



INBOUND MARKETING STRATEGISTS

Since 2008, X-Factor has developed customized Internet marketing strategies to help companies generate more qualified leads, capture better website conversions and maximize sales opportunities.



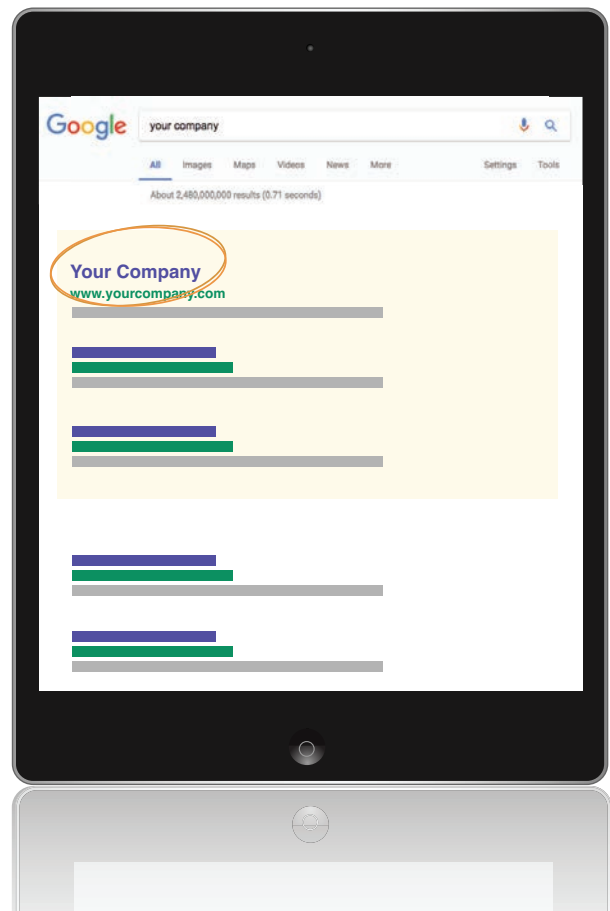
TRUST X-FACTOR TO MAKE YOUR WEBSITE WORK HARDER FOR YOU

Adding the X-Factor empowers a static corporate website to function at a much higher level to generate more leads, better conversions and maximized sales. We are proud to be an American-owned Internet marketing agency specializing in B2B industrial companies, as well as B2C consumer and non-profit agencies.

CHOOSE X-FACTOR FOR ENGAGING AND EFFECTIVE WEB MARKETING CAMPAIGNS

In today's multi-channel, mobile and social-driven world, cutting through the noise is a challenge. Reaching new customers and engaging current ones is time consuming and complicated when trying to juggle multiple marketing initiatives on your own.

Whether promoting your company as a whole or promoting new products and services, our team of marketing experts will help you create a successful, integrated web marketing campaign that's not only effective and engaging, but cost-effective as well.



SERVICES

STRATEGIC PLANNING:

Online Marketing Campaigns

Promote your company, products and services with a successful integrated web marketing campaign that's not only effective and engaging, but cost-effective as well.

Consulting

We work hard to understand our clients messaging strategy, competition and marketing goals, then recommend web changes and online promotional strategies customized to generate leads and conversions.

WEB DESIGN:

Mobile-Responsive Web Design

Professional website design that adapts to all devices, improves search engine rankings, and creates a strong first impression for your brand.

Search Engine Optimization

Rank higher on search engines for the keywords your customers are using to find companies and products like yours.

Website Maintenance

Affordable monthly rate for website maintenance services to be used as needed.



LEAD GENERATION:

Paid Search Marketing

Control costs with a set budget that lets you place ads on search engines, YouTube and websites, paying only when someone clicks on the ad to drive qualified traffic to your website.

Email Marketing

Develop an email campaign that captures and holds your audience's attention.

Social Media Marketing

Engage the market on its turf with social media marketing that is creative, flexible and within budget.

Banner Ad Design

Strategically placed custom-branded animated and static banners can drive additional traffic to your website.

Content

Press releases, articles, case studies and website copywriting. We connect you with writers who have expertise in your market.

Webinars

Position yourself as an industry expert to build credibility and gain the trust of potential customers. Capture valuable prospect email addresses.

Account Based LinkedIn Marketing (ABM)

Leverage your email list into a personalized marketing campaign specific to the audience you hope to convert into customers on LinkedIn.

Virtual Trade Shows

Ramp up prospect and customer engagement with a "virtual" trade show hosted on your website.



PROVEN RESULTS



A premier mini-storage manufacturer offering a full array of self storage products and self storage services including engineering, building design, construction crews, and shipping as a single-source manufacturer.



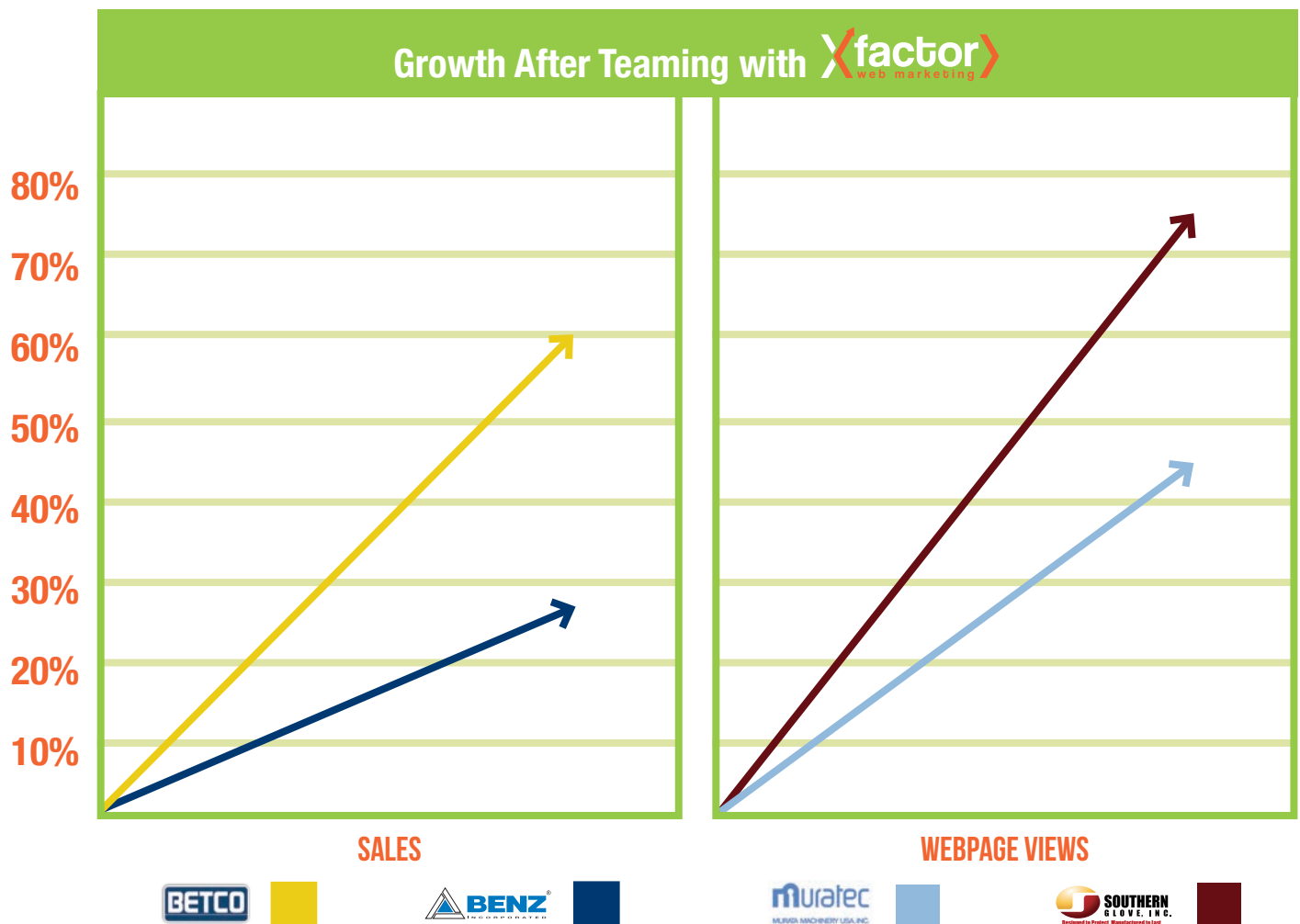
Based in Europe and a relative newcomer to the North American market, BENZ is an advanced engineering and precision tooling company for wood, metal and composites



A world leader in machine tool technology, automated material handling systems, clean room automation and textile machinery. The company is synonymous with industrial automation and reliability across its extensive product line.



A privately owned, industrial glove manufacturer that provides top-quality industrial work gloves, hand and arm protection products and industrial aprons to customers throughout the United States.



TESTIMONIALS



Pete Phillips - Owner, Clean Sweep, Inc.

"When considering revamping CleanSweep's marketing program, we submitted a RFP and received proposals from multiple vendors. We chose X-Factor due to their depth of experience in strategic inbound marketing and commitment to creating return on our marketing investment. In two years, X-Factor tightened up our online branding, website and web promotion significantly. The results of our inbound strategy and following campaign were abundant and measurable growing our sales and valuation to the point that we were able to sell the company. Thank you X-Factor team! The team at X-Factor went above and beyond to deliver a gorgeous and seamless website that runs smoothly and is easy to navigate. I had many questions and changes that I wanted to implement and X-Factor was extremely responsive and very accessible. The SEO campaign has already started generating both leads and customers. I couldn't be more happy with the work X-Factor has done for me."



Brent Fidler - President and CEO, Southern Glove Inc.

"X-Factor has truly worked wonders with our web presence and public relations efforts. Just in the last three quarters, we've seen nearly a 90% increase in total monthly visits to the website, about 50% more pages being viewed, and nine times the number of mobile visits we had before X-Factor got involved. They're consistently keeping us on Google's first page for our most important keywords, and our press releases are circulating all over the web and in newspapers and industry magazines that really matter. We couldn't be more thrilled with this partnership."



Steve Landrum - Sales Manager, Turning Products, Murata Machinery USA, Inc.

"We've been working with X-Factor Marketing for SEO, website maintenance, and press release creation and distribution for some time now. We've had nothing but fantastic results all around: huge growth across the board in page views, total visitors, and mobile engagement, plus top ranking in search engines for very competitive keywords. The custom Facebook page and YouTube channel they developed has given us a new and exciting avenue for engaging our customers and prospects. The results have been reflected in tremendous sales growth."



Brandon Washam - Dealer, New South Tractor, LLC

"I think most business owners recognize the importance of marketing as a concept, but when it comes to developing and executing a well-rounded marketing plan, there is a lot more to it than I ever realized. Although I have a "do-it-myself" approach with most things, I knew I was too preoccupied with other areas of running my business to put together a marketing plan that would actually make a difference. I found X-Factor with a Google search, which appropriately showed up on the first page since I was partly looking for help with Internet marketing and keyword advertising. After taking some time to learn how we do business, X-Factor put together a very thorough approach for marketing my company. Although we are just a few months into the plan, I can say without hesitation that traffic is way up on all fronts from previous years, and I was particularly surprised to see our new website popping up on the first page of Google searches for nearly all of our keyword phrases in an extremely short period of time. I find Woody and his staff to be straight-forward and honest without pushing me for services I am not interested in. X-Factor is definitely not the company popping up in all my spam folders offering "internet marketing services," and I think when someone gives them a try they will find that the difference is obvious."



OUR METHOD

THE RIGHT CHEMISTRY TO FORMULATE EXCELLENT RESULTS

100%

MEASURE results and provide monthly reporting

75%

EXECUTE strategy and monitor campaign

60%

CREATE multi-faceted web promotion strategy and tactics

45%

STUDY current analytics for marketing insight

30%

ANALYZE present website and advice for improvement of user experience and messaging

15%

UNDERSTAND corporate messaging & sales goals

THE X-FACTOR DIFFERENCE

- American-owned, managed and executed (no offshore resources)
- Virtual structure means lower overhead
- 30 years of marketing experience
- Focus is on client Return On Investment
- Markets we specialize in are industrial (B2B), consumer (B2C) and non-profit
- Our internet marketing campaigns are custom to address your specific needs
- Understandable terms are spoken
- We bring outstanding results, then we prove it

ONLINE CAMPAIGN STRATEGY

- Responsive Website Redesign
- On-site SEO
- Analytics for Measurement
- Ongoing Web Maintenance
- Search Optimized Case Studies
- Develop & Manage Social Media Presence
- Search Engine Marketing
- Search Optimized Press Releases
- Email Campaigns
- Measure Results

LEADERSHIP



Woody Stoudemire, President

Woody is a veteran of the marketing field with three decades in strategic development and execution of traditional and Internet marketing plans. A top marketing professional in North Carolina, Woody created X-Factor as a inbound marketing firm to help clients navigate the new challenges of marketing in the burgeoning digital market. A graduate of Appalachian State University, Woody never used his communications degree to get a job. At 22, he became cofounder of marketing firm Gotham Images (now Gotham LLC) and never looked back. Generating profitable ideas for clients remains his favorite part of the business. In his down time, he enjoys unwinding with his girls: wife Kelly, and daughters Claire and Maggie. Woody also serves as a virtual marketing director through his consultancy MarketingGhost.com.



Laurie Evans, Operations Manager

Working with X-Factor since its inception in 2008, Laurie manages our team of writers, graphic designers and programmers in addition to scheduling, account management and vendor relations. A graduate of Pennsylvania State University, she holds a Bachelor of Science degree. Her employment background includes over 20 years of customer service, management and marketing experience. Laurie's management skills and training in Search Engine Marketing (SEM) make her a natural fit for our website marketing agency. Laurie's "keywords" for happiness are her husband Bryan and her two sons.





PROGRESS REPORT

Data and prognosis of activity



MORE LEADS.

BETTER PROSPECTS.

REMARKABLE PROFITS.



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