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**DIGITAL
MARKETING**
EDITION



**TOP
DIGITAL
MARKETING
AGENCY
2021**



COMPANY
OF THE YEAR

Spark Marketer



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MarTech
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**TOP
DIGITAL
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2021**

*The annual listing of 20 companies that are at the forefront of providing
Digital Marketing solutions and transforming businesses*

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Spark Marketer

The Go-to Digital Marketing Partner

In recent years, digital marketing has been the go-to channel for businesses across the globe to reach out to their target audiences. Every organization, irrespective of its size, now focuses immensely on building succinct, informative and interesting websites as an impetus to their business. But more often than not, businesses face a series of pitfalls while conceiving of their websites. Especially in the case of small and medium-sized organizations, building that one picture-perfect website to acquire the most valued

better customer experiences through efficient customer communications.

The Making of Spark Marketer

Spark Marketer was founded by Taylor Hill and Carter Harkins as a creative agency to assist brands with website development and design and SEO strategies. Although the company started its journey to offer web designing and SEO services to large multinationals and Fortune 500 companies,



customers is challenging. Moreover, these businesses often face severe challenges in efficiently communicating with customers as they rely on manual processes that negatively impact customer experiences.

These organizations hence require a suite of marketing solutions that can seamlessly automate their workflows and deliver better results to improve customer experiences and retention rates. Nashville-based digital marketing agency, Spark Marketer, does exactly that!

The company helps small businesses enhance their online presence with Search Engine Optimized websites and deliver

it gradually transitioned to helping the small, local businesses in the home services industry. The team at Spark Marketer discovered that it could make a big difference to these small businesses that have common challenges to deal with. "We found out that their marketing needs were similar, and we could focus on a lot of the same things in each of the projects. Hence, we created a niche in the home services segment and focused on addressing these small businesses' needs. We then streamlined our processes and helped our people to become experts in the strategies our customers needed to win more business," adds Harkins.



**CARTER HARKINS,
 CO-FOUNDER &
 CHIEF INNOVATOR**

**TAYLOR HILL,
 CO-FOUNDER & CEO**

Today, Spark Marketer has acquired prolific experience in understanding every possible need of its clients within the home services space and caters to them with effective digital marketing strategies and automation support.

Streamlining Digital Marketing and Client Communication

Spark Marketer offers a wide array of products and services for digital marketing, including website design, Search Engine Optimization, Google Business Profile management, and Listings Management, Citation Research, and Link Building. The company's offerings aim to automate the marketing and communication workflows for its clients that simplify the overall processes. Besides, Spark Marketer brings to the table its Customer Engine that consolidates all the customers' communication around the web, including the various messenger platforms, chats on the website, as well as phone calls, text messages, and emails. This product allows businesses to manage and monitor the communications with customers and automate tasks including fixing appointments, setting reminders for appointments, and sending email confirmations through a user-friendly dashboard. It also makes following up with customers easy by simplifying tasks such as obtaining feedback on their service experience and providing information on the next appointment, special offers, and much more. These features streamline the operations in any office by ensuring proper communication with minimal manual tasks. "Our omnichannel solution assists companies in communicating with their customers and automates marketing tasks on an ongoing basis to retain customers longer and maximize the value of each interaction," highlights Harkins.

What underpins Spark Marketer's solutions is the delivery process, which focuses on analyzing the clients' unique needs and devising solutions to best fit their requirements and offer suggestions to create a better brand value and win a broader clientele. To this end, Spark Marketer has built a feature called The Digital Marketing Playbook, which allows businesses to connect with Spark Marketer and obtain solutions for their business problems. All that the clients need to do is to provide specific information about their business which enables the team at Spark Marketer to research further about them.

COMPANY OF THE YEAR

Subsequently, the team evaluates the client's web presence and audits it to analyze the website, the customer responses and experiences, backlinks, online listings, SEO strategies, and much more. This allows the professionals to gain a holistic understanding about the clients even before their first meeting. Further, Spark Marketer deduces a score based on clients' responses and offers a playbook of suggestions via a direct link, suggesting where they must focus, their course of action, and the reasons behind the recommendations.

Owing to these capabilities, Spark Marketer has been able to address the digital marketing needs of a vast client base in the home services segment over the years. One such example is that of Ashbusters Chimney Service, a chimney service provider that approached the company to raise their business value. Spark Marketer's prowess in digital marketing made a real difference for this client. The team re-built, re-engineered, and re-launched their website and



consistent efforts of Spark Marketer's professionals, who are experts at their jobs. Spark Marketer thus believes in

address customer problems and deliver the best outcomes. More importantly, Spark Marketer ensures a flexible and remote work environment for its team to offer a good work-life balance for the employees. "We aim to build a company that we would want to work at," mentions Hill.

“ Our omnichannel solution assists companies in communicating with their customers and automates marketing tasks on an ongoing basis to retain customers longer and maximize the value of each interaction

automated their marketing processes through the customer engine, helping to streamline the communications. While the client organization had started working with Spark Marketer with only four trucks on the road and annual revenue around \$1,000,000, today have reached a mark of \$11 million in sales with more than forty trucks on the road and multiple locations.

Customer success stories such as these are an outcome of the

nurturing its staff by creating a culture that allows them to grow. As a Google partner with staff who are Google certified or as a Facebook Digital Marketer, Spark Marketer has trained its employees to become experts in specific domains including Google Ads, social media marketing, and so on. The company focuses on training the employees thoroughly, assisting them in efficiently implementing customized plans and strategies to

The Road Ahead for Spark Marketer

Spark Marketer further aims to roll out its Customer Engine product to more underserved segments within the home services industry. The company's solutions have strengthened and automated communication for businesses, which saves considerable person-hours. Additionally, Spark Marketer envisions providing cutting-edge SEO and digital marketing solutions, devising the right strategies for them. With its eyes set on improving the clients' marketing strategies, Spark Marketer is the go-to partner for home service brands seeking to fulfil their digital marketing objectives along with streamlining their communication with their valued clients. **MT**