

Why Kaleidico?

Ready to Put Your Website to Work and Grow Your Business?

We are hard-working, straight-talking, Detroit-hustling digital marketing experts who want you to get the most out of your website. Our services have generated **millions in profits** for our clients and exceptional experiences for their customers.

Ready to Experience Results?

If we can't increase your revenue with our first project together, fire us

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11 Reasons to Hire Kaleidico

High performance blend of business-savvy and digital know-how

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Our Clients are Our Scorecard

We work hard to make 100% of our clients ready references

4

Kaleidico Services

A quick summary of our most popular services

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Next Steps

We hope you like us so far. Here is how to get in touch and get started.

6

Ready to Experience Results?

It's not beautiful if it doesn't work beautifully. You expect great aesthetics, but at the end of the day you need results to accomplish your business goals.

Subscriber Acquisition: 7,000 to 25,000 in 4 Months

An online publisher client wanted to grow their subscriber base to increase recurring revenue. Our work redesigned the website to include a simpler and more intuitive subscription flow and then rewarded that subscriber with a more relevant and personalized experience.

Increased Revenues: \$3 million in Additional Sales and Ultimate Acquisition

A Fintech client wanted to generate a consistent flow of mortgage leads. We delivered an integrated content and email marketing program that generated over \$3 million in additional annual revenue and ultimately led to the acquisition of the company.

Product Sales: \$57,000 in One Quarter

An ecommerce client wanted to increase apparel sales. Our team leveraged online product search advertising and a streamlined buying process to achieve \$57,000 in apparel sales in the first quarter following the redesign.

Sales Leads and Conversion: 6% Conversion and 1200+ New Leads

A Fintech client wanted to create a new car buying consumer experience. We designed and built a car buying marketplace, linking car buyers and car dealers. This platform immediately yielded a 6% conversion rate and produced over 1200 in the first six months.

11 Reasons Clients Hire Kaleidico

1 Objectivity

Working with hundreds of companies over the past 17 years, gives us an edge: we've seen it and done it before. Your team's valuable perspective linked with our experienced, unbiased viewpoint means better results, *faster*.

2 Business Know How

No theorists here. As a bootstrapped startup back in the day, we get your business and the urgency to generate positive revenue.

3 Listening Skills

Your pain points are carefully processed to deliver a clear plan for the best outcome.

4 "A" Team Only

You talk with experts who roll up their sleeves to get you results each day.

5 Integrated Best Practices

You deserve an integrated digital marketing agency—offering design, content, and web traffic generation services.

6 Straightforward, Plain English Strategy

Plain-talk, get it done Midwestern hustle. The strategy developed for you is presented in a simple, understandable way.

7 Responsiveness

Call any of us, anytime, and we'll make ourselves available ASAP.

8 Results are All That Matter

Our mantra: If we can't get the results you want, fire us.

9 Own Up to the Outcome

Online marketing can be tough, but Kaleidico always takes responsibility for achieving top-level performance.

10 You Like Working with Us

You're the most important thing. Serving clients and their digital marketing needs is our sole purpose.

11 You can Relax

We got this. For almost two decades, we know the best part of our job is about making yours easier. You'll sleep better at night.

Our Clients are Our Scorecard

Client Friendly

Your perception of anything but smooth, working relationships can disappear. You'll like working with us. See what other clients have said:

Industries: Online Mortgage Lenders, Software Companies, Law Firms, and more.

- *We started a brand new company...Kaleidico started working with us from the very beginning to help us refine the value proposition and translate that into...our online presence.*
- *One of the main reasons we selected Kaleidico, especially given that we were a start-up, was that they could provide a whole wide range of services to us.*
- *We have seen our site traffic increase threefold in the time they've been working with us. We work with them as trusted advisors.*
- *They help us to do everything from optimize our site to our placement and design of forms within the website to the development of content that drives traffic to the site.*
- *One of the things that I really appreciate is that from the beginning of our relationship Kaleidico has always offered us a lot of choices.*
- *Kaleidico is great about providing a recommendation with a spectrum of ways to execute at various budget levels, which I really like.*

Kaleidico Services

Most Popular Services

The 3 most requested services that Kaleidico offers:

Web Design & Development

- Typical Scope: From optimizing a landing page to developing feature-rich web applications, we focus on getting your website to convert into sales leads or direct revenue. View: <https://kaleidico.com/web-design-development/>

SEO/PPC

- Typical Scope: Researching and creating campaigns around the most popular keyword searches consumers use to find products and services like yours on Google or Bing. View: <https://kaleidico.com/seo-services/>

Content Marketing

- Typical Scope: Recruit and manage the best writers in your product or service market to write expert content for your corporate blog or email newsletter. View: <https://kaleidico.com/content-marketing-service/>

Next Steps

Contact:

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Three Ways to Get Started with Kaleidico Now

1 Connect

Your choice: phone, email, or in person. If calling or emailing, ask for Bill Rice. We'll talk about your business goals, exchange ideas, and focus in on how Kaleidico can contribute to your success. We'll show you our in-depth capabilities presentation, brief you on our process, estimate how long your project will take, project the results you can expect, and answer any other questions.

2 Get Your Proposal (Fast!)

Request a proposal and we'll deliver it within a week. No need to have all the details on your end, where there are gaps, we'll recommend solutions. Our discovery session guides the process, simply, and efficiently..

3 Get Ready for Results (Even Faster!)

When you're ready, we're ready to move forward with you. We'll make it our mission to deliver the results you need.

Thank you. We look forward to hearing from you.