



Business and Creative Marketing Agency

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About Our Agency



We are a digital marketing company that puts your satisfaction and results at the top of our list of deliverables.

As a marketing company, Flying V Group is dedicated to serving you with everything you need to generate more revenue in the competitive internet marketing space. Our team is comprised of talented, educated, and friendly professionals that want nothing more than to see you succeed. Our success is reliant on your success!

In order to deliver amazing results and services, we pride ourselves in our preparation, which includes the following:

- Comprehensive analysis of your business and audits of all existing practices and assets.
- Multiple discovery meeting that include the most important marketing discovery questions.
- Development of a robust strategy that includes conversion-oriented website design, SEO strategy, paid advertising, and social media marketing.
- Services are just a part of the solution. You will receive expert consultation from our team that includes multiple highly-regarded experts in the digital space.





Why Choose Us

Flying V Group takes a comprehensive approach to creating your digital marketing strategy.

This approach includes understanding your business like the back of our hand. Doing so allows us to deliver the most amazing results that ensure your company's imminent success.



Understanding Your Business

We take a deep dive into your business with a first class digital marketing review. We aim to put ourselves into your shoes to understand your strengths, weaknesses, and opportunities to grow.



Implementation of Strategy

Once we have designed the perfect solution for your business, we then implement the strategy. We position every one of your platforms for success.



Conversion Optimization

All of our digital marketing strategies are driven by conversion. If your phone is not ringing and users are not inquiring on your website, we are not doing our job.



Our Services

Use our digital marketing strategies to achieve your business goals. We understand that your time is limited doing other things, so let us grow your business online for you.

We are your new and improved marketing department. At Flying V Group, our main goal is to build a digital presence that drives business growth through online channels. Our approach to digital marketing is founded on an understanding of how people take in information and make their decisions to engage.

Our services create a comprehensive plan that helps generate a lead and then nurture the lead to deal close.

Services



Website Design

Our website design process is different because we focus on driving traffic and customer conversions. What good is a beautiful website if no one is visiting it?



Pay-Per-Click Advertising

Flying V Group manages over \$1,000,000 in advertising budget and has the expertise you need. We go through a meticulous process to make sure that your campaign is optimized, targeted, and conversion oriented.



Search Engine Optimization

We will increase your keyword search result rankings and create a web of content leading back to your website. Focus on what you do best and let us handle the arduous and tedious SEO tasks that will drive more business to your website.



Social Media Marketing

Social Media Marketing is the best way to gain exposure for your business. We create campaigns to maximize growth, exposure, engagement, and, most importantly, revenue.



Social Media Paid Ads

Social media allows us to place advertisements in front of specific demographics. We utilize A/B testing to maximize ad efficiency and relevancy with a target audience and get your brand the exposure it needs and deserves.



Programmatic Ads

Programmatic Ads enable brands to purchase ad impressions on publisher sites or apps through a sophisticated ecosystem. Programmatic Advertising includes ad slots for digital out-of-home (DOOH), online, streaming, TV, video and voice ads.

Services



LinkedIn Lead Generation

We will create specific audiences on LinkedIn based on job title, company, experience, location, etc. and send specifically crafted messages to the audience. The goal is to get new appointments booked on your or your SDR's calendar for new sales development.



Blog Writing

Blogs are a great way to build Your company's EAT awareness. EAT stands for Expertise, Authority, and Trust. Our blog writing will generate traffic by creating highly valuable and relevant content for your audience



Link Building

Link building is designed to increase a website's Domain Authority (DA). Increased DA helps to generate traffic quicker because links tell Google that your site is authoritative and higher authority sites have better placements in search engine result placements (SERPs).



Logo & Branding

Our design team takes a hands-on approach to understand your goals, vision, and customer in order to build a comprehensive branding and logo deck to match.



Email Marketing

An email drip campaign will be create to build authority and trust with your audience and help the your company's brand stay top of mind. Email marketing is still one of the most effective forms of advertising.



Graphic Design

Our team of designers will work nonstop until you and your team is 100% satisfied from business cards to full powerpoint presentation decks. Our team works to understand you and your brand and incorporate that into each and every design.

The **Flying V** Group Difference

We are a Digital Marketing Agency Obsessed with Growing Your Business!

We strongly believe in the power of digital marketing and the amazing results it can produce for you and your business. Our clients are our partners and family.

- ➔ We aim to put ourselves into your shoes to understand your strengths, weaknesses, and opportunities to grow.
- ➔ We create custom solutions for your business marketing.
- ➔ No cookie cutter marketing plans here!
- ➔ We are a revenue driven digital marketing company that **WILL** grow your business!

KPI Healthcare

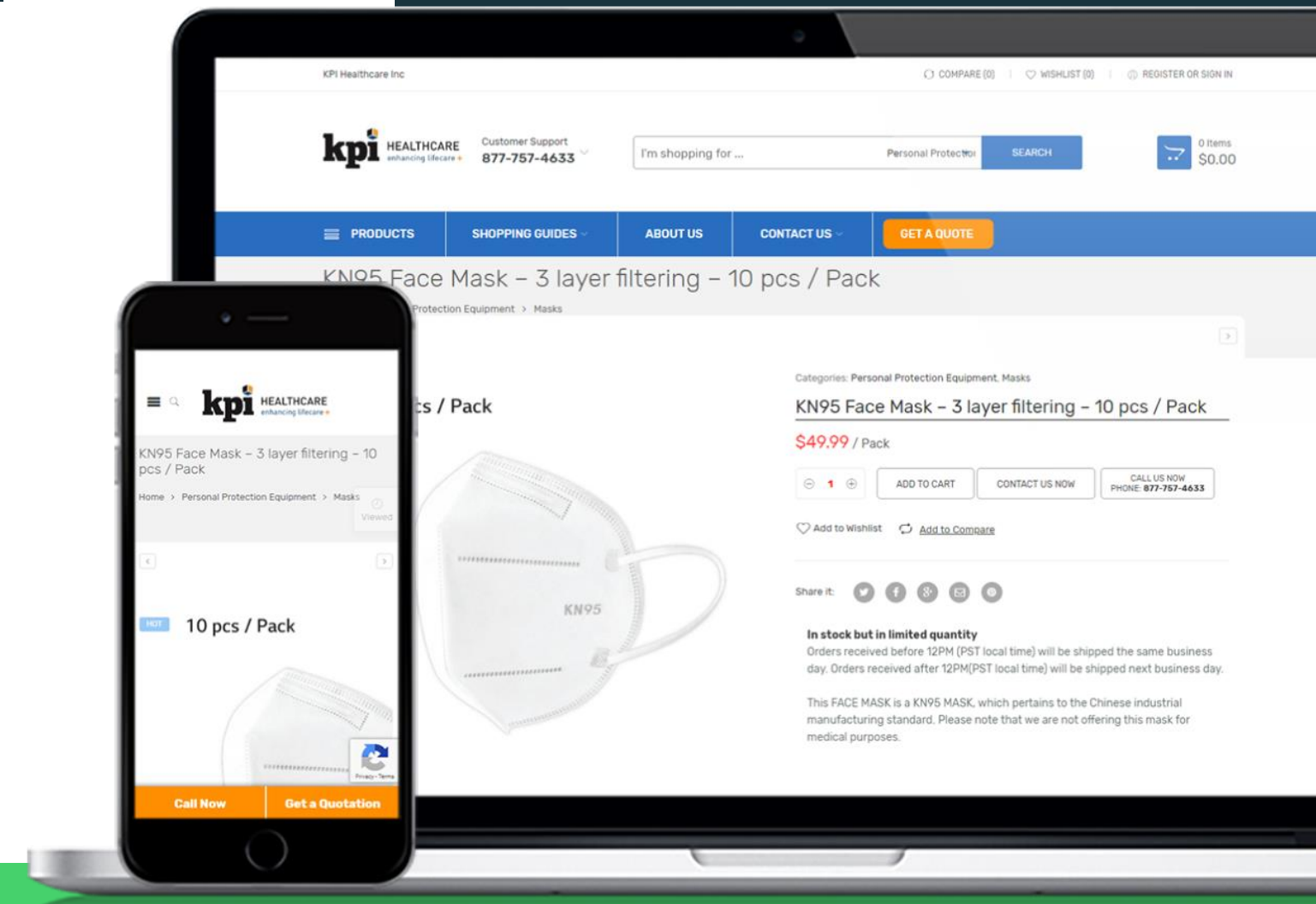
KPI Healthcare is a worldwide ultrasound provider. KPI Healthcare, now known as Ultrasound Supply, is one of the leading names in refurbished ultrasound equipment sales and rentals.

Leader in Ultrasound Supply.

Flying V Group manages the Google Ad search, display, and shopping campaigns for KPI Healthcare, which is now known as Ultrasound Supply. Within the first month, Flying V Group **identified \$55k in wasted ad spend and increased phone calls and conversions by over 675%**

Services

National Pay-Per-Click Advertising



\$55,000

Saved by wasted
ad spend

675%

Increase in paid
ad leads

34.25%

Decrease in cost-per
acquisition

12.38%

Increase in click-
through-rate



Case Study

Old Harbor Insurance

About

Old Harbor Insurance is a premier independent insurance agency serving California and surrounding regions. They specialize in personal, commercial, real estate and technology insurance for their clients. Old Harbour works to build trusted relationships with you to better understand and explore coverage for your needs.

Challenge

The challenge for Old Harbor Insurance was that their online presence and visibility, as well as their website traffic, was significantly lacking in order for them to generate new online leads and sales. They were also ranking very low amongst their competitors and needed assistance from Flying V Group for a full 360 marketing approach to help them in these efforts.

How We Did It

- Wrote expert level blog content to show authority & increased keyword positioning
- Targeted specific areas with high-intent/interest in specific service lines
- Narrowed demographic targeting based on previous customer history & data
- Used multiple ad variations & A/B split testing to identify top performing messages & lower cost-per-click opportunities
- Made ad/keyword specific landing pages to improve quality & relevancy scores & conversions

Results

Increased
website
traffic by

113%

In initial
premiums
generated
over

\$100k

Google Ads
efforts
accounted
for

62%

Increased
conversion
rate to

16.18%

Decreased
average cost-
per-click
from \$4.24 to

\$1.22

Case Study

LinkedIn Lead Gen

Financial Services

Camel Financial California

Camel Financial dedicates the time to understanding the unique needs of your small business. For over 30-years, they have offered unique financing solutions for business in a variety of different “un-bankable” situations.

Challenge

The challenge for Camel Financial was that their business was strictly word of mouth with zero digital presence in terms of lead generation.

Solution:

The solution Flying V Group put in place was to promote The quality of services offered via a strategic LinkedIn Lead Generation Campaign to drive new connections and conversations around new business.

Next Steps:

Once the LinkedIn Lead Generation Campaign was up and running, Flying V Group turned to continuously optimize their campaign to drive more connections and drive new business.



Results

40%

Reply rate and
above

563

Targeted
connections in 4
months





Case Study
Client: ATCG Labs
Website: atcgcovidlab.com



How We Did It:

When we first took over the account all of the service offering types were grouped into one campaign. We immediately broke out the services into individual campaigns in order to have better control over ad spend bifurcation. Through research, we identified that a majority of ad spend was being allocated to ATCG’s least profitable testing line. By segmenting the account, we were able to redirect over 75% more budget to their top two (2) most profitable testing units.

FVG also handled the SEO work for ATCG. We were able to increase their average keyword positioning from 38.1 to 20.5 by generating high quality backlinks and writing articles on specific high-intent keywords.

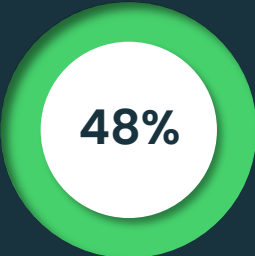
Overall, FVG generated an ROI of 12.5x their monthly investment. A huge win!

Key Services:

- Pay-Per-Click Advertising
- Search Engine Optimization
- Link Building
- Landing Page Design

Results:

Improved CTR to drive more traffic by



Increased for testing appointments by

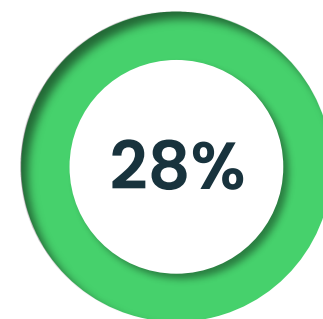


Increased average keyword position from 38.1 to

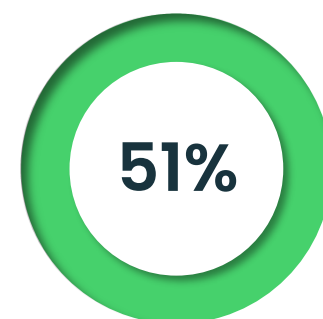


Reduced Cost-Per-Conversion over the course of (3) months by

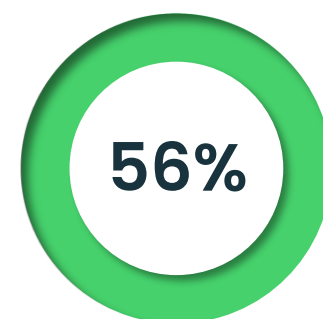




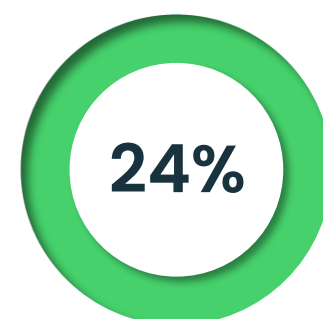
Conversions
increased



Clicks
increased



Impressions
increased



Avg cost per
click decreased

Case Study

VASCO  ASSETS
Jewelry Buyers Industry

Pay Per Click Advertising PPC

Challenge:

The challenge for Waste Control was that their business was strictly word of mouth or walk ins with zero digital presence in terms of new business generation.

Solution:

The solution Flying V Group put in place was to promote The quality of products and services offered via a strategic PPC Campaign to drive new form submissions and business inquiries.



Case Study

Low Key Piano Bar
Tempe, AZ

Local Search Engine
Optimization **SEO**
Bar / Hospitality Industry



Challenge

The challenge for Low Key was that their location is located underground so they could not capitalize on the immense amount of foot track that would pass by one of the busiest college bar streets in the nation. On top of that their website was not ranking well for specific nightlife keywords online due to the mass amount of competition in their given area.

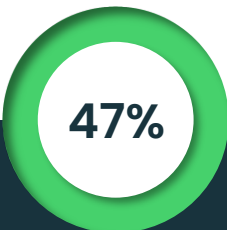


Solution

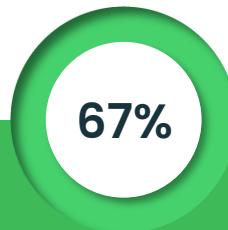
The solution Flying V Group put in place was to promote Low Key's website via an aggressive Local Search Engine Optimization Plan where we would target both low hanging fruit keywords as well as top keywords in their industry.



Competitive
Keywords on Page 1



Increase In Organic
Traffic YOY



Increase in Online
Reservations

Case Study

Rise Fertility
Newport beach

Social Media Ads
(Facebook/Instagram)
Hospital



Challenge

The challenge for RISE Fertility was that their business was brand new and clientele was nonexistent from both a brick and mortar stand point as well as digitally.



Solution

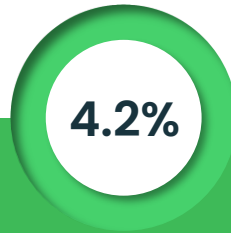
The solution Flying V Group put in place was to promote the quality of care and services offered via a strategic Social Media Ads Campaign to drive new form submissions, phone inquiries, and walk in appointments!



Generated
quality leads



Total website visitors



Conversion rate

Case Study

Khaosan Road Innovation Challenge

Singha | Wildcats.io

Video Marketing & Promotion

Challenge:

With COVID-19 disrupting the way we interact, travel and consume, SINGHA North America was looking for new and innovative ways to bring it's portfolio of beverages to the people of America. Singha held an Innovation Challenge to bring together the greatest ideas in the United States for the competition.

Solution:

The Flying V Group was tasked to drive as many sign ups as possible in a fast 1 month period. To do so we scripted, created, and ran innovative social media video and text based campaigns around this Innovation Challenge to drive both awareness and sign ups. On top of that we also ran promotional ads and videos on the Google Display Network including Youtube.



Ideas
Submitted



Finalists
Selected



Winners In
Incubation

