

KALEIDICO

Our Capabilities & Expertise

Content Marketing

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KALEIDICO

Kaleidico boasts 15 years of delivering exceptional design, development, and digital experiences to the web. Our team's creativity and innovative thinking have consistently put our clients at the forefront of new trends and opportunities in an always evolving digital landscape.

In the next several pages we seek to showcase the processes and team members that consistently deliver the best web experience through exceptional design, development, and marketing operations.

As we discuss our approaches and philosophies, I'm confident that you'll quickly get a sense of our precision, performance-focus, and excellence.

Section One

About Kaleidico

Founded in 2005

Kaleidico is a digital agency with hard-working, straight-talking, Detroit-hustling marketing and development experts who can help you create a compelling, intuitive, informative, and engaging experience for your website visitors.

Over the past 15 years, our services have generated millions in profits for our clients and exceptional experiences for their customers.

Leads Fuel Growth. We Know Lead Generation

Generating leads online is hard. Online user experiences - websites, social media, and email marketing - are rarely designed to generate sales leads. Yet, businesses are being forced to be digital-first.

Kaleidico has focused all of our attention and experience on generating online leads - for nearly two decades.

Kaleidico has developed a collaborative process, workflow, and set of proven best practices that consistently generate leads - fast, affordable, and consistent with your brand positioning.

Section Two

Our Content Marketing Process & Approach

Our Content Develops Customer Audiences and Generate Leads

Content is the fabric of the Web. Without content there's no destination, no search result, no customer.

Content is the cornerstone of successful lead generation programs. Yet, simply writing and publishing content won't generate leads.

Kaleidico blends data and human-centric strategy to consistently generate leads, with **your unique content marketing program.**

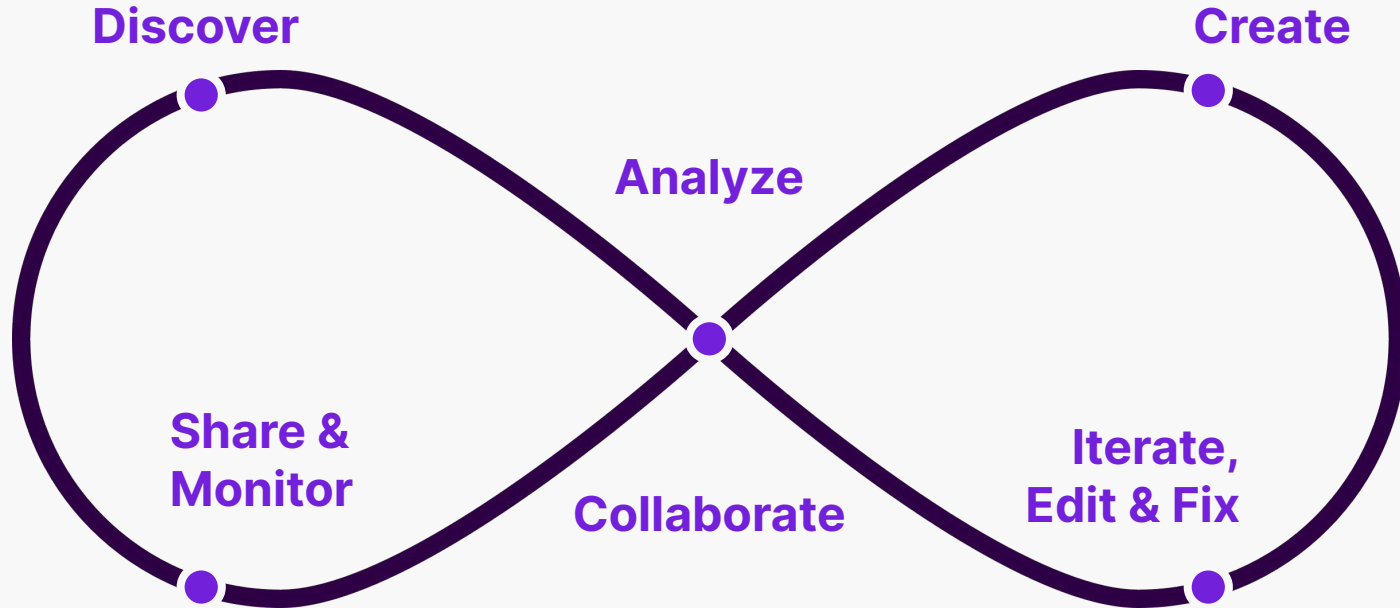
Collaboration as Partners

We do our best work when our Content Marketing process works in an open and collaborative way.

We like to check-in frequently throughout our projects to make sure everything is moving in the right direction and stays in alignment with business goals.

We don't see a separation between our team and our clients – we are partners, on the same team, and adopt shared goals to create something awesome.

Our Process



Outcomes

We always start with the lead.

Kaleidico has a uniquely long heritage of generating leads. Over the last 15 years we've generated leads for a variety of industries and through an ever changing digital ecosystem.

In 2003, when Kaleidico was incorporated, Google Ads was a novel marketing strategy and Facebook and Twitter didn't exist.

Our process is flexible, but disciplined and always focused on delivering your business outcomes.

SEO Strategy & Execution

We take care of all the marketing research and analysis, finding the keywords that your ideal prospective clients are searching and provide you with a detailed marketing analysis report.

Then we work to get your website ranking for those keywords and key phrases, all while weeding out irrelevant and negative terms.

This process involves an SEO and content marketing strategy working in tandem.

Content Marketing



Our content marketing programs are based in SEO research, competitive analysis, and the customer's buying journey.

Our process begins with the business objective - generating a specific mortgage lead type - and working backwards we develop content that will have a high probability of ranking, generating, traffic, and conditioning a high intent, educated mortgage client.

Our content program supports our SEO, email, and PPC strategies.

Email Capture & Lead Nurturing Campaigns



Most customers start with some research, gathering information and knowledge about your products or services before inquiring.

We often use email and lead captures to your website to build an email list for lead nurturing. A weekly newsletter can continue to support and guide your clients through the buying process, leveraging content, even during the sales process.

Lead gen workflow typically looks like:

Strategy -

collaborate to bring together business objectives and proven tactics.

Quarterly Plan -

outline and document a detailed lead generation plan.

Check Ins - We'll touch base regularly to review our progress and make adjustments towards our goals.

SEO - deep analysis of market, competitors, and opportunities to position for page one on high-intent keywords.

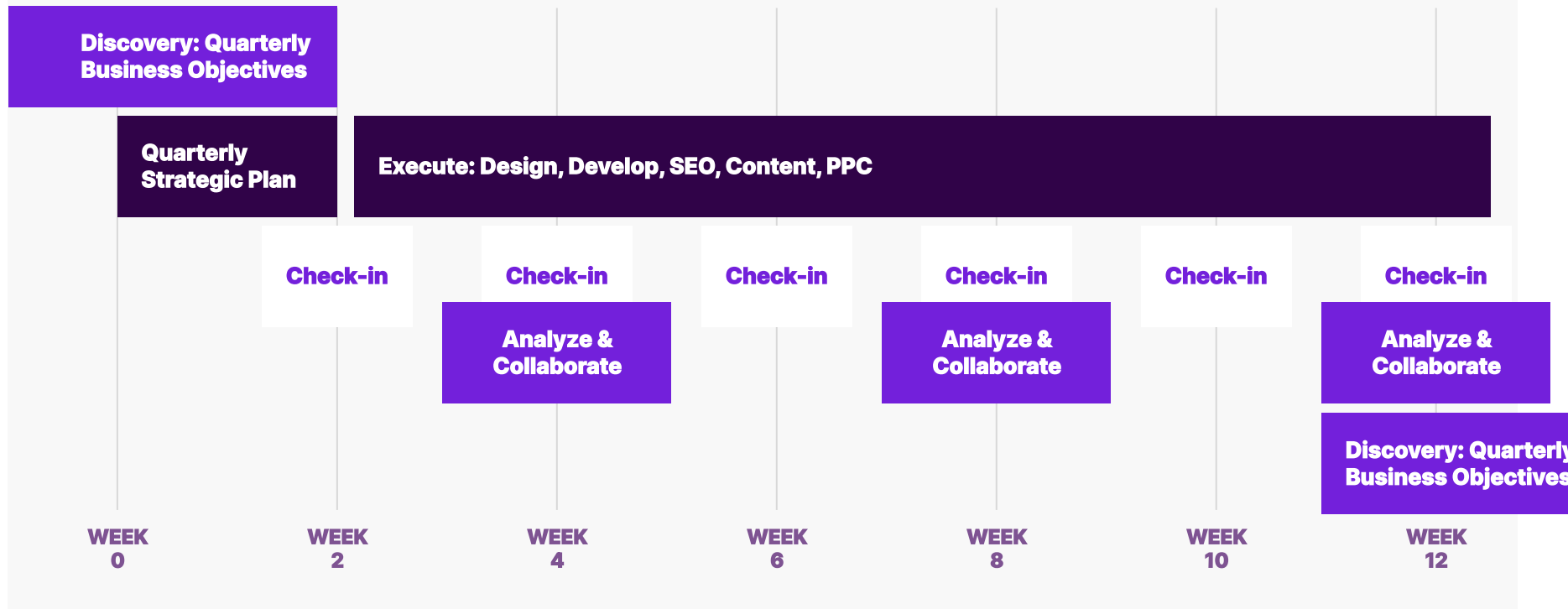
Content - expert content creators develop audience building and sales enabling content.

Analysis -

collaborate to optimize and grow your competitive position online.

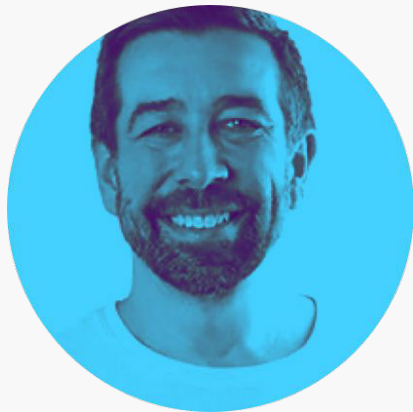
Reporting - use a consistent and proven set of KPIs to measure and guide our performance to ongoing growth and success.

Quarterly Lead Generation Rhythm



Section Three

The Kaleidico Team



Bill Rice

FOUNDER/CEO

BIOGRAPHY

20 years designing and building online consumer-direct mortgage lending platforms and market strategies.

- **DeepGreen Bank** – Home Equity instant online decision and Quick Cash (sold to LightYear Capital)
- **Lending Tree** – Collaborated in building their XML lead posting engine. Before that they faxed leads to lenders
- **Quicken Loans** – Built EquityOnline - another instant online decision, and ran National Home Equity
- **Kaleidico** – Began as icoSales the first mortgage lead management system. Competitor to Leads360 (now Velocify). Clients: IndyMac Bank, New Century, American Home Mortgage, all the large mortgage call centers

Our Account Team



Samantha Bell
Account Manager



Mika Kotanova
Account Manager

Our account management team brings the perfect blend of digital marketing strategy, project management, and execution to your business.

They will lead and continue to shape your lead generation program to your specific business objectives.

Project Leads



Nate Rapai
Creative Director
& Lead Designer



Angelo Marasa
Senior Web Developer &
Project Manager



Kelley Nowak
Business Development
& Client Success



Asia Rapai
Content Strategist
& Copywriter

Section Five

Recent Mortgage Lender Case Studies

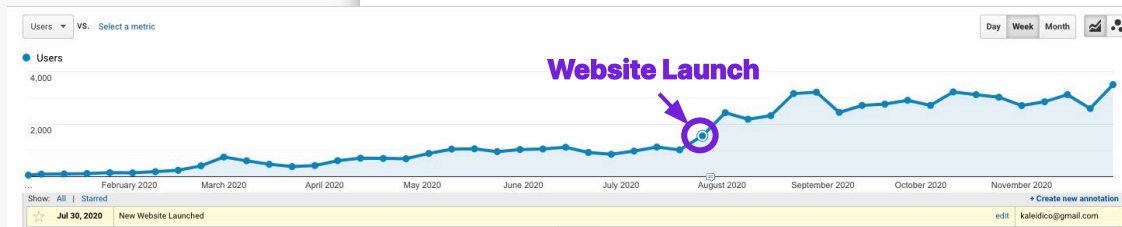
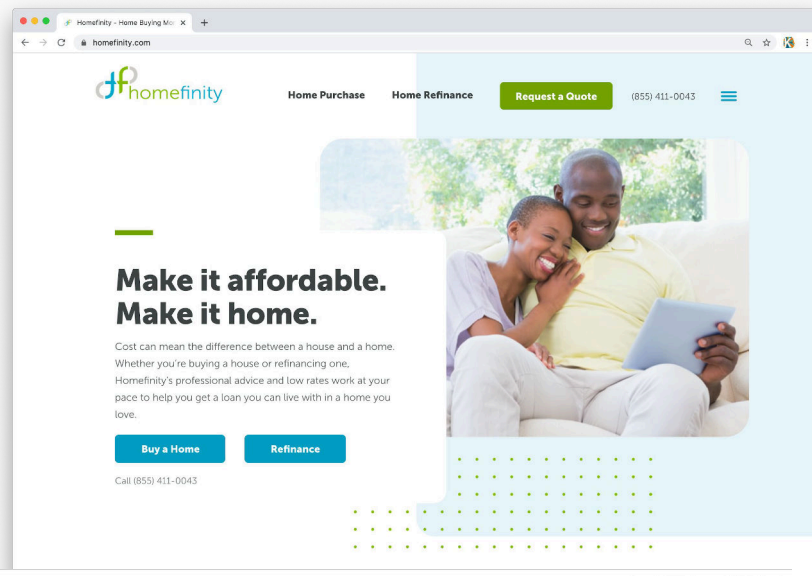
Case Study

Homefinity

Homefinity came to Kaleidico to transition them from a traditional branch-based mortgage lender to a consumer-direct digital mortgage company.

Kaleidico combined design, SEO, and content to launch a brand new lead generation platform that has since accelerated their business and shattering all historic benchmarks.

Visit the website →



River City Mortgage

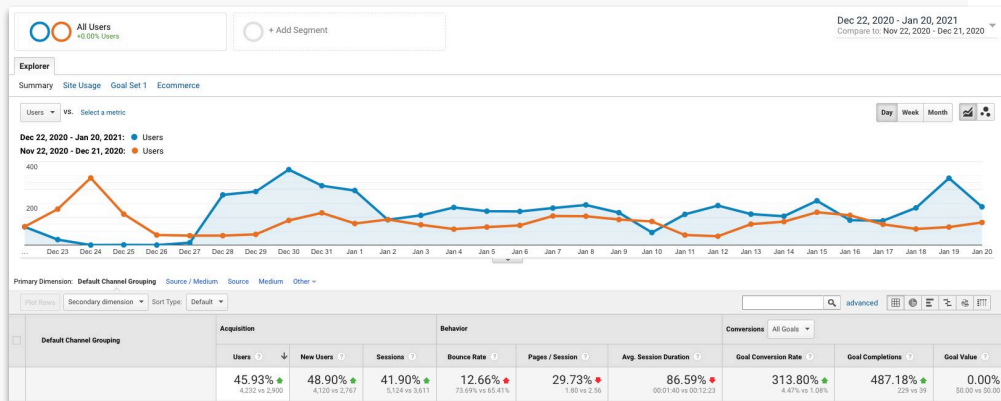
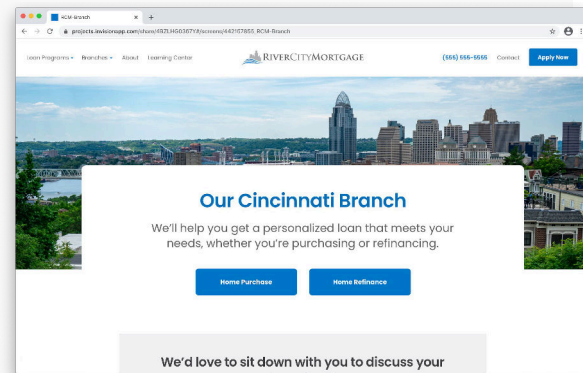
River City Mortgage, a traditional Midwest mortgage lender with multiple branches, was looking to grow its online mortgage marketing and consumer-direct mortgage lead generation.

River City Mortgage had unsuccessfully worked with other marketing agencies, but they never had the mortgage lending expertise to be effective. Kaleidico, with over 15 years of deep mortgage marketing experience, was a refreshing contrast. We came turn-key with proven strategies to generate mortgage leads quickly. No need for hand-holding or educating. We were able to immediately jump into crafting strategies and tactics to increase mortgage lead flow.

Our initial mortgage lead growth plan focused on three areas: sales process improvement, tactical website conversion optimization opportunities, and new traffic generation strategies to grow their online presence in the communities their branches serve and attract the customers they can best help.

Nick Hunter
President, COO

513-631-6400
nick@rchomeloans.com



Marquee Funding Group

Marquee Funding Group, a California private money lender, was looking to grow their owner-occupied mortgage lending with a consumer-direct mortgage marketing strategy.

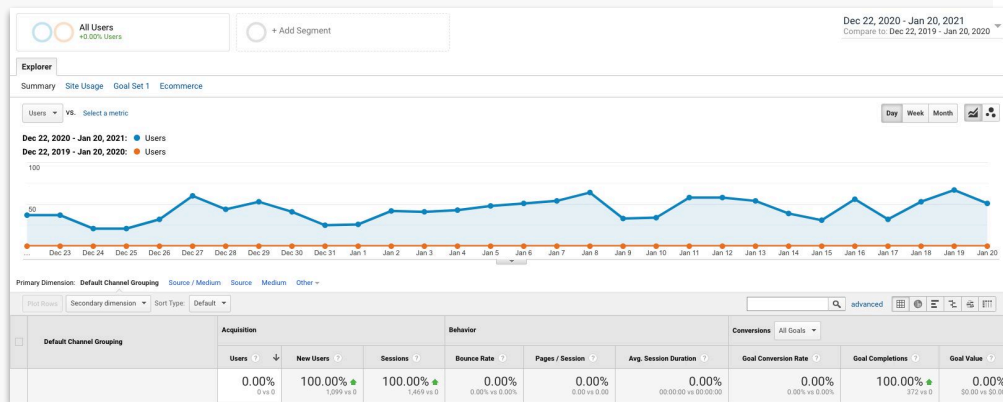
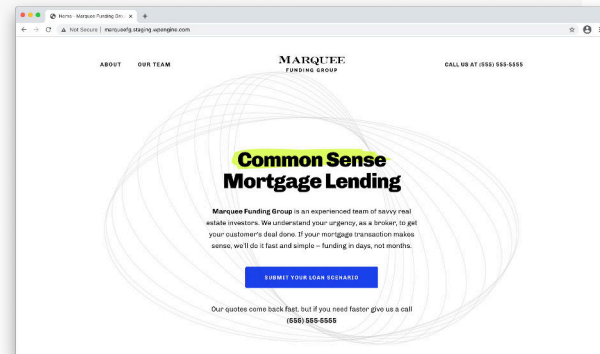
Marquee initiated a competitive search for an agency with mortgage marketing expertise and discovered Kaleidico's unit positioning and experience. We began our relationship with a limited, 30-day strategy engagement.

From this collaborative process, Marquee and Kaleidico developed a growth plan that included three areas of focus: sales process improvement, tactical website conversion optimization opportunities, and new traffic generation strategies to grow their online presence and customer audience.

New website coming this month →

RJ Solovy
President / Broker

818-222-5222
rjsolovy@marqueefg.com



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Section Five

Recent Law Firm Case Studies

Grover Lewis Johnson

Grover Lewis Johnson was repositioning their law firm. They came to Kaleidico to reimagine their brand - a new culture, new partners, and new practice areas.

Kaleidico designed a brand the captured Grover Lewis Johnson's passion for fearlessly and empathetically defending their clients in legal market that avoids the toughest cases.

Jill Cheladyn

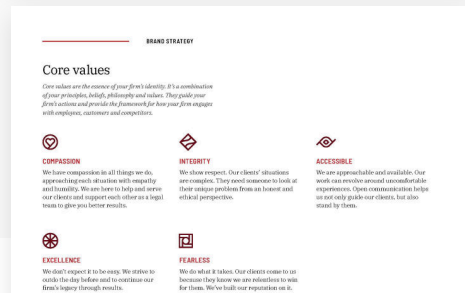
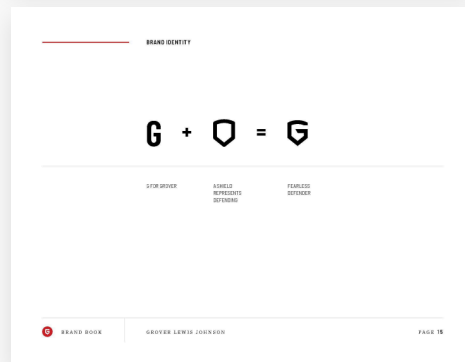
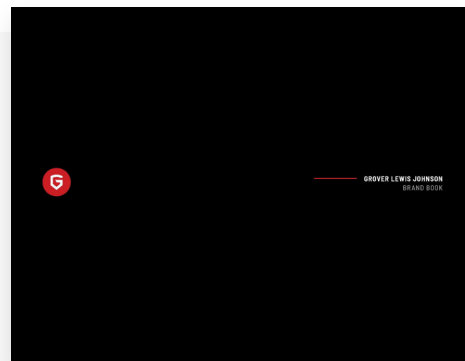
Human Resource Manager

616-552-9516

jcheladyn@groverlewisjohnson.com



GROVER LEWIS JOHNSON



Grover Lewis Johnson

Grover Lewis Johnson approached Kaleidico to reposition their law firm. New partners and expanding practice areas made their brand and their website ineffectual and undifferentiated in the highly competitive legal marketplace..

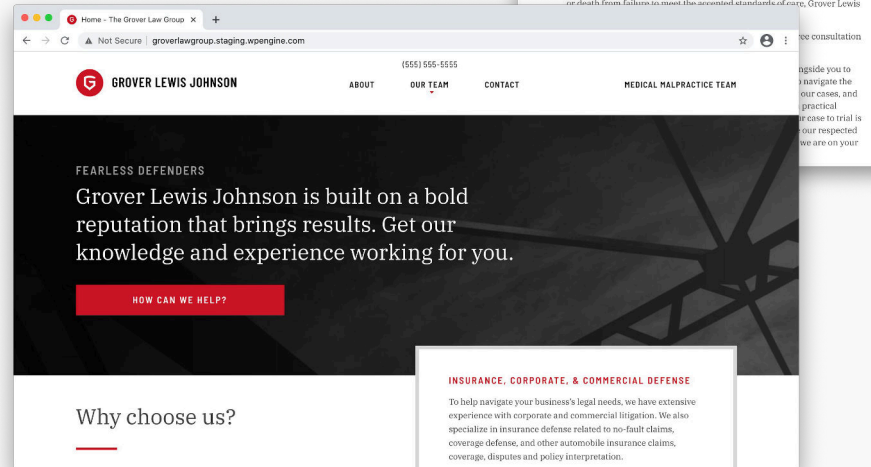
Kaleidico became Grover Lewis Johnson primary marketing department. Starting with a full rebranding and then a website redesign and lead generation program..

Jill Cheladyn

Human Resource Manager

616-552-9516

cheladyn@groverlewisjohnson.com



HSPRD

HSPRD came to us with a website design that was pragmatic, but of an older aesthetic. In our mobile-first, and often mobile-only, world this was frustrating to online visitors.

Kaleidico designed and developed a lightning fast, mobile-friendly design that accommodated numerous practice areas and hundreds of pages of legacy content.

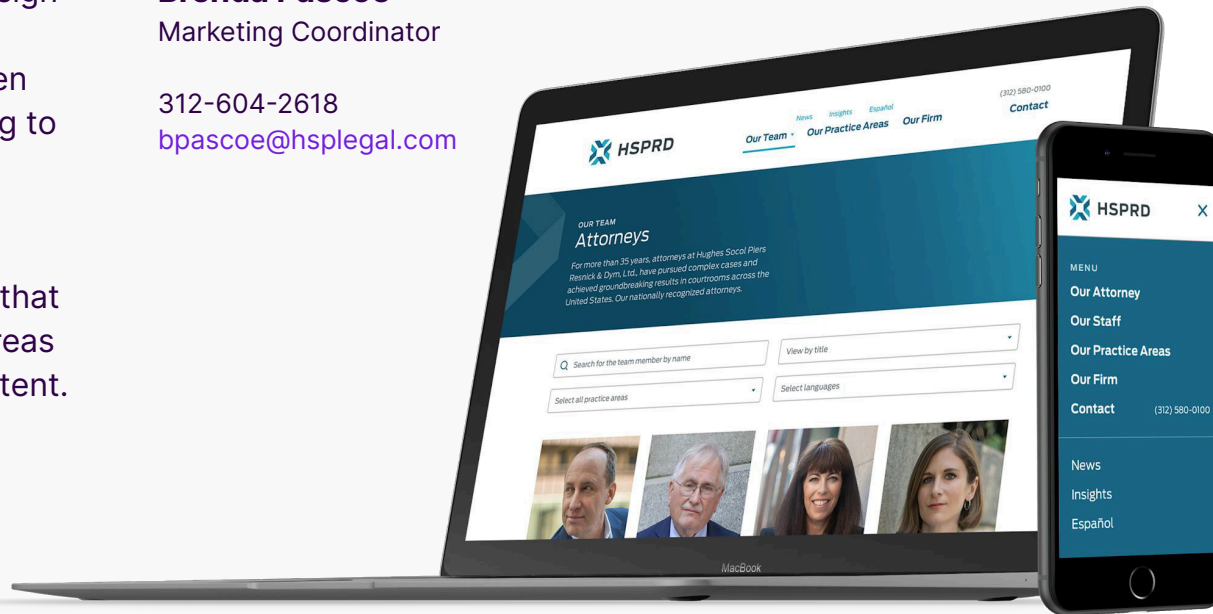
[Visit the website →](#)

Brenda Pascoe

Marketing Coordinator

312-604-2618

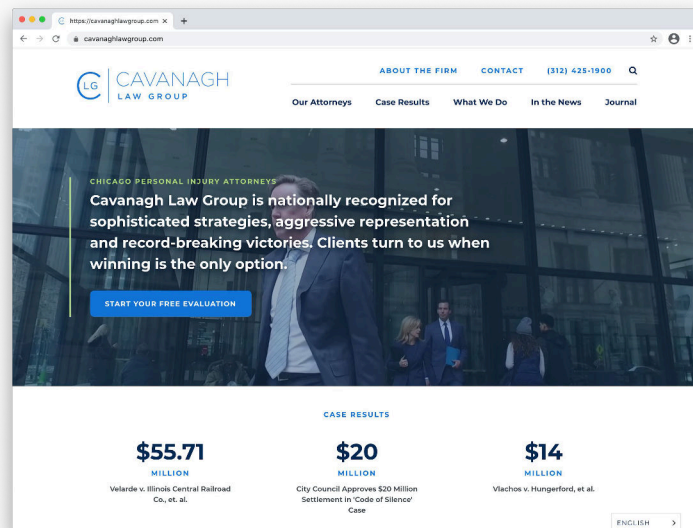
bpascoe@hspllegal.com



High Profile Chicago Law Firm

Chicago's personal injury legal market is one of the most competitive in the nation. One of these top law firms approached Kaleidico to redesign their website to better showcase their high profile cases and successful outcomes.

Kaleidico designed and developed a law firm website that became a highly effective PR platform - showcasing news coverage, press conferences, and high-profile case results.



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Section Five

Other Recent Case Studies

PIXO Apex

PIXO VR engages kaleidico for SEO, content, and landing page optimization design support.

Our efforts propelled them into a leadership position online for VR training and a variety of search terms and content related to VR content and target industries. Kaleidico has also assisted in a recent product and market position pivot.

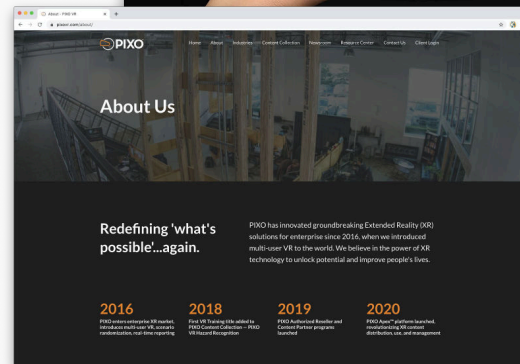
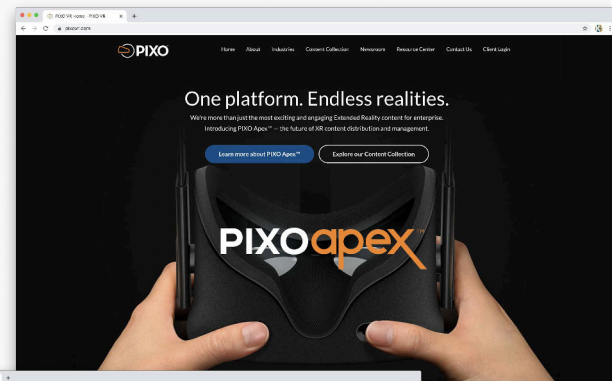
Visit the website →

Marco Maceri

Director of Marketing

(248) 996-8298

marco.maceri@pixonvr.com



Case Study

Emmett Plastic Surgery

Emmett Plastic Surgery ran through several *bargain* SEO agencies - never getting the outcomes they were promised. Instead, they were left with a disorganized mess of unintelligible SEO pages.

Kaleidico consolidated/rewrote one power page to gain immediate Google search ranking for their primary keyword, in a matter of weeks.

[Visit the website →](#)

Rankings Overview 1 - 100 (100) ⓘ

Buy more keywords		+ Add keywords	Actions	Positions	Estimated traffic	Visibility	All for denverfaceandbody.com				
	<input type="checkbox"/>	Keyword		Pos. Nov 28	Pos. Dec 4	Diff	Visibility	Diff	Est. traffic	Diff	URL
>	<input type="checkbox"/>	breast augmentation surgery		83	41	↑42	0.016%	+0.011	0.01	+0.01	https://www.denv
>	<input type="checkbox"/>	top cosmetic breast augmentation pros and cons 2016		73	44	↑29	0.016%	+0.008	0	0	https://www.denv
>	<input type="checkbox"/>	breast augmentation reddit		51	29	↑22	0.023%	+0.009	0	0	https://www.denv
>	<input type="checkbox"/>	breast augmentation near me		70	56	↑14	0.012%	+0.004	0	0	https://www.denv
>	<input type="checkbox"/>	breast lift and augmentation		72	59	↑13	0.011%	+0.004	0	0	https://www.denv
>	<input type="checkbox"/>	reddit breast surgery		72	60	↑12	0.011%	+0.003	0	0	https://www.denv
>	<input type="checkbox"/>	breast augmentation with reddit		47	40	↑7	0.017%	+0.002	0	0	https://www.denv
>	<input type="checkbox"/>	best breast surgery denver		13	8	↑5	0.096%	+0.058	0	0	https://www.denv
>	<input type="checkbox"/>	top rated breast implants		16	11	↑5	0.055%	+0.022	0	0	https://www.denv
>	<input type="checkbox"/>	breast breast augmentation surgery		31	26	↑5	0.025%	+0.003	0	0	https://www.denv
>	<input type="checkbox"/>	top breast augmentation surgeons in reddit		40	35	↑5	0.020%	+0.003	0	0	https://www.denv
>	<input type="checkbox"/>	best breast surgery denver co		14	10	↑4	0.060%	+0.025	0	0	https://www.denv
>	<input type="checkbox"/>	breast		5	1	↑4	1.000%	+0.833	0.12	+0.10	https://www.denv
>	<input type="checkbox"/>	best breast for augmentation		10	6	↑4	0.113%	+0.052	0	0	https://www.denv
>	<input type="checkbox"/>	best breast denver		16	12	↑4	0.041%	+0.008	0.05	+0.01	https://www.denv

Section Six

Client References

Mike Carroll

VP of Growth
(734) 794-2636
mike@marketingsupply.co

Mike came to Kaleidico to redesign their content experience to create a more informative and educational experience for web visitors.

Our goal was to design an experience that created higher engagement and conversion from content.

Eric Lupher

President
(734) 542-8001
elupher@crcmich.org

Eric came to Kaleidico to redesign an enormous content library of Michigan Policy research dating back to the 1900s.

Our goal was to honor the heritage and value trapped in their old website and make it accessible to citizens.

Emilee McGaffey

Director of Marketing
(419) 843-1370 ext. 124
emcgaffey@decahealth.com

Emilee came to Kaleidico to build a website design system and platform to be deployed to over 30 pain clinic websites across the nation.

Our goal was to create a flexible and reusable design.

Jill Cheladyn

Human Resource Manager
(616) 552-9516

jcheladyn@groverlewisjohnson.com

Jill came to Kaleidico to reimagine their brand - a new culture, new partners, and new practice areas.

Kaleidico designed a brand the captured Grover Lewis Johnson's passion for fearlessly and empathetically defending their clients in legal market that avoids the toughest cases.

Jessica Manna

President Digital Strategy & Innovation

(561) 702-0552

jessica.manna@fairwaymc.com

Jessica came to Kaleidico to design a new consumer direct website for Fairway Independent Mortgage Corporation.

Since then we have supported multiple corporate and branch digital marketing initiatives from web design to lead generation.

Marco Maceri

Director of Marketing
(248) 996-8298

marco.maceri@pixovr.com

Marco came to Kaleidico to build their PIXO VR website and to develop their lead generation program.

We currently continue to support this savvy startup with strategy, SEO, content development, and email marketing.

Section Seven

Project Investments

Website Redesign

- Strategy + Design
- Development
- QC
- Copywriting

Starting Investment

\$30,000

Lead Generation Program

- Strategy
- Design & Optimization
- SEO Program
- Content Program
- Email Marketing

Monthly Investment starts at

\$5,000

Lead Generation Program+

- Creative Direction
- SEO Program
- Content Program
- Google Ads
- Ad Creative
- Facebook Ad
- Email Marketing
- Website Optimization
- CRM Optimization

Monthly Investment starts at

\$10,000

KALEIDICO

Ask us anything.

Bill Rice

FOUNDER/CEO

(734) 775-4487
bill.rice@kaleidico.com

Kelley Nowak

BUSINESS DEVELOPMENT

(313) 585-1692
kelley.nowak@kaleidico.com