

TopLine Media Group

# Agency Overview + Case Studies

August 12, 2022

# A Boutique Digital Agency

TopLine Media Group is a boutique digital agency located in Atlanta, GA and serving clients nationwide.

We take pride in not only producing results, but also in being hyper-responsive to our clients.

We combine digital expertise with amazing client service: excellent communication, fast response times and turnaround, and transparent, on-demand reporting.

We approach our clients as if we owned their companies. What would we do with our own money? The strategies we employ and the tactics we utilize are all based on us asking the question "How do we achieve the highest ROI for the great people we work for?"

We are a "soup to nuts" digital agency, providing a wide-range of digital services, and we have a track record of growing both B2B and B2C companies.

# Our Leadership



## **Brooks Donner**

Founding Partner

Paid Search + Paid Social, Project Management, Business Development



## **Effie Ross**

VP Digital Marketing

SEO, Content Marketing, Web Design + Development, Project Management



## **Shoshana Simones**

Social Media Manager

Social Media Marketing, SEO Copywriting, Content Generation

## Our Clients

TopLine Media Group has served over 145 clients since 2015.

Our clients are primarily small- and mid-sized business from \$2 to \$20 million in revenue; however, current clients include two global biotechnology companies and a global industrial automation company, and in the past a global background and drug screening solutions provider.

We have developed and implemented digital strategies for individuals, local businesses, national companies, and global enterprises.

Out of our current 38 clients, 15 are B2B and 23 are B2C.

The majority of our current clients are monthly recurring clients; we are providing them with ongoing PPC advertising, search engine optimization (SEO), content marketing, email marketing, and social media marketing services.

# Our Primary Services



Search + Social Advertising (PPC/PPL)



Social Media Management (SMM)



Display + Retargeting Advertising



Web Analytics



Search Engine Optimization (SEO)



Web Design + Development



Content + Email Marketing



Website Hosting + Security

# Our Platform Experience



Google Ads

Accounts Managed: 67  
Ad Spend To Date: \$5,620,127



Microsoft Advertising

Accounts Managed: 6  
Ad Spend To Date: \$151,782



LinkedIn ads

Accounts Managed: 6  
Ad Spend To Date: \$184,773

facebook  
Ads

Accounts Managed: 5  
Ad Spend To Date: \$206,893

SEMRUSH

Projects Managed: 39

Google Analytics

Accounts Managed: 93



Google Tag Manager

Accounts Managed: 65

Google

Business Profile

Locations Managed: 59

# Video Testimonials



<https://www.toplinemediagroup.com/#testimonials>

## Video Testimonials



<https://vimeo.com/589517236/74f53a3211>



<https://vimeo.com/589519920/474e7f9898>

# Written Testimonials

Brooks and his team have been truly amazing to work with. It's great to have the ability to bring them in-house, helping us with everything digital, from paid search to SEO to social media management. After using a few different digital vendors over the years, TopLine Media Group is head and shoulders above the other guys when it comes to real results, communication and response time, as well as value. I have referred Brooks to a number of companies we do business with, and will continue to do so.

”

Dale Cardwell -  
TrustDALE.com



TopLine Media group is a fantastic resource for your online presence needs. Brooks is who I have worked with, and is nothing short of a prayer answered. I have worked with 3 different groups in the last 8 years, and have never felt like I was more than a credit card number to swipe at the beginning of every month with the other guys. Brooks emails and calls throughout the month with updates or questions. He has also increased our online presence more in 6 months, than I had in my previous 8 years. Thanks TopLine Media Group and Brooks Donner for all your hard work and dedication.

”

Lee Davis -  
NightVision Outdoor  
Lighting



We've had steady growth over the past 8 years of business from referrals and we have always tried to do little advertising because of that. After talking with a few people and them referring us to Brooks with Topline we figured we would give it a shot. From day one, Brooks was very informative and attentive to our needs as a company. I can honestly say this year has absolutely shocked us with the amount of new business we have received from customers finding us online. Our new website is very professional, inviting and we have had many compliments on it. Brooks is outstanding to work with and always goes above and beyond to help us out!

”

Tim Bolden - The  
Pool Butler



# Written Testimonials

I have worked with Brooks, who is very personable and conscientious, and TopLine Media Group for many years on my websites, SEO, and article writing and placement. They have always been very responsive, helpful, knowledgeable, and reasonably priced. I trust them totally to do a good job in a short time at a fair price.

”

Ron Kurtz -  
American Affluence  
Research Center



TopLine Media Group is an outstanding company. Not only are they responsive to all of our requests/questions, they're very client oriented and really do care about my company. Above everything else, they actually do exactly what we pay them to do and go way above what I expected. The quality of the work is amazing and I couldn't be happier. I've wasted a lot of money with companies who promised the world and delivered very little. TopLine Media Group is the exact opposite in that they under promise and over deliver every time. Our SEO rankings have improved much faster than I expected and our online presence is that of an authority in our market.

”

David Rhoads -  
Glass-Geeks.com



After working with TopLine Media Group & Brooks for more than 3 months now we have never been more pleased than we are that we made the choice to make the move to this SEO company! We have worked with other SEO groups before for 6 months to a year, small and large. However Brooks and his team have increased traffic and visibility to my company, as well as boosting my company up towards the top of search engines very quickly. All the other companies provided us with excuses why we were nowhere on the first page of any search, but Brooks has only provided us with results! Communication is simple and effective. If I ask for it, they make it happen. Trust me you will not be disappointed with the choice of working with TopLine Media Group.

”

Justin West - Eagle  
Watch Roofing



# Written Reviews

## TopLine Media Group

2897 N Druid Hills Rd #299, Atlanta, GA, United States

 Write a review

5.0  11 reviews 



**John Pinkard**

2 reviews



 2 years ago

I've been a client of TopLine Media for about one year. I came into the role knowing little about digital advertising and have learned so much from the team at TopLine. I also had the opportunity to take a digital advertising class and was pleased to see that the team at TopLine was already using best practices recommended in the class to implement our strategy. The team is very responsive to our changes and inquiries and are an integral part of our overall marketing strategy.

 Like



**Alexander Haas**

1 review



 2 years ago

My company, Alexander Haas, had been using an SEO consultant for 5 years when a speaker at a conference pulled up an SEMrush report that show how poorly my website was scoring with Google, in just about all areas of SEO. So, I fired them and found TopLine Media Group. Within 30 days Brooks and his team had fixed all the issues, and as a result I had a great site score with Google and traffic to our site from organic search increased several hundred percent. After that Brooks turned his attention to our Google Ads campaign, which is now performing much better and at a lower cost than ever before. These guys know what they are doing and they just get it done for you!

 Like



**Rose Gardea Holston**

9 reviews



 4 years ago

Integrity, knowledge, and strong work ethic—Brooks and his team embody these characteristics and more. Working in the world of digital marketing requires tenacity and a winning attitude. I recommend Brooks and his company, Top Line Media to help your company gain the leverage needed to compete in the digital marketing world.

 Like



**David Szikman**

3 reviews



 3 years ago

I have been using Brooks Donner at TopLine Media Group for the past four months and have had tremendous success with my Google Adwords campaign he set up and continually manages for me. Brooks is knowledgeable, attentive, and completely on top of his game in the online marketing world. I'd highly recommended TopLine Media Group to any business wanting a boost in their online presence!

 Like

# Case Study: International Biotech Company

**Company Profile:** an award-winning biopharmaceutical contract services organization providing fully-integrated, accelerated drug development and biomanufacturing services to pharmaceutical and biotechnology companies globally

**Services Provided:** Google Ads + LinkedIn Ads, Web Analytics, Search Engine Optimization (SEO)

## The Problem:

- no overall digital strategy
- two unmanaged Google Ads accounts - one primary and one inherited from acquisition
- unmanaged LinkedIn Ads account
- neglected web analytics
- no search engine optimization (SEO)

## The Solution:

- optimization of Google account to implement Google Tag Manager and tie in Google Tag Manager + Google Analytics + Google Ads
- active management of Google Ads accounts - ultimately consolidating two accounts into one, adding new campaigns
- active management of LinkedIn Ads account, updating all campaigns and adding a lead gen campaign
- creation of Google Analytics goals, imported into Google Ads
- integration of LinkedIn Ads account with client's CRM
- implementation of full-on SEO program

## Results:

- 104 conversions from Google Ads + 150 leads from LinkedIn Ads
- YOY organic traffic up 29.56% with a 384.62% increase in goal completions and a 274.06% increase in goal conversion rate

# Case Study: National Building Materials Company

**Company Profile:** a creator of fiber cement products

**Services Provided:** Google Ads + LinkedIn Ads, Geo-Fencing Programmatic Advertising, Web Analytics

## **The Problem:**

- limited outbound marketing strategy
- limited analytics, i.e. no coherent link tracking and reporting set up for digital advertising

## **The Solution:**

- optimization of Google account to implement Google Tag Manager and tie in Google Tag Manager + Google Analytics + Google Ads
- creation and active management of Google Ads account
- creation and active management of LinkedIn Ads, including a lead gen campaign
- creation of Google Analytics goals, imported into Google Ads

## **Results:**

- 8,718 website visits from nationwide Google Ads campaign including video, display, and search ad formats
- 576 website visits + 25 high-quality leads from nationwide LinkedIn Ads campaign
- 550 retargeting website visits from geo-fence ad campaign targeting AIA conference attendees

# Case Study: Regional Flooring Products Company

**Company Profile:** a specialty flooring products company that supplies the highest quality products for the decorative concrete and coatings industries

**Services Provided:** Website Design & Development, Chatbot Automation, Hosting

## **The Problem:**

- totally outdated website
- no ecommerce capability

## **The Solution:**

- new website build, including design, development, branding, and hosting
- built-in ecommerce
- ongoing website management, including website security, data backup, and WordPress updates

## **Results:**

- happy client who is now 100% focused on customers, store expansion, geo expansion and new business opportunities...and not worrying about having an outdated website/web presence

# Case Study: Local Home Services Company #1

**Company Profile:** local home services company

**Services Provided:** Google Ads + Facebook Ads, Web Analytics, Search Engine Optimization (SEO), Content Marketing, Email Marketing, Website Hosting + Security + Backup + Updating

## **The Problem:**

- no overall digital strategy
- unmanaged Google Ads account; no Facebook marketing
- neglected web analytics - no conversion tracking
- no search engine optimization (SEO)

## **The Solution:**

- optimization of Google account to implement Google Tag Manager and tie in Google Tag Manager + Google Analytics + Google Ads
- active management of Google Ads and Facebook Ads accounts
- creation of Google Analytics goals, imported into Google Ads
- set up call tracking integrated into Google Ads
- website optimizations for design and user experience (UX)
- implementation of full-on SEO program
- implementation of content marketing program

## **Results:**

- complete market domination - hundreds of leads every month - we've had to pause campaigns b/c of too many leads
- explosive growth, leading to new office location and warehouse space, geo expansion

# Case Study: Local Home Services Company #2

**Company Profile:** local home services company

**Services Provided:** Google Ads + Facebook Ads + Microsoft Ads, Web Analytics, Search Engine Optimization (SEO), Content Marketing, Website Security + Backup + Updating

**The Problem:**

- nascent digital marketing program
- digital marketing program not ready to scale
- lack of digital expertise in their in-house marketing department

**The Solution:**

- optimization of Google account to implement Google Tag Manager and tie in Google Tag Manager + Google Analytics + Google Ads
- active management of Google Ads and Facebook Ads accounts
- creation of Google Analytics goals, imported into Google Ads
- set up call tracking integrated into Google Ads
- website optimizations for design and user experience (UX)
- implementation of full-on SEO program
- implementation of content marketing program

**Results:**

- high double-digit annual growth since 2015
- bought out in a private equity deal by a regional company in their vertical in 2021

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