jira support cloud jira collaboration horizon jira jira ticket

1 2 3 4 5 6 7 8 9 10 Next Previous

SEO Optimization — "Jira Support"

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Google

4 days ago - Jira helps you track and resolve bugs and other issues with powerful workflows, planning features, and comprehensive search - giving your ...

valiantys.com > ... 💌

jira support

Valiantys: Integration, support and training for JIRA ... 🚤

As Atlassian Platinum Solution Partner, Valiantys provides guidance for all aspects of Atlassian software integration and **support**. You visited this page on 9/17/20.

Ad · hello.gtmhub.com/okr-success -

A Fully-Fledged OKR Platfrom - OKR Platform for the Committed How much work is involved in creating relevant OKRs for each team and individual? The 4 answers for the best OKR platform. What's important to look for in an OKR platform. On-prem deployment. Free trial. Performance management. Automate your OKRs. Intuitive, Beautiful OKRs · Transparency thru OKRs · Collaborate through OKRs · Pricing

Ad · www.addteq.com/managedhosting/codefactori *

Addteq - Managed Atlassian Hosting

Customize Your Dev Tool Ecosystem To Match Your Business Needs. Host all your Dev tools & have them full managed by us! SDLC Management. DevOps Experts. CI/CD. Amenities: 24/7
Support, Secure Cloud Hosting, 99.9% Uptime.
DevOps Solutions · Atlassian Services · Codefactori

Searches related to jira support

jira login
jira service desk prici
atlassian
jira pricing

jira collaboration horizon jira jira ticket

iira support cloud

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



[jira] [Commented] (MPMD-305) CPD goal does not **support** txt as a format parameter · Hudson (**Jira**) Thu, 17 Sep 2020 02:52:23 -0700.

$\textbf{Ad} \cdot \textbf{www.addteq.com/managedhosting/codefactori} ~ \textbf{\textbf{x}}$

Addteq - Managed Atlassian Hosting

Customize Your Dev Tool Ecosystem To Match Your Business Needs. Host all your Dev tools & have them full managed by us! CI/CD. SDLC Management. DevOps Experts. Amenities: 24/7 Support, Secure Cloud Hosting, 99.9% Uptime. Atlassian Services · DevOps Solutions · Codefactori

Ad · www.monday.com/ -

Convert Issues Into Tasks - With This Project Mgmt System

Easily Integrate your Workflow w/monday.com Project Mgmt Software & Deliver Results Fast! Send Info Between your Devs Team & monday.com. It's a Matter of Seconds, No-Code Required! Free iOS & Android Apps. Time tracking. Integrations. Calendar. File Sharing. ****** Rating for monday.com: 4.8 - 239 reviews

200+ Templates · New to monday.com? · Celebrate Success · Pricing & Plans · Integrations

In order to show you the most relevant results, we have omitted some entries very similar to the 160 already displayed. If you like, you can repeat the search with the omitted results included.

Searches related to jira support

jira login	jira support cloud
jira service desk pricing	jira collaboration
atlassian	horizon jira
jira pricing	jira ticket



SEM Optimization — "Atlassian Platinum Partner"

X 👃 🔍

Google atla	assian platinum partner
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🔍 All 🗉 News 🗔 Images 🖓 Maps 🧷 Shopping 🗄 More Settings Tools

About 801,000 results (0.56 seconds)

Ad · go.isostech.com/atlassian/platinum *

Atlassian Platinum Partner - Enterprise Partner of the Year

Top-ranked Atlassian Platinum Partner and 2019 Enterprise Atlassian Partner of the Year. Get expert help to fix what's broken & solve your top priorities in 1 week. Managed services, support. License management. Scaling agile. Migrations and training.

Ad · www.informationofficer.com/ 💌 (646) 655-4530

Atlassian Expert Partners - Serving you since 2006

By providing consulting, software development, hosting and incubation services, Contact · About Us · Atlassian · Consulting

partnerdirectory.atlassian.com 💌

Atlassian Partner Directory

The Atlassian Partner directory helps you connect with Partners anywhere in the world. Whatever you're searching for, we'll help you find the right Partner. ... Platinum Solution Partners meet our highest training criteria and have a proven ...

www.atlassian.com > partners 💌

Atlassian Partners Overview | Atlassian

Connect with an Atlassian Partner. Are you looking for consulting services, training, or need to customize Atlassian products? Atlassian partners can help. Find a ... Atlassian Partner Directory · Join Program · Partnerships · Partner Events 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 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

Ad · blog.crossbeam.com/ •

New To Partner Management? - Eliminate Channel Conflict

"You get ambiguous benefits that help you scale the company without realizing it." You're the First (And Only) **Partner** Manager at Your Company. Now What? View Pricing Details. Start For Free. Read Newsletter. Services: Account Mapping, Generate Qualified Leads. Start A Tech Partnership · Co-Marketing Done Right · Partner Ecosystem Terms

Searches related to atlassian platinum partner

atlassian partner **portal** atlassian partner **directory** atlassian **marketplace** atlassian **reseller** atlassian **silver solution** partner atlassian partner **discounts** atlassian **university** atlassian **sales professional accreditations**



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.addteg.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

> First Addteg **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

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

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.veniture.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.addteg.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 Addteg. Tejas Kamble posted on Feb 12, 2020. In the software development world, ...

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Backlinking Best Practices

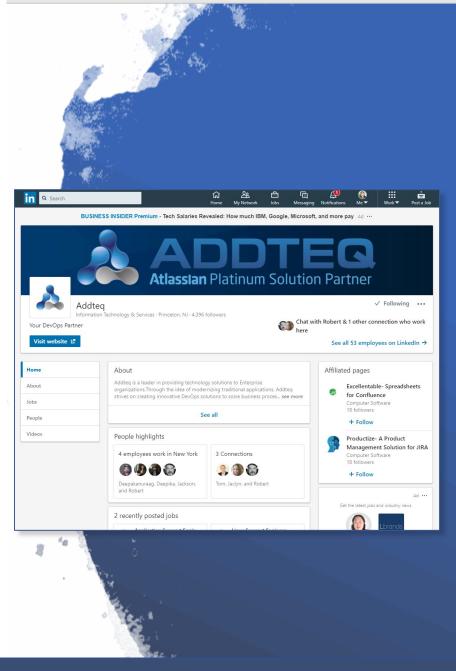
- Allow Others to Credit Their Work for You portfolios from vendors, clients
- Develop More Sharable Content blog posts, whitepapers, case studies
- Backlinking within Addteq Website
- Network Online Social Media Marketing
- Collaborate on Projects with Partners
- Conduct Interviews and be Interviewed



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

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. <u>The post about Pledge1% was buried in content for</u> <u>Excellentable.</u> This takes away from the charitable message.
- <u>The Princeton Pride month message</u> 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.

Log In Sign Up

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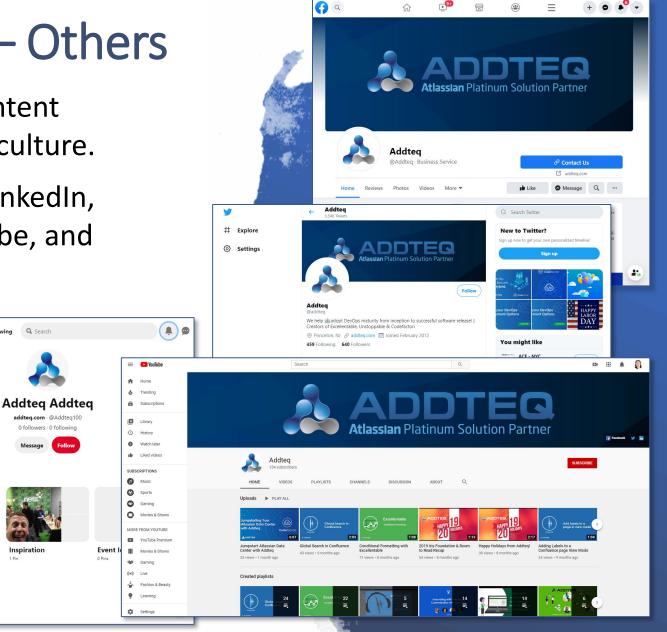
± …

All Pins

1 Pin du

Today

Following



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🔅 TAGGED

Q Search

164 followers

122 following

We help 🔢 adopt #DevOps maturity from inception to 📥 software release! Makers of

addteging

bit.ly/2PL0nQh

leaditlike

#Excellentable #Codefactor

I POSTS

Instagram

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?

Alice Mao <u>mao.alice.ny@gmail.com</u> 917-378-9699



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