

WILMINGTON DESIGN CO.

*Not your average agency.
Not your average results.*



Marketing on Purpose

We believe purposeful marketing will fuel your growth.

At WDC, we're business people first -- prioritizing tactics that drive real results. Lean on us so that you can focus on what you do best: running your business.

Full-service marketing agency

WE SPECIALIZE IN:



**Website Design &
Development**



**Branding &
Logo Design**



**Digital
Marketing**





Bill Hunter
Founder

Our Story

Twenty years ago, I was in your shoes. I built a manufacturing company from the ground up, and we were on the shelves of 4,000 retailers nationwide. As our business grew, I reached out to agencies to outsource marketing and design projects. But I found the same issues with every agency:

- **I wasn't getting enough value.** None of the agencies were taking the time to learn about my business and make sure their tactics would have a maximum impact on our growth. Any ROI was minimal or fleeting.
- **They nickel-and-dimed me.** Hidden charges, unexpected expenses, and unmet expectations were the norm, instead of the exception. They weren't doing business the way I would do business.

Faced with spending too much on subpar work or doing it ourselves, I hired my own experts.

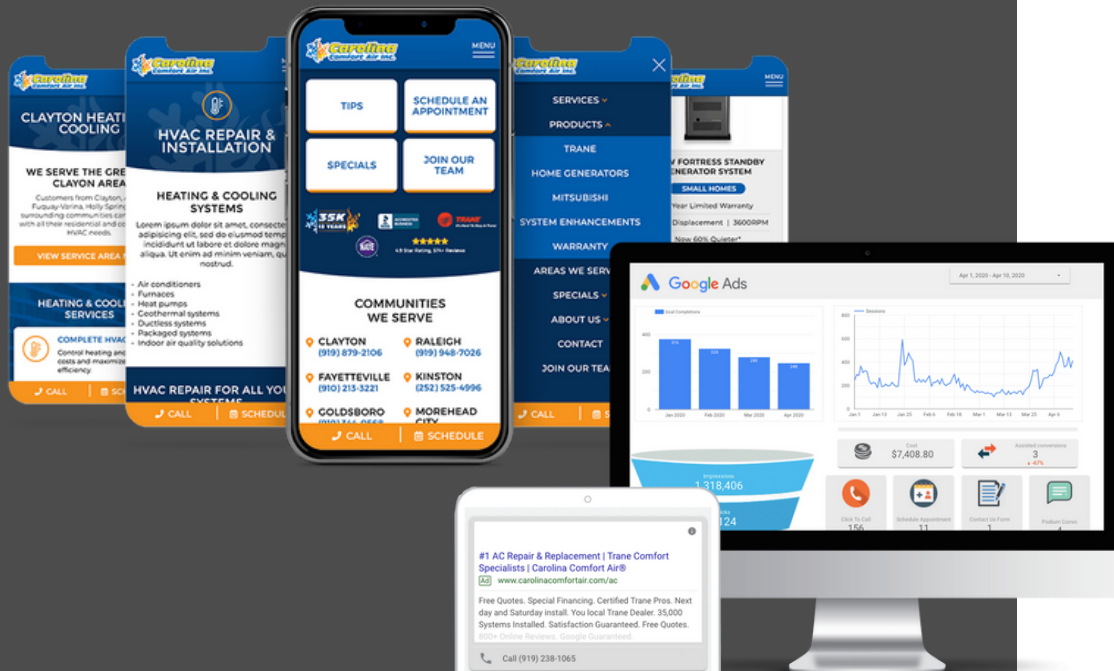
We started helping friends' businesses with design projects, which quickly turned into having clients of our own. What started as an alternative to hiring an agency turned into running my own agency. In 2008, I sold my manufacturing business to focus solely on Wilmington Design Company.

Now on the other side of the table, I never forget my roots, and I never let my team forget what our purpose is: To help businesses like yours grow.



Installing A Winning Strategy

WDC's digital strategy led Southeastern NC's premier HVAC company to exceed 2020 bi-annual retro revenue by **\$335,000**.



The Results

The combined efforts of pay-per-click, social media, email marketing, and SEO have improved website vitals and increased leads. User-friendly analytics reporting has created greater transparency and easily highlights which marketing avenues result in the greatest ROI.

201%

INCREASE IN SESSIONS FROM FACEBOOK + INSTAGRAM

138%

INCREASE IN WEBSITE SESSIONS

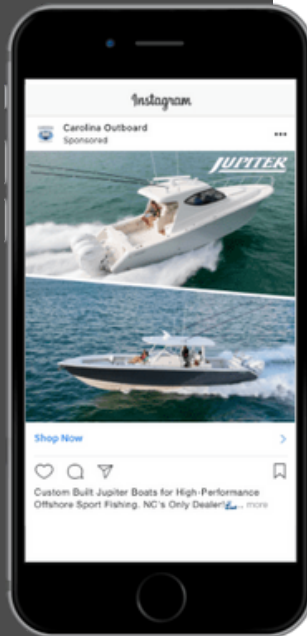
338%

INCREASE IN CLICKS FROM GOOGLE ADS



Reelin In Leads

A digital strategy centered around paid ads has increased website traffic by **205%**, quickly moving inventory and positioning Carolina Outboard as a prominent dealer in Eastern, NC.



The Results

In order to increase brand awareness, online exposure and reel in more potential boat buyers, our digital marketing team leveraged the power of paid social media ads, Google ads, as well as email marketing. Carolina Outboard's strategic marketing plan has quickly moved inventory and positioned them as a prominent dealer in Eastern, NC.

1,148%

INCREASE IN NEW VISITORS TO THE WEBSITE

1,080%

INCREASE IN WEBSITE TRAFFIC FROM SOCIAL MEDIA ADS

1,208,882

IMPRESSIONS SERVED

So how does it work?

We do our best to make marketing one less thing you need to worry about.

We do this by learning your business inside and out and continuously testing and measuring every aspect of your campaigns.

As a result, we get you the most leads for your business at the lowest cost.

"I cannot say enough good things about this company. They are ALWAYS quick to respond to any questions and are ALWAYS extremely helpful finding solutions to problems, offering input where needed and going far beyond my expectations."

-John B., RDHT



Our Process

STEP 1



Understand Goals

We ask questions and actually listen to what you need to grow your business. We start to hone in on what short-term gains we can quickly make and what longer-term tactics we can begin.

STEP 2



Set Up For Success

We are painstakingly thorough when we onboard your business. That's because we believe in the mantra: "Track everything, miss nothing." We'll get you started with everything you need to measure marketing success.

STEP 3



Share with Client

We share the ROI of your campaign and explain what is and isn't working so that you can go on with your day. Plus, we make our reporting available at any time so you can check in on how we're doing.

STEP 4



Test New Tactics

There is no set it and forget it. When we're spending your money on a marketing campaign, we spend every dollar like it's our own. We continuously optimize and test your campaign and look for new ways to stretch your marketing bucks.

STEP 5



Refine & Optimize

We don't expect every campaign to succeed. We promise to test quickly, learn fast, and implement the best solution - or go back to the drawing board.

The Nuts & Bolts



Website Projects

Investments start at \$3,800. We build in Wordpress, Shopify and also offer custom web and application development.



Marketing Retainers

Offerings start at 10 hours per month. We recommend most small businesses invest at least \$1,500 in advertising per month in order to reach your goals

Included:

- Regular meetings with your account manager
- Reporting and data analysis
- Website optimization and conversion rate optimization (CRO)
- Search engine optimization (SEO)
- Paid advertising, including Google Ads, Facebook and Instagram, and other placements depending on your goals and target audience
- Email marketing
- Print and offline marketing



Take the Next Step

We know - talking to salespeople can be intimidating. We're pretty friendly folks, though - here's some info on us to get the conversation started.



Bill Hunter

Bill is first and foremost an entrepreneur. He is fascinated by the way small businesses get started. Bill loves consulting with owners on what's working for them and finding small tweaks that can make a big impact.

[*CLICK HERE TO CHAT WITH US*](#)