digital marketing services
Hello,

Welcome to the world of blokdigi. Founded by a couple of digital mavericks, we’re on a mission to shake up the world with the people and brands we believe in.

Let's be real: there are no shortcuts in today's click-a-second digital marketing environment. To maintain an edge, brands craft a comprehensive, long-term omni-channel approach. With an unwavering eye on ROI, blokdigi's expertise guides your team’s digital strategy to draw high-quality traffic that leads to brand awareness and conversions.

At the moment, you're eyeballing a summary of what we can do for you. Take a stroll, poke around, kick the tires. Reach out when you're ready to talk digital to us. We'll set it off with a free consultation—and who knows? maybe even a dance party if we're feeling groovy.

With purpose,

Michael & Chris
table of contents

about us // 4

founders // 5

brands we’ve worked with // 6

services // 8

next steps // 20
We left our cushy corporate agency jobs to pursue work with people we believe in. Your forward-thinking brand deserves more than a basic strategy that a typical agency is likely to provide. Let’s align with purpose and amplify your brand together.

Think of blokdigi as the conductor to your digital orchestra. Each facet of your digital strategy doesn’t exist in a vacuum – to build an effective presence that’s more than the sum of its parts, all channels must work in harmony together. We are a unique digital marketing group that combines both traditional and progressive marketing tactics with an omni-channel approach for maximum results.

Keeping it real, we listen to marketing podcasts and read digital blogs every single day which keeps us on the cutting-edge of the ever-evolving digital marketing industry. Did we mention we believe in what you’re doing? Passion spawns creativity - when everyone is aligned magical things happen.
michael palm //  
10+ years of digital marketing experience. From artist manager to record label creative director, to honing his progressive marketing tactics at an agency in downtown Chicago, Michael has been around the digital block. When he’s not hatching a creative marketing strategy he can also be found at your local vegan restaurant, crunchy yoga studio, or underground techno party.

chris lambrou //  
12 years of experience in the startup world, most recently as the COO of an insurance technology firm. Christos has a unique perspective on digital strategy after having bootstrapped many businesses of his own and navigated multiple successful exits. Outside of handstands, he’s also been known to camp solo in the remote wilderness and climb mountains on a whim.
brands we’ve worked with

in our past life //
brands we’ve worked with

under blokdigi //

vegready
plant-based & personalized

NO MEAT ATHLETE

ALPINE ORGANICS

the Kūes

HERBAN PRODUCE
Hand Grown in Chicago, IL

RENEE’S RAW CHOCOLATE

BLOK

blokdigi.com
content strategy

overview

Our talented team can design a conversion-driven content marketing strategy. The truth about conversion is that it’s not just a science — it’s an art. It requires talented creatives to craft content that engages your site visitors and up your SEO. You might think drafting up a Facebook ad is easy, but a great Facebook ad — one that really performs, engages, and converts — requires a dream team of copywriters and graphic designers.

content marketing services: content marketing strategy + planning, ongoing competitor analysis, ROI measurements + constant optimization, ongoing content marketing campaign tracking + monitoring
There’s a delicate balance of art and science when it comes to creating successful digital ad campaigns. Our combined 10+ years of managing ads for upwards of 50+ brands with budgets over $100K per month can you give you peace of mind that your ad strategy is in the right hands.

**ad types + services:** Google search + display ads, remarketing ads, Instagram ads + story ads, Facebook ads + Messenger ads, YouTube ads, initial consultation, setup, analytics + pixel integration, keyword research, creative design + copywriting, competitor analysis, reporting + optimization
From one-page experiences to complex multi-page websites, the blokdigi founders have collectively managed 100+ site builds since 2016. We follow a strict Define > Design > Develop > Deploy methodology that allows us to successfully execute web projects for our clients. With experience in a wide array of platforms and a large network of coders and designers at our disposal, we can cater to your initiatives.

**web platforms + services:** [WordPress](https://wordpress.org), [Squarespace](https://squarespace.com), [Shopify](https://shopify.com), [Unbounce](https://unbounce.com), [ClickFunnels](https://clickfunnels.com), landing pages, multi-page websites, redesigns, optimizations, monthly maintenance
Online copywriting, blogging, SEO, paid ads copy, and content marketing strategies change slightly with every Google algorithm update, and we stay on top of them all. But copywriting is bigger than just generating organic search traffic – it’s your silent salesman. We’ve been in the game long enough to understand the importance of quality copywriting, and our network of writers are here to take your brand story to another level.

**copywriting services:** website, paid ads, SEO, blog posts, social media
The future of marketing is here and it’s called conversational (or messenger) marketing. Though consumers haven’t shifted away from email and phone calls, chat has clearly become the preferred way to communicate. We can build chatbots that do everything from automate routine customer exchanges, take surveys, broadcast announcements, hyper-segment users for more effective messaging, and even complete a sale.

**messenger marketing services + software:** strategy, chatbot flow building, website + email integration, creative design, reporting, ManyChat, Intercom, and Drift
Creativity is one thing that makes your brand stick out, whether it’s making your web page look beautiful, designing fly marketing collateral, or coming up with new ad campaigns to increase sales or brand awareness. With our background in creative direction and our network of impeccable graphic designers, we have a team of creatives in place to execute on all your design needs. From discovery to delivery our attention to detail is something we take very seriously.

**design services:** social media assets, logo design, web assets, marketing collateral, paid ads design
While email engagement is on a steady decline year after year, it’s still very relevant and not something that can be ignored. Our experience runs deep in rudimentary platforms like MailChimp, as well as more sophisticated email marketing tools like Drip.

**Email campaign services:** welcome email series, newsletter, re-engagement, cart abandonment, post-purchase drip, triggered email, standard promotional
Social media can be a challenging channel to keep up with. Besides creating great content, you need to engage with your followers and figure out how to grow the account as well. blokdigi has the experience to craft your content strategy and the tools to automate engagement and grow the account organically.

**social services:** content strategy, engagement automation, monthly reporting + optimization
Consumers are losing their trust in brands and becoming increasingly skeptical about traditional ads. Building an effective influencer strategy and executing on it is no small feat, but leveraging the rapport that influencers have with their fan base can pay huge dividends in regards to retaining loyal customers for your brand. We can do everything from create/manage a campaign to provide a map of influencer candidates and beyond.

**influencer services:** competitor content audit, influencer map, outreach, campaign strategy, influencer management, reporting
Research shows that most sites get 300% more traffic from search engines than social. While SEO is generally a long term strategy, it’s part of the foundation that must be built if your objective is site traffic. We have the experience and team that can manage everything from complex strategies to foundational basics and YouTube video SEO.

**seo services:** audit, strategy, technical execution, competitive analysis, keyword research, link building, copywriting, YouTube SEO
Our team has deep experience in the e-commerce space. We'll help you get higher conversions on your website, reduce cart abandonment rates, and re-engage inactive subscribers. We know the nuances of getting site visitors to convert to paying customers, re-engage inactive subscribers to start buying, and more. Our focus will always be higher conversion rates to sales.

**e-commerce services + platforms:** strategy, store buildout, creative product design, SEO, Printful, Squarespace, WordPress, WooCommerce, Shopify, BigCommerce, and Magento
next steps

contact us //
free consultation //
eat some plants //
meditate //
proposal presentation //
hit the ground running //