



# The Intersection of Creativity + Technology + SEO

## Strategy

- + **Mission:** Magic Logix provides world class digital marketing solutions globally, driving business growth for large commercial clients by merging creativity, technology and online marketing using proprietary processes and strategic partnerships.
- + **Roadmap:** Over 2,000 projects for Fortune 500 and larger companies exceeding expectations and long-term relationships.
- + **Reputation:** Leader of Industry Best Practices from regular advocacy in media and at events with original contributions
- + **Cutting Edge Expertise with Key Resources:** Google, Twitter, Facebook, Magento, Joomla, Drupal, WordPress and Web 2.0 technologies
- + **Creative and Innovative Company Culture:** Continually award-winning, client base growing company due to powerful mix of alluring aesthetics, world caliber strategic planning and execution of digital marketing solutions and exemplary technical proficiency



## Stability & Security

- + **Exemplary Client References:** Client testimonials and cases include business and consumer brands: FedEx, Whole Foods, Actian, DomGear, Marriott and more; transnational service.
- + **Longevity:** More than 13 years of experience.
- + **Scalability:** Work exclusively with Fortune 500 and larger clients with internal process focused, close partner arrangement.
- + **Strategic Partnerships:** Maintain and build longstanding partnerships with complementary enterprise service providers.
- + **Continually Maintain Certifications and Credentials:** Section 508 Compliant, W3C Compliant, SSL, ADA, GSA, ML Magento Enterprise Solutions Provider Silver Partner, Google Certified.

TESTIMONIAL:



*“Magic Logix built this large and complex website for us in timescales most agencies would have considered impossible, said Ketan. The website was a critical part of our launch and they delivered a top notch service with a dedication and passion for perfection. We would not have been successful without them!”*

- Ketan Karia, CMO, Actian Corporation

[www.actian.com](http://www.actian.com)

## Quality Assurance with Flexibility

### + **Dedicated Account Management & Open Communication Policy:**

Dedicated Account Management with Standardized quality control systems including proprietary client intake process, account monitoring and client relations schedule yet allows for flexible time lines and real time modifications with client needs

### + **Accommodating Training Support**

### + **Thorough Analysis of Client Goals**

+ **Quick Problem and Issue Resolution:** Advanced troubleshooting skills, personalized service; around the clock maintenance and support

+ **Personal, Committed Client Management for Long-term:** Provide client service adhering to only the finest standard, we developed the 100 Point Client Service model after the diamond with 100 client points comprehensively covering relationship.

We call our model for working with agencies and brands Harmony. It consists of well-structured initiation meetings, regular meetings on project milestones, weekly reports, and ad hoc communications as appropriate to produce top quality results. Client centered results are clearly defined and monitored for quality, accuracy, smoothness in workflow, and expediency with harmonious relations that in addition to building our clients' brands, build satisfaction, loyalty and longevity with ML, hence the operating model name Harmony. The name raises awareness for all parties of our goal and commitment to client satisfaction,

## Pricing Model

Magic Logix uses proprietary pricing models that are based on a combination of factors including:

- + Client commitment to long-term business growth
- + Scope and size of initial project
- + Customs, regulations and taxes in the geographic region

Typically Magic Logix works on a net 30 payment plan based on the longevity of the particular engagement.\_

Magic Logix customizes payment plans flexibly to suit the long term goals of its clients.



## Sample Magic Logix Brand Projects

- + Wholefoods works with ML to announce their quarterly release financials with the unique live video streaming campaign developed by ML.
- + American Eurocopter relies on ML for social media including development of Web sites to promote events.
- + FedEx built its brand of reliability and industry leadership by relying on ML to design and develop Web sites for hundreds of FedEx' s clients.

**Sample Sweepstake Campaign:** ipad sweepstake for American Eurocopter' s booth at Heli Expo show. ML built and implemented three element campaign:

- Email
- Web site landing page
- Wildfire Social Media app to gather data to help

**RESULT:** Sales of \$350 million dollars for 65 helicopters in three days, compared to 20 helicopters previous year at same show. Seven ipads given away.



# Action Corporation



# American Eurocopter





## Digital Agencies Partners



## Top 2012 Awards & Accomplishments

- ✓ Best Web Design Agencies - Magic Logix ranked #1 - Drupal Development Company - (May, June, July, August 2012)
- ✓ Best Web Design Agencies - Magic Logix ranked #1 - Magento Solutions Company - (May, June, July, August 2012)
- ✓ Website Magazine - Magic Logix was awarded the #48 spot on Website Magazine's Top 50 Search Marketing Agencies List - (March 2012)
- ✓ 10 Best Web Design Firms - Magic Logix was ranked #4 Design and Development Firm of 2012 by 10 Best Design - (July 2012)
- ✓ Web Development Award - Magic Logix ranked #6 - Best Web Development Company - (March 2012)
- ✓ Web Design Award - Magic Logix ranked #4 - Best Web Design Company, Web Design Service - (February 2012)
- ✓ SEO Award - Magic Logix ranked #7 - Best SEO Company, SEO Service - (January and February 2012)

