



STRATEGIC MARKETING PARTNER

START HERE ↓



COUGAR DIGITAL
MARKETING

Make every click matter.

Our Promise to You!

We promise to never sell you a marketing service you don't need.

We promise to value your time and money.

We promise to develop and execute a strategy that gives you the best opportunity for success.

We promise to learn as much from what is not working as much as we learn from what is working.

We promise to be innovative and to think outside the box.

We promise to be mindful of your budget and how it's spent.

We promise to be honest and transparent at all times.

We promise to provide real-world data to measure results.

We promise to keep you as involved as you want to be.

We promise to never lock you into year-long contracts.

When it comes down to it, we value our clients and think of ourselves as a part of your team. We're here to help you improve your brand recognition and increase sales, not just spend your money. Because we don't do year-long contracts, our success is dependent on your success—and we'll do everything we can to make that happen.

That's our guarantee to you!

Travis Hartliep

Travis Hartliep

OWNER

509.491.1146

travis@cougardigital.com



Meet Your Dedicated Marketing Team



TRAVIS HARTLIEP
OWNER / PRESIDENT
travis@cougardigital.com



JOSH KANDLE
DIRECTOR OF MARKETING
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SEM MANAGER & DESIGNER
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MYKAELA FAULCONER
DESIGNER & PHOTOGRAPHER
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NICK ELLIS
WEB & GRAPHIC DESIGNER
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ASHLEY KREPS
SALES & ADMIN COORDINATOR
ashley.kreps@cougardigital.com

Helping Businesses Grow for Over 9 Years!

▼ WINERIES

WIT Cellars
L'Ecole No 41
Lake Chelan Wine Valley
Topsy Canyon
Copia Vineyards
Topsy Canyon
Succession Winery
Coyote Canyon
Shaw Vineyards

▼ CONSTRUCTION

Smile-A-Mile Painting
Easton Construction
C2 Pools
Silverline
K&L Homes
Royal Roofing
Sandhollow Homes

▼ ENTERTAINMENT

Snowie Shaved Ice
Boiada Brazillian Grill
Brewminatti
Atomic Escape Room
Garland's Gymnastics

▼ ECOMMERCE

Rill Specialty Foods
Evolution Knitwear
Groomers Best Friend
Aperneo
Trading Card Grading Company
Integrity Driving School

▼ NON-PROFIT

Children's Reading Foundation
Goodwill
Tri-Cities Union Gospel Mission
Tapteal Greenway
Mustangs for Mustangs
Prosser Thrive
Sharehouse

▼ LEGAL WEBSITE

King County Collaboratives of Law
AKW Law
Sperline Raekes Law
Tamaki Law
Walker Heye Meehan Eisinger

▼ MEDICAL/DENTAL

Advanced Endodontic Care
The Center for Dental Health
Tri-City Orthopaedics
Crown Dental

▼ BUSINESS & SERVICE

Leonard Rickey Investment Advisors
Insight Accounting Solutions
Tri-Cities Journal of Business
New Leaf Creations
Heritage Landscaping
Alegria CPA's
Three Rivers Convention Center
Lad Irrigation

All Your Marketing Needs in One Place

Our services and capabilities

WEBSITE DESIGN & BUSINESS BRANDING

Website Design & Development
Logo and Label Design
Graphic Design
Branding
Email Signatures
Printing
Event Promotion
ADA Compliance

FULL SERVICE MARKETING & ADVERTISING

Marketing Partnerships
Google Ads (PPC)
Facebook Ads
Amazon Ads
Local Service Ads
Targeted Advertising & Geofencing
Email Marketing

GOOGLE RANKINGS & SEARCH ENGINE OPTIMIZATION (SEO)

Google Business Listings
Online Customer Reviews
Local Citations
Content Creation
Organic SEO

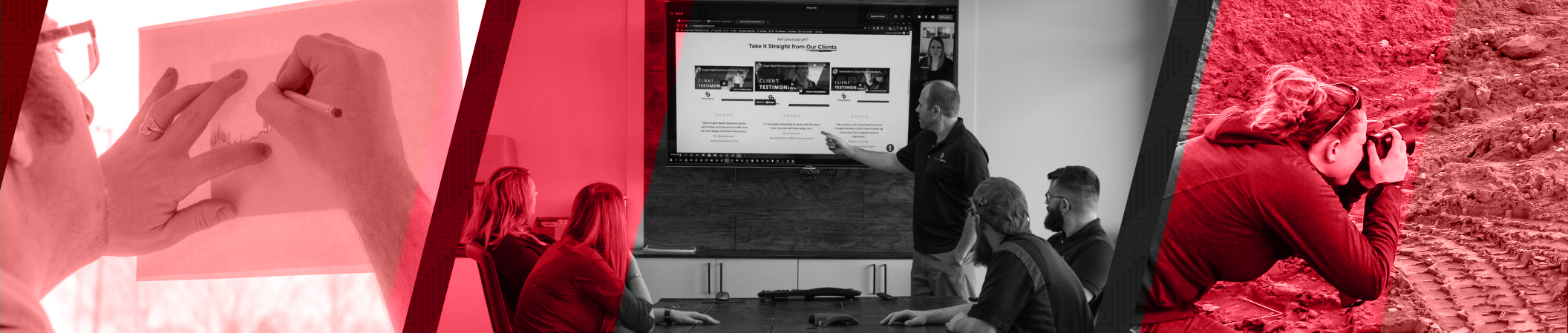
PHOTOGRAPHY & VIDEO MARKETING STRATEGIES

Professional Photography
Product Shots
360-Degree Photography
Drone Photography

Video Ads
Product Videos
Intro Videos
Event Videos

Explainer Videos
Recruitment Videos
FAQ Videos
Testimonial Videos





Our Proven Process

We do it this way because it works!

As far as we're concerned, taking the time to get to know our clients is time well spent. We believe that understanding you and your business goals, doing market research, and putting our collective expertise towards a cohesive strategy is paramount to creating a marketing plan that works.



PHASE I **DISCOVER**

Client Discovery Meeting
Internal Strategy Meeting
Marketing Proposal
Answer & Educate Client



PHASE II **DESIGN**

Client Deep Dive Meeting
Research & Creative Strategy
Design & Quality Check
Approve & Launch



PHASE III **DEVELOP**

Monitor, Test, & Adjust
Insights & Reports
Quarterly Meeting
Refresh & Repeat

Four Pillars of Online Marketing

Helping you cover them all!

One-off marketing campaigns and standalone efforts to increase sales usually don't provide much value. In order to turn your marketing budget into measurable gains for your business, you need more than a website, more than a couple of ads here or there. It takes a comprehensive marketing strategy that reaches potential customers where they already are, on and off the web.

Web Design & Branding



You don't just need a website. You need a website that works for you and a brand that makes the ultimate first impression.

Video & Photography



Custom, branded photos and videos leave a lasting impression and help potential customers understand what you are all about.

Google Rankings & SEO



Everyone is on their phone. But do you surface when they search? Improve your Google ranking and push your competition to the bottom.

Marketing & Advertising



The internet has never been a more competitive place. How does your brand stand out?



MARKETING PARTNERSHIP PROGRAM

PARTNERING FOR YOUR SUCCESS ↘

MARKETING PARTNERSHIP PROGRAM

Your very own dedicated marketing team!

▼ **Who is the Marketing Partnership Program for?**

Companies and organizations that want a long-term marketing solution that contributes to continuous growth over time.

▼ **What Does it Cost?**

We have marketing partnership plans for companies of all sizes. Your strategy and its associated costs will depend largely on your goals, the competitive landscape, and how aggressive you want to be.

▼ **Advantages:**

- ✓ A professionally developed plan for fueling long-term success.
- ✓ Consistency throughout your marketing assets and campaigns.
- ✓ An entire marketing team at your disposal for about half the cost as one in-house marketing employee.
- ✓ Professional management of your campaigns by experts in multiple areas of communications and marketing.
- ✓ In-depth reporting with results you can understand.

How Does the **Marketing Partnership Program** Work?

THE DEEP DIVE / It's All In The Details

The first and most important step in our Marketing Partnership Program is the “deep dive” meeting. We will sit with you to discuss your business, services, goals, budget, and everything in between. Understanding your business and what you hope to achieve is paramount to what comes next: the strategy.

THE STRATEGY / How To Win At All Things

Our diverse team of marketing experts put their heads together to develop a strategy for the coming quarter and presents the plan to you. We welcome your ideas and input at all times! The idea is to have a balanced marketing campaign with multiple tactics working together, so we can nurture people throughout the buying cycle.

THE RESULTS / Complete Transparency

We're constantly analyzing the performance of your campaigns to identify what's working and make tweaks where needed. We send out monthly reports that not only include tons of great data, but also our expert analysis, so you can understand the real-world results your campaign is driving. And because we're all about transparency, you also get 24/7 access to a personalized dashboard with all your campaign information, so you can check in anytime.

THE PROCESS / Constant Refinement and Improvement

Each quarter, we take what we've learned plus your feedback and expand upon it for the next campaign. We are always striving to increase your ROI from the prior quarter. Your success is our success!

OUR CLIENT REVIEWS



HAPPY CUSTOMERS ➔

More Than Eighty 5-Star Reviews on Google Business!

We could go on and on about how we're the best marketing partner you could ask for, but you don't have to take it from us. Check out some of the feedback we've gotten from our clients. When you're ready, we'd love the opportunity to make you Cougar Digital Marketing's newest happy customer!



Cougar Digital Marketing & Design, LLC 

Website

Directions

Save

Call

5.0 ★★★★★ 83 Google reviews



Michelle Roth

Benton Franklin Census 2020

I recently coordinated several marketing projects for the Benton Franklin Census 2020 Complete Counts committee. Josh and Ashley at Cougar Digital provided great service and expertise. The **quality and creativity were great and I highly recommend them.**





Scott Faringer
Tri-City Orthopaedics

“I have been **very happy with Cougar Digital**. They built and maintain our website while **creating a strong web presence for our business**. I recommend them as your digital partner!”



David Kaylor
Harvest Valley Pest Control

“As a business owner I place an extremely high value on a marketing agency that is not just an agency but a **true partner**. That is what I feel about Cougar Digital Marketing!! It's been like having a **world class marketing department** even though I only have 15 employees.





Susan Delia

Delia Counseling

“ The team at Cougar Digital Marketing are **great to work with!** They were very professional throughout the entire process of creating a beautiful website for me. They delivered **exactly what I was hoping for in a website.** I am so glad I found them!



BOYS & GIRLS CLUBS
OF BENTON AND FRANKLIN
COUNTIES



Chris Cisneros

Prosser Boys and Girls Club

“ Cougar Digital was amazing to work with! They provide **great customer service and have a first-class team of talented individuals.** Our organization had a promotional video created, and the time and quality Cougar Digital put into **the outcome was amazing.** I highly recommend!





J.P. Malnik

The Personal Touch Cleaning

One great thing about Cougar Digital, is when I have a problem I can call or email and get an answer right away. And, If I don't understand something, they break it down so I can. I would **highly recommend them to any business owner** looking to get an edge.



Lora Brady

Healing with Nano

Cougar Digital took my website to a whole new level! They are very professional and knowledgeable and did excellent work. They were very **responsive to what I wanted and envisioned** and were extremely patient with me. I would highly recommend them to anyone!





READY, SET..... GROW!

Ready to **Enlist a Marketing Partner** That Will **Grow Your Business?**

- Local, face-to-face time with your designers & marketing team
- Tailored recommendations based on your industry and business goals
- Professional design and marketing strategists working toward your success
- A comprehensive, long-term marketing game plan that extends well past your website

START NOW



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