

Year in Review

2020

How Did We Perform for Our Clients?



BUSINESSES NEED STRONG ORGANIC DIGITAL MARKETING STRATEGIES NOW MORE THAN EVER.

There are numerous techniques business owners can use to enhance their online presence, including Search Engine Optimization, Google My Business, Local Citations, and Review Management. These tasks can be overwhelming and laborious for most business owners. Proper, professionally managed execution guarantees exponential growth for your business. Combining these methods with Ten Peaks Media's expertise will catapult your company into the modern age. Here are multiple case study results from our work in 2021.



Ten Peaks Media is a revenue-driven marketing agency.

WE'RE HERE TO YOU HELP YOUR BUSINESS ACHIEVE REAL, TANGIBLE RESULTS.

Below are examples of how we have helped increase revenue for some of our clients. For the privacy of our clients, we cannot disclose their names. However, these are actual revenue numbers.

CLIENT A

Revenue hit \$3.5M, an all-time high

Hit \$3.5M in revenue for the first time ever in 2021. 2020 broke all previous records and 2021 closed out by blowing away the forecasted budget by \$556,000.

CLIENT B

Revenue hit \$2.34M for the year

Revenue hit \$2.34 million in 2021. Saw an increase of 32% over 2020 and 81% over 2019.

CLIENT C

Revenue hit \$5.2M for the year

First off, 2020 broke all previous records. In 2021 we grew revenue to \$5.2 Million, exceeding 2020's record year by \$665,000.

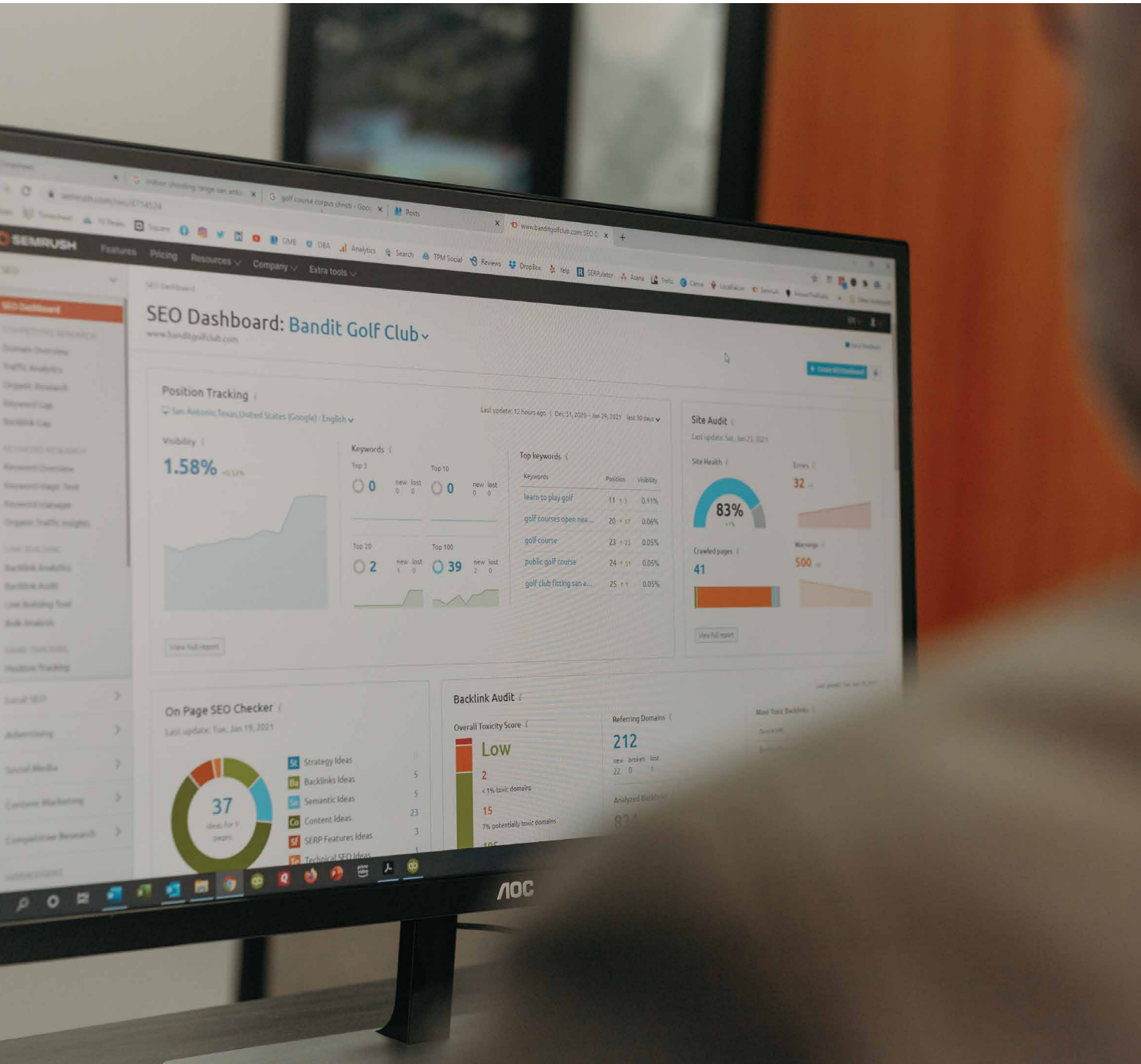
CLIENT D

Revenue hit records with 11% increase YOY

Revenue up \$452,000 over 2020 (a record year) equating to an 11% increase YOY.

Search Engine Optimization (Commonly referred to as SEO)

On the next page are actual results from some of our SEO clients.



Why should your business invest in SEO?

WHEN YOU INVEST IN SEO, YOU'RE INVESTING IN YOUR ONLINE, ORGANIC SEARCH PRESENCE.

Search Engine Optimization gets your website on the first page of Google Search Results, which puts your business in front of more customers who are ready to buy your products or services. Rigorous SEO management also improves your website's usability and the overall client experience. Google's algorithms are constantly changing and developing, but Ten Peaks Media's certified specialists ensure you can stay on top of current trends and increase your page ranking.



One of the top commercial construction companies in Colorado Springs wanted to increase traffic to his website but was already dominating all the search terms in his local Colorado Springs market. In 2021 we took on the challenge of increasing his presence in the very competitive Denver, Colorado and Colorado statewide markets. By the end of 2021 we were seeing good results, moving up as many as 48 positions for several key search terms. Not only did this result in more website traffic, it also builds page authority by ranking in multiple markets.

BY THE END OF 2021, WE HAD OUR CLIENT **RANKING ON PAGE 1** FOR 13 OF THEIR TOP KEYWORDS.



One of the top orthopedic surgeons in San Antonio was looking to increase web traffic after successfully operating from referrals and word of mouth. We researched the keywords that would drive relevant traffic to his website and began an SEO program researching keywords, optimizing SERP values, building and implementing Schema markups, building backlinks, and increasing page authority. In just 3 months several keywords have moved to page 1 and page 2 positions on search, resulting in new revenue and an increase in customer calls and appointments.

WE STARTED SEO THE 4TH QTR OF 2021. WITHIN 3 MONTHS, WE HAD 18 KEYWORDS TRENDING UP WITH **14 ON PAGE 1** FOR MULTIPLE KEY TERMS RELATED TO THEIR PRACTICE.



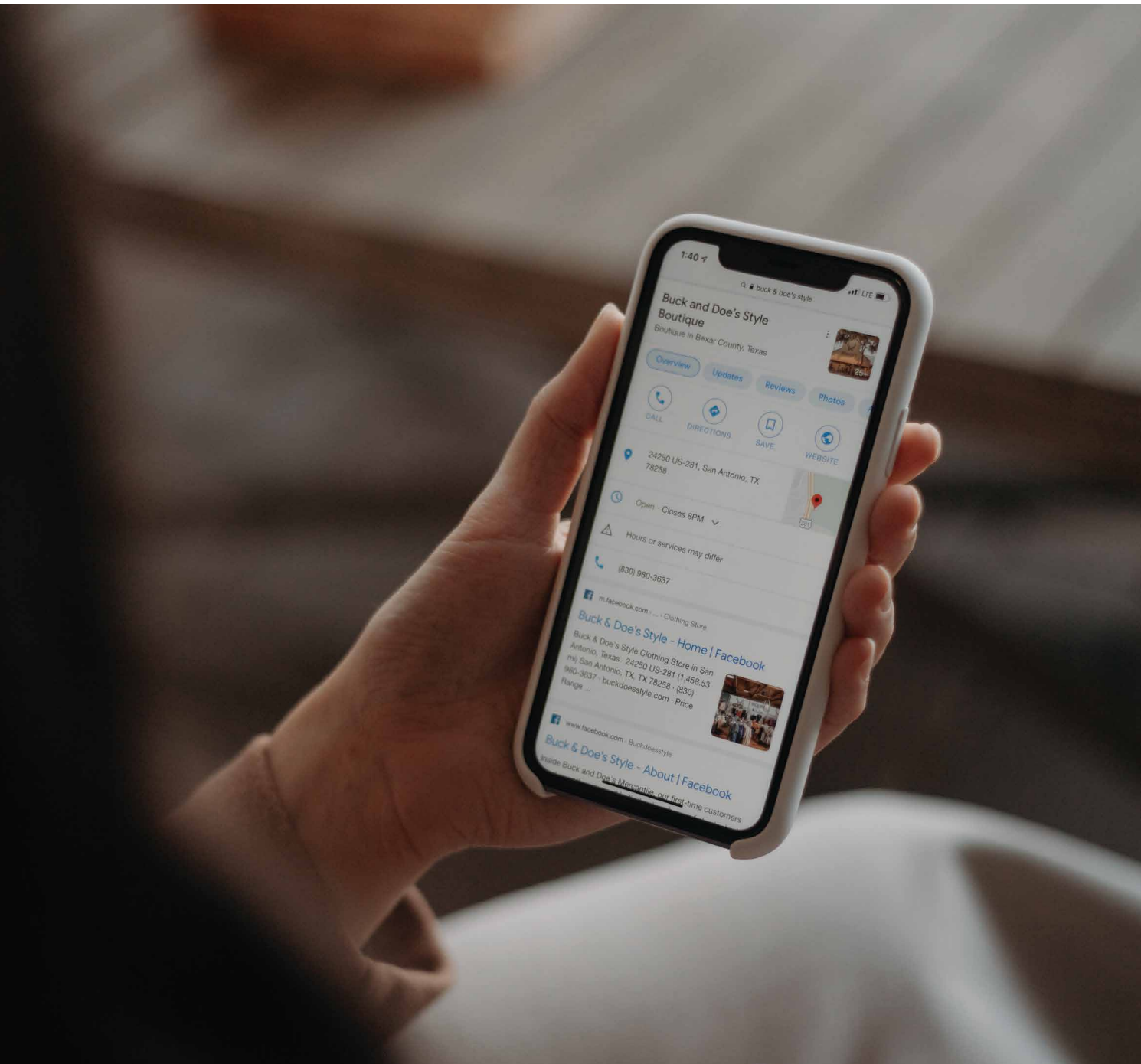
One of our newest clients is a bookkeeping service in Texas. This is a very competitive market with keywords with high keyword difficulty. Our client was not ranking on page 1 for any of the terms crucial to Google Search. We were able to accomplish page one rankings in a very competitive space for terms critical to the success of their business within 4 months, even moving one keyword from a starting rank of 75 to page 1 results.

ACHIEVING PAGE 1 RANKINGS IN A VERY COMPETITIVE SPACE.

START PAGE	CURRENT PAGE
19	▲ 2
22	▲ 3
17	▲ 3
43	▲ 7
75	▲ 10
11	▲ 8

Google My Business and Local Citations

On the next page are actual results from two of our Google Business Profile and Local Citations clients.



So...what is it?

GOOGLE BUSINESS PROFILE (FORMERLY GOOGLE MY BUSINESS) ALLOWS USERS TO MANAGE THEIR ONLINE PRESENCE ACROSS GOOGLE, INCLUDING SEARCH AND MAPS.

By optimizing a profile and using a strategic plan that includes geo-tagged images, meta data, and keyword-rich posts a business can increase search results for their local business. Local Citations refer to your company's description, which may appear in business listings such as Yelp, 2FindLocal, Trip Advisor, Yellow Pages, local directories, and map search apps. This description is one of the best places to add keywords, services, products, and optimized images that will portray your business to the local community in a positive, accurate way. Citations are also a crucial source of backlinks, and are a major, local search-ranking factor.

KEEPING AN EYE ON YOUR BUSINESS HEALTH ONLINE.

Ten Peaks Media's comprehensive, consistent process monitors the info about your business on a monthly basis. Most businesses don't realize that anyone with internet access can edit your listing data. The edits are made as suggestions, but they can go live without any notification. Your business name, address, phone number (NAP), business category, photos, location, services, and products can easily be changed by a random person; and the slightest change may dramatically affect your local rankings. Our service ensures consistency in NAP and locks down your local directories to prevent any unauthorized changes.



Our team created an advanced Google ad strategy that drove new calls and appointment request forms to their beautiful new website. The result - in 2021 Pinnacle Dentistry had a 5x RETURN on their ad spend and found success in online marketing and a cohesive approach.

▲ **29.22%**

INCREASE IN DISCOVERY IMPRESSIONS

▲ **88.84%**

INCREASE IN DIRECT IMPRESSIONS

▲ **36.5%**

INCREASE IN LISTING VIEWS

▲ **23.35%**

INCREASE IN WEBSITE VISITS

▲ **18.00%**

INCREASE IN TRACKED CALLS

▲ **42.78%**

INCREASE IN DRIVING DIRECTIONS



We have been managing this account for over 2 years. Through our efforts for Hammers Construction Inc, they continue seeing increases in all metrics, including a 14% increase in calls, 33% increase in website traffic and over 70% increase in requests for driving directions, along with increases in other KPI's important to their business growth.

▲ **33.2%**

INCREASE IN DISCOVERY IMPRESSIONS

▲ **49.9%**

INCREASE IN DIRECT IMPRESSIONS

▲ **39.7%**

INCREASE IN LISTING VIEWS

▲ **33.01%**

INCREASE IN WEBSITE VISITS

▲ **14.45%**

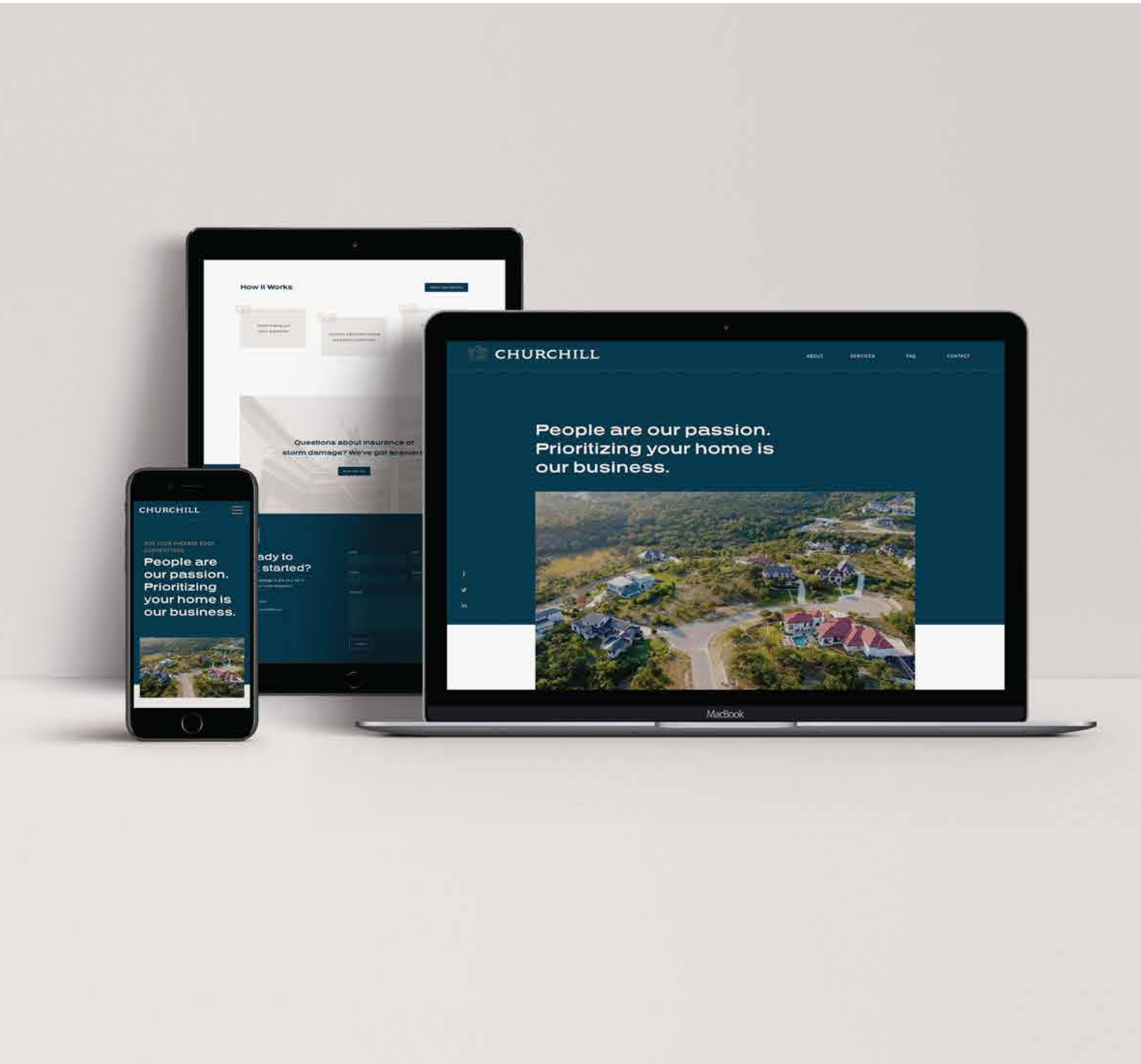
INCREASE IN TRACKED CALLS

▲ **70.6%**

INCREASE IN DRIVING DIRECTIONS

Website Growth in 2021

On the next page are actual results from some of our web client growth strategies.



We provide marketing solutions for every problem, big or small.

OUR UNIQUE COMBINATION OF PROPERLY MANAGED SEO, GOOGLE BUSINESS PROFILE, AND REVIEW & REPUTATION MANAGEMENT MEANT BIG GROWTH FOR OUR CLIENTS IN 2021.

Below are actual numbers from this past year from four of our clients. Each of Ten Peaks Media's digital strategies work together to drive more people to your company's website. The numbers speak for themselves.



▲ **44.8%**
INCREASE IN USERS

▲ **36.6%**
INCREASE IN SESSIONS



▲ **99.6%**
INCREASE IN USERS

▲ **98.2%**
INCREASE IN SESSIONS



▲ **95.4%**
INCREASE IN USERS

▲ **88.5%**
INCREASE IN SESSIONS

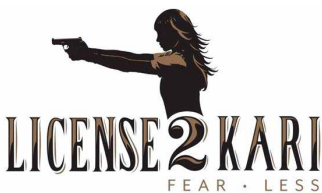
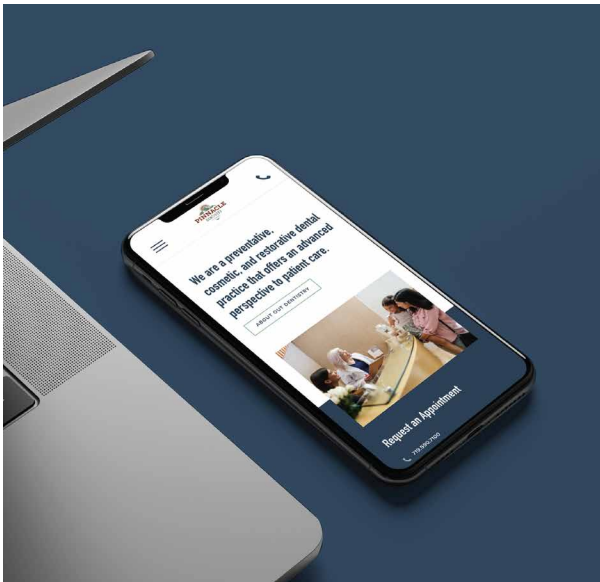
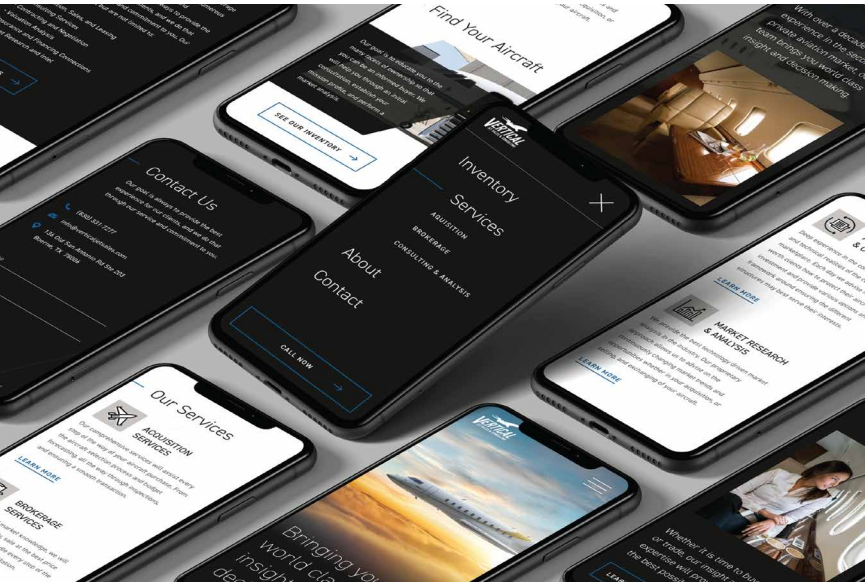
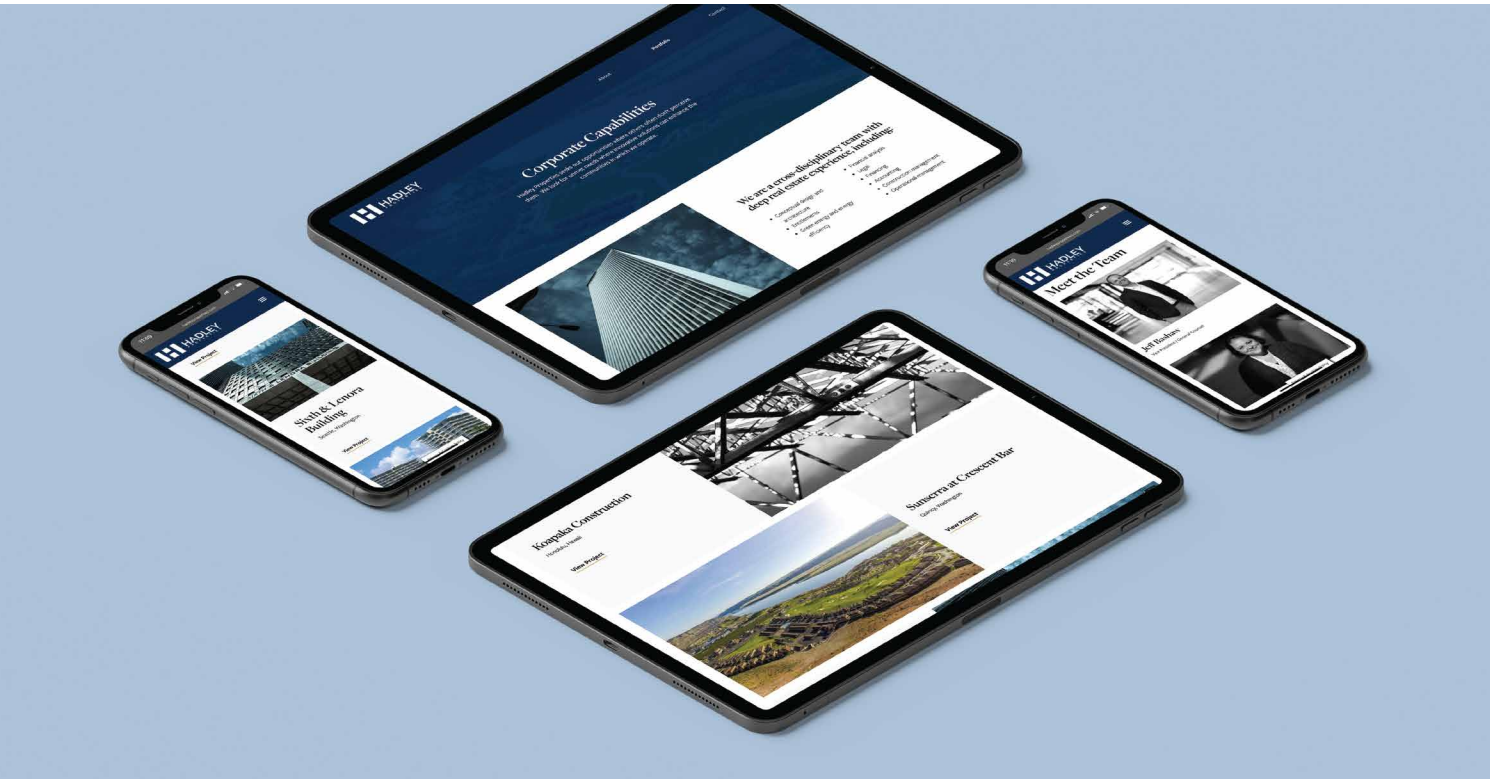


▲ **25.9%**
INCREASE IN USERS

▲ **22.1%**
INCREASE IN SESSIONS

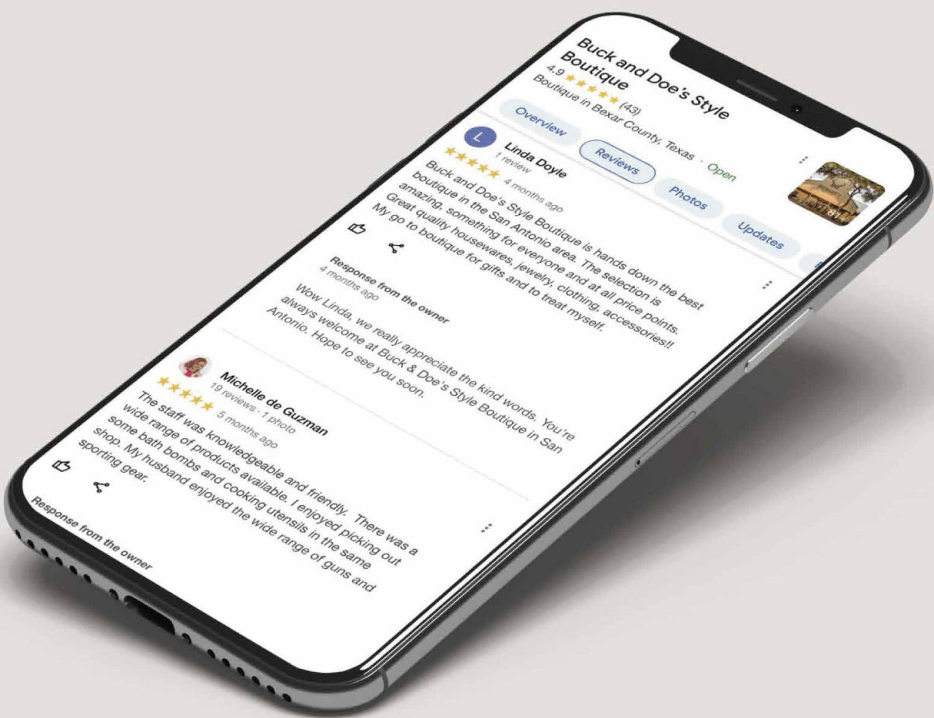
Website Projects in 2021

Below are samples of website projects completed in 2021. On the next page is a list of clients we completed website builds for in 2021.

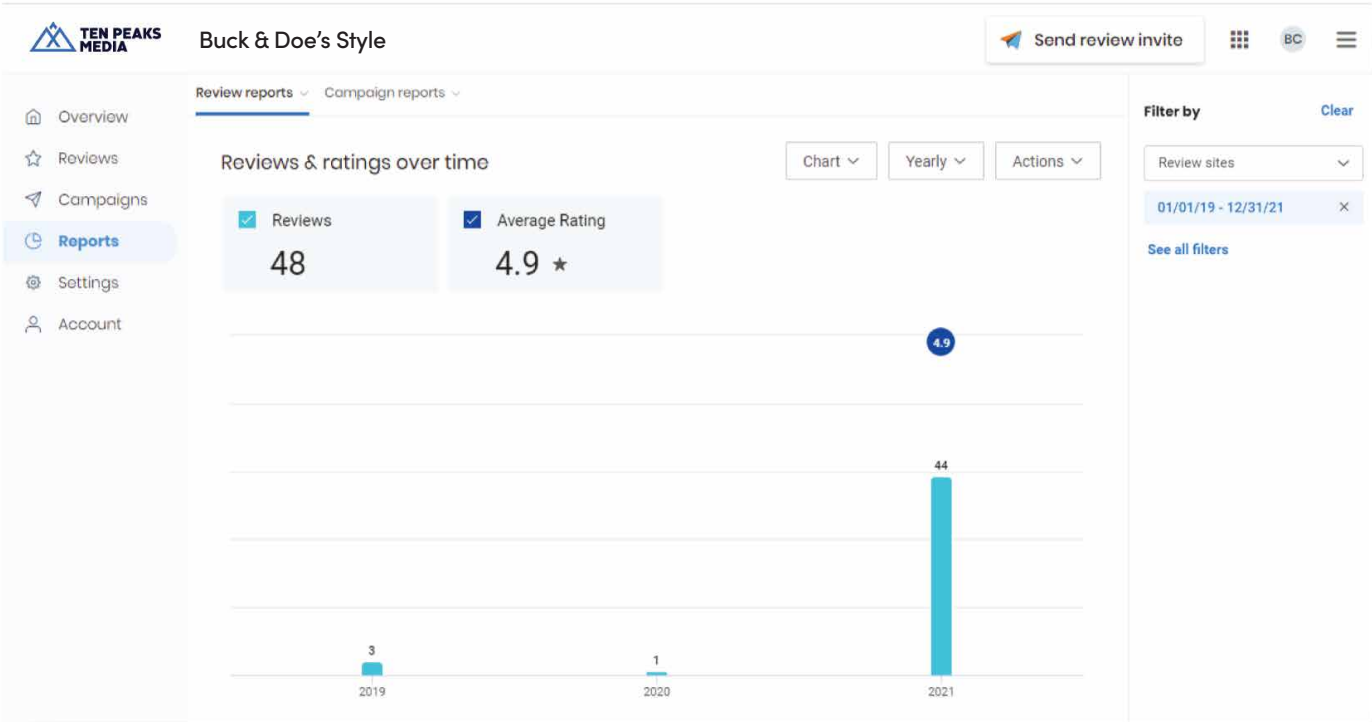


Review Management

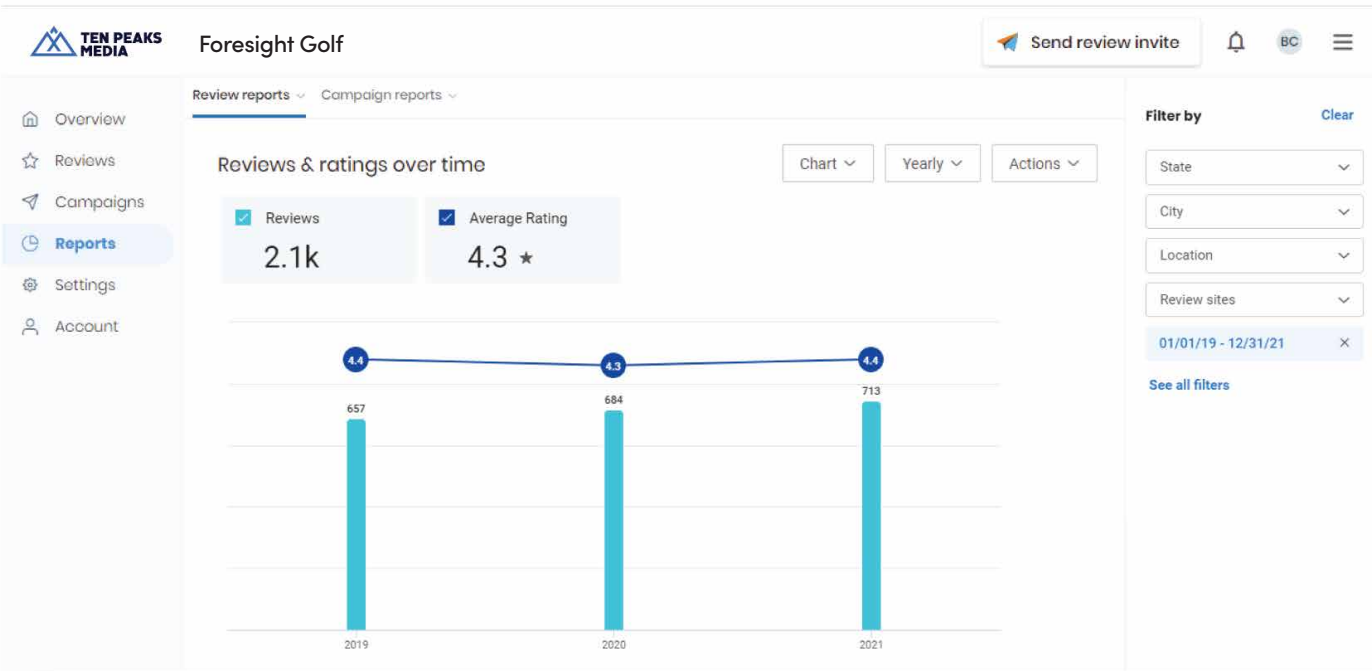
On the next page are actual results from some of our review management clients.



WE STARTED REVIEW MANAGEMENT FOR BUCK & DOE'S STYLE IN 2021 AND SAW AN 11-FOLD INCREASE FROM THE PREVIOUS 2 YEARS COMBINED.



EVEN AFTER MANAGING REVIEWS FOR 3 YEARS, WE CONTINUE TO SEE AN INCREASE IN REVIEWS YEAR OVER YEAR FOR THE FORESIGHT GOLF COURSES.



What are customers saying about your business?

WE ALL LOOK AT REVIEWS WHEN SEARCHING FOR A BUSINESS.

What are customers saying about your business? Quality reviews are an excellent way to increase digital presence on search engines and grow more leads for your business. Happy clients are the most powerful, untapped source of referrals and revenue. Here are some quick facts about the importance of receiving frequent, positive reviews:

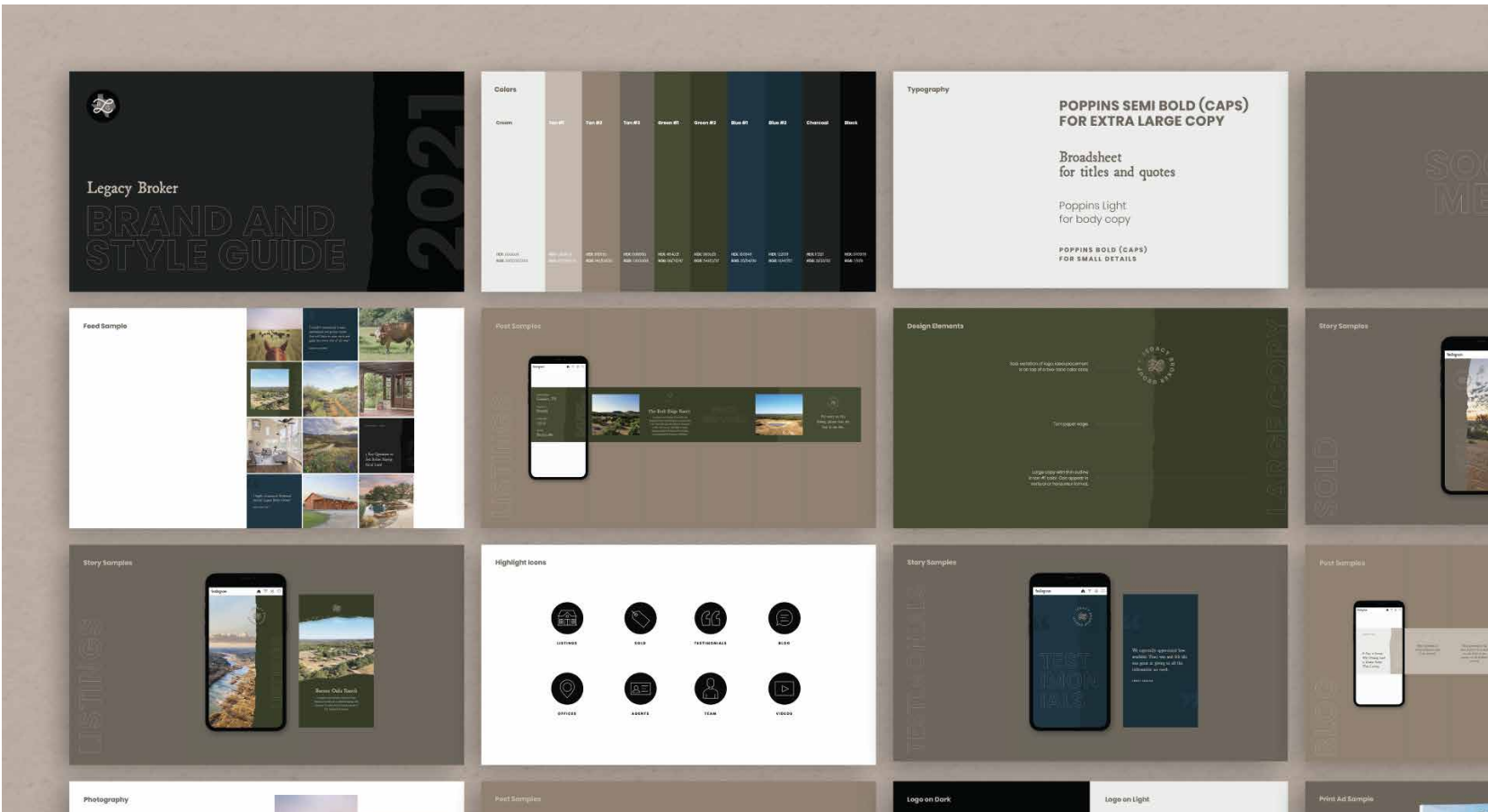
- 92% of consumers now read online reviews.
- 40% of consumers form an opinion after reading just 1 - 3 reviews.
- 44% of consumers state that a review must be less than a month old to be relevant.
- A business's star rating has become the #1 factor in choosing a business, and revenues tend to increase when a business is rated 4.4 stars and above.

WE TAKE THIS BURDEN OFF YOUR PLATE.

Ten Peaks Media's review management methods have increased reviews by 46% for our public golf course client and 43% year after year for a local retail and gun store. Our in-house team works with customer lists from our clients' POS systems. We do the legwork for you and send out professional and easy-to-use review request campaigns. Additionally, we personally respond to each review on your behalf. When it comes to enhancing the quality, rather than quantity, of reviews, Ten Peaks Media has seen the most improvement by responding quickly to customer complaints and providing relevant feedback to 4- and 5-star reviews.

Branding Projects and Logo Designs in 2021

Developing brand guides and logos for some of the top companies in their industry.



In many industries, email marketing is the most powerful channel available for driving customer loyalty and cross-selling existing customers over time.

On the following pages are samples of client campaigns and highlights from our email strategy.



Phone: 1-833-781-7597
Fax: +1-830-431-9257
Email: sales@RevoGenBio.com

Jacob Chandler
Co-founder & CEO

The Secret to Growing Your Income as a Medical Sales Rep

Want to increase your earnings as a Medical Rep? Build the business of your dreams with RevoGen Biologics.

Offering the highest commission rates in biologics today, RevoGen wants to help you achieve your goals and aspirations. RevoGen carries a full portfolio of bone graft,

Introducing the new **BUCKDOES.COM**

Shoot, Train, Engage and Connect

San Antonio's Premier Indoor Gun Range & Archery Pro Shop

Card's been hard at work creating a new improved online experience for you!

the entirely new BuckDoes.com for updates on the latest classes, se, events and more from San Antonio's premier indoor gun range y pro shop. Every month we will be adding new content, features, and giveaways!

VISIT THE NEW BUCKDOES.COM

Our Location

150+

EMAILS DESIGNED

1 Million +

SUBSCRIBERS REACHED

50+

EMAIL DRIP STRATEGIES CREATED AND DEPLOYED

Industries covered:

- BIOMEDICINE
- BUSINESS SERVICES
- B2B
- B2C

- CONSTRUCTION
- DENTISTRY
- GOLF AND LEISURE
- HOSPITALITY

- LEGAL
- MEDICAL
- OUTDOOR RECREATION
- RESTAURANT

Order your custom food truck today.

Deliveries and demand are growing at an all-time high!

Curbside Upfitters is your preferred partner with over 10 years of design and manufacturing experience for some of the largest brands in the nation. We consult with our clients from start to finish to create the perfect truck for their business and application.

my of General Dentistry (AGD), a professional association of 40,000 general dentists who are dedicated to professional through the pursuit of continuing education, is pleased to that **Dr Thomas Jennings, DDS, MAGD, has earned the 2021 Learning and Service Recognition** for his commitment to lifelong plunteering his services to communities in need, mentoring and new dentists, and participating in organized dentistry. Dr. as honored during a special convocation ceremony held in as on June 12, 2021 at AGD's Annual Scientific Session.

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the greatest gifts I have been given along the way of my professional y are an amazing and gracious collection of educators, mentors, clergy, team members, family, and patients. They are truly the most fully gifted, talented, committed, and caring group that one could . The Lifelong Learning and Service Recognition Award that I have eceived from the Academy of General Dentistry is only a measure of ish investment they have made in me, and I am so humbly grateful. you all, and I look forward to working with and serving you for many ears to come. It is a “lifelong” award, but I'm not done yet!

DR. JENNINGS

Meet Our Team



Josh
CEO & Founding
Principal



Bob
CFO & Founding
Principal



Heather
Client Strategist



Lauren
Creative Director



Ezra
Graphic Designer
& Photographer



Baylee
Social Media
Manager



Ricardo
Video Producer



Nancy
Marketing Writer



Emily
Marketing Assistant



**Our team
passionately
believes that there
is no “one box” a
client should be
forced to fit into.**

Where do you need to strengthen your business?



Contact

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tenpeaksmedia.com

PHONE

830.388.8110

EMAIL

hello@tenpeaksmedia.com



Scan to schedule your appointment



Location

HEADQUARTERS

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Boerne, TX 78006