



A Distilled Overview Of Our Capabilities, Past Work, & Strategic Approach

# AGENCY INTRODUCTION

ANDERSON COLLABORATIVE  
PREPARED Q1 2025



SOUTH FLORIDA BASED | INTERNATIONALLY KNOWN

# WELCOME TO THE COLLABORATIVE

Anderson Collaborative is a full-service agency helping clients solve the marketing problems of today with the strategies of tomorrow.

While we call South Florida home, we work with clients around the world to help them solve the marketing problems of today with the strategies of tomorrow.

We have a multicultural team of both Spanish & English speaking marketing subject matter experts throughout the western hemisphere ready to help take your business, brand, event, or cause to the next level.

Our doors are not open to many and are careful to only work with brands that we know we can scale. We are a boutique team that is known as the “secret weapon” to the companies that we partner with. We hope to be your partner in business, an extension of your team, and look forward to making your brand our next case study.

**Let's Get Started.**



WHO WE SERVE

## OUR CLIENTS

Our subject matter experts are known as “the secret weapon” behind dream-big brands around the globe. That’s because we focus on promotion that drives results not just impressions and clicks. We hope to make you our next case study!

Check out some of the results we’ve generated for a few of our favorite clients.

[READ CASE STUDIES →](#)

## LOCAL & NATIONAL

# RECOGNITION & AWARDS

The Anderson Collaborative team has been listed as a top service provider both nationally and locally in thousands of articles by Mainstream Media Outlets and by hundreds of B2B rating organizations



"BEST AGENCIES FOR BRAND EXPOSURE"

10 Best Agencies To Work With



"TOP MEDIA BUYING & PLANNING AGENCIES"

Best Media Buying Agencies 2021/2022



"LOCAL EXCELLENCE MIAMI / FT. LAUDERDALE"

'21/22 Local Excellence Awards Recipient

## INFLUENCIVE

"THE BEST DIGITAL MARKETING AGENCIES"

Top 25 Digital Marketing Agencies



"BEST ADVERTISING AGENCIES IN MIAMI"

Top Miami Advertising Agencies



"BEST IN MARKETING ANALYTICS SOLUTIONS"

Top Marketing Analytics Companies

## MarketWatch

"TOP UNITED STATES DIGITAL AGENCIES"

Top Digital Marketing / Digital Agencies



"TOP MARKET RESEARCH COMPANIES"

Top 7 Market Research Companies

## BENZINGA

"TOP WORDPRESS DEVELOPERS"

Top Wordpress Design Companies To Hire

## BUSINESS INSIDER

"BEST WEBSITE DESIGN COMPANIES IN U.S."

Top 19 Web Design Agencies In The U.S.



"TOP DIGITAL MARKETING AGENCIES IN THE U.S."

Design Rush Q3 Industry Report



"TOP FLORIDA BRANDING AGENCIES"

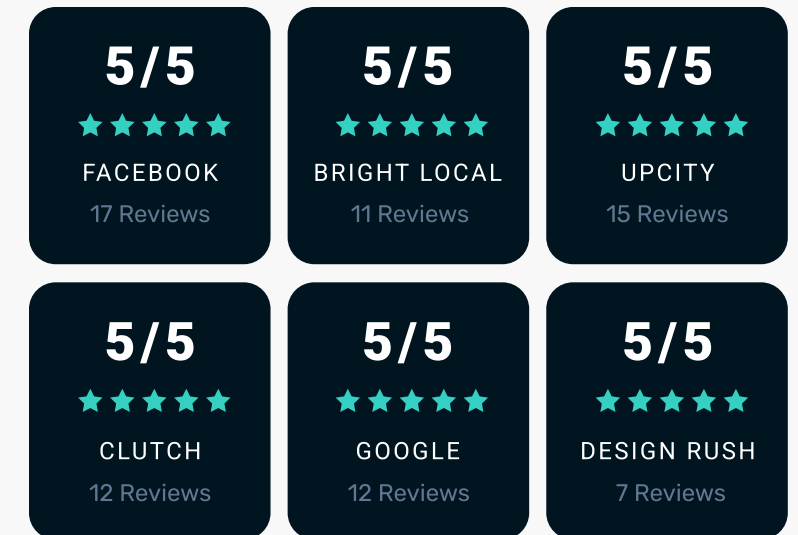
Top Branding Agencies In Florida



## REPUTATION & SERVICE EXCELLENCE

# RATINGS & TESTIMONIALS

Working with Anderson Collaborative means world-class talent at your disposal as an extension of your team. It also means premiere support & expertise that you can't find anywhere else. Just look to recent testimonials and results from just a few of the clients that found home with us.



“

## NO SMOKE & MIRRORS. JUST RESULTS.

“The 'digital marketing' Industry is full of companies who over-promise and underdeliver. This team takes the time to create a comprehensive marketing strategy for your business. They implement a holistic approach that optimizes your website, your Ads, and everything in between. Every dollar spent on Advertising with them is accounted for in their conservative Underwriting process and you know exactly what results can be expected before your Campaign even begins. They are the real deal!”

### GOOGLE REVIEW

READ MORE →

“ HIGHLY RECOMMEND THEIR SERVICES TO ANYONE

"We're seeing a 12-18x ROI on our ads. They utilize a lot of our free media and press coverage to make us feel more authentic. Highly recommend their services to anyone looking to drive awareness and more importantly customer transactions."

**JAMNOLA**

“ ANDERSON COLLABORATIVE HAS BEEN AMAZING

"Anderson Collaborative has been amazing for our company and all of our ventures. They are super relevant and understand trends, especially in a digital space. Their advertising reach is above and beyond anything we have experienced with more traditional marketing. Stellar!"

**SNOWDAY DALLAS**

“ THEY GENUINELY CARED ABOUT THE END RESULT

"I spoke with vendors across the world but none of them gave us the confidence that Anderson Collaborative did, and very few could deliver the quality of work we required within our timeframe. They genuinely cared about the end result."

**NABOOKI**

“ THEY TOOK A LOT OF PRESSURE OFF MY TEAM AND WORKED FAST

"I was incredibly impressed that Anderson Collaborative was able to deliver us a full, workable site in less than six weeks. They took a lot of pressure off my team and worked tirelessly to get the job done."

**THE HALL AGENCY**



**120K+**

Takeout/Delivery  
Orders Generated

**3.5X**

ROI From Our  
Advertising Efforts

**\$2.83M+**

In Revenue Generated From  
Paid Social Advertising

WINGSTOP

**188M+**

Total Impressions  
From Advertising

**10.2X+**

Return On  
Advertising Spend

**\$56.2M+**

In Revenue Generated From  
Advertising Efforts



TYPHOON TEXAS



**100M+**

Impressions From  
Advertising

**13.9X**

Return On  
Advertising Spend

**\$25.4M+**

In Revenue Generated From  
Advertising Efforts

COWABUNGA VEGAS

**152M+**

Impressions From  
Advertising

**22K+**

Cowboy Boots  
Sold From Ads

**\$5.8M+**

In Revenue Generated From  
Advertising Efforts



RUJO BOOTS



**8.4M+**

Digital Billboard  
Impressions

**2.9M+**

Static Kiosk  
Impressions

**500K+**

OOH Proximity Devices  
Retargeted

PHASE 10 | MATTEL

**70K+**

Total Concert  
Attendance Driven

**#1**

Event At Texas Motor  
Speedway in 2023

**89M+**

Impressions Driven By  
Advertising Efforts



TEXAS MOTOR  
SPEEDWAY



**8.2X+**

Average Return On  
Ad Spend

**24.5%**

Advertising  
Conversion Rate

**35M+**

Connected TV Devices  
Reached From Campaigns

COLLEGE HUNKS

**60%**

Increase in Shopify  
Order Volume YOY

**5X+**

Average Return On  
Investment

**183%**

Increase In First Time  
Customer Acquisition



RMR SOLUTIONS



**221M+**

Impressions Driven  
Across Campaigns

**28+**

Franchise Museums  
Managed

**\$48.2M+**

In Revenue Driven From  
Marketing Efforts

**7.2X+**

Average Return On  
Investment

**\$5.8M**

In Revenue Driven  
From Ads

**526%**

Increase In Return On  
Investment YOY



ARTECHOSE

GALLERIA  
DALLAS

**132%**

Increase In Holiday  
Ticket Sales

**62K+**

Ticket Sales  
Generated

**8.38X**

Return On Investment From  
Advertising Efforts

**\$6.3M+**

In Revenue From  
Advertising

**118M+**

Impressions From  
Advertising

**9.7X**

Return On Investment From  
Advertising Efforts

JAMNOLA  
JOY ART MUSIC NEW ORLEANS

JOY ART MUSIC  
NEW ORLEANS

STEALTH HEALTH

**12M+**

In Total Social Media  
Following

**436%**

Increase In Online  
Store Revenue

**116K**

Total Digital Cookbooks Sold  
By Advertising

**108%**

Increase In Return On  
Ad Spend

**67.5%**

Increase In Online  
Store Revenue

**6.2X+**

Average Return On  
Investment From Advertising

OLD GRINGO

OLD GRINGO

house of jack  
co.

**135%**

Increase In BFCM  
E-commerce Sales

**160%**

Increase In November  
Store Revenue

**8.2X+**

Total Revenue On  
Advertising Spend

**89%**

Decrease In Cost Per  
Enrollment

**10%+**

Lead Generation  
Conversion Rate

**\$2.3M**

In Enrollments From Top  
Keywords

DebtBlue

DEBTBLUE

TAKE YOUR BRAND TO THE NEW HEIGHTS

# OUR 4 STEP PROCESS

Clients look to us as creative and strategic partners in variety of use cases. Whether you require a full-service team that can provide you with ongoing solutions or just deliver on one project, we're here to ensure that you accomplish your objectives and are provided with excellence in service delivery every step of the way.



## STRATEGY & CONSULTATION

Through a conservative underwriting process, we work with you as consultants to clearly define goals, conduct preliminary research, establish objectives, outline a strategic plan, and project potential results.



## BRAND IDENTITY & EXPERIENCE

Comprehensive development of your brand identity whether it's an evolution or conceptualization from the ground up. Our in-house creative team can expertly bring your vision to life.



## GROWTH MARKETING & PROMOTION

Amplify your marketing message & reach your target audience across paid, earned, & owned promotional channels. Carry your media further, encourage virality, and scale your efforts based on ROI.



## DATA ANALYTICS & OPTIMIZATION

Build a brain for your business by tracking for all promotional efforts and centralizing channels into one dashboard. Our analysts will help you glean insights from metrics and make data-driven decisions.

START FROM

# STRATEGY & CONSULTATION

There is no one-size-fits-all approach to marketing strategy. That's why we build a customized plans based on the unique needs of each of our clients. Through a conservative underwriting process, we work with you to clearly define goals & objectives and project potential results. Upfront discovery sessions, audits of your current efforts, competitive analysis, & market research allow us to come up with winning ideas & relevant tactics/actions for execution

## DRIVEN TO SITE FROM **AMPLIFICATION**

**TACTICS:** SEO, SEM, PR, Social Media, Content Marketing, Newsletters, Outreach, Events

**METRICS:** CTR, CPM, CPA, CPL, Bounce Rate

## CLIENT ONBOARDING & REGISTRATION

**TACTICS:** Website, Social Media, Content Marketing, Nurturing, Onboarding

**METRICS:** Conversion Rate, Conversion Rate by Acquisition/Source, Lead Gen

## REMINDING CLIENTS OF **THE VALUE**

**TACTICS:** Continued Onboarding, Newsletters, Content Marketing, Communication

**METRICS:** Active Users, Actions Per User, Lifetime Value, Churn, Abandonment

## MAKE OUR CLIENTS **AMBASSADORS**

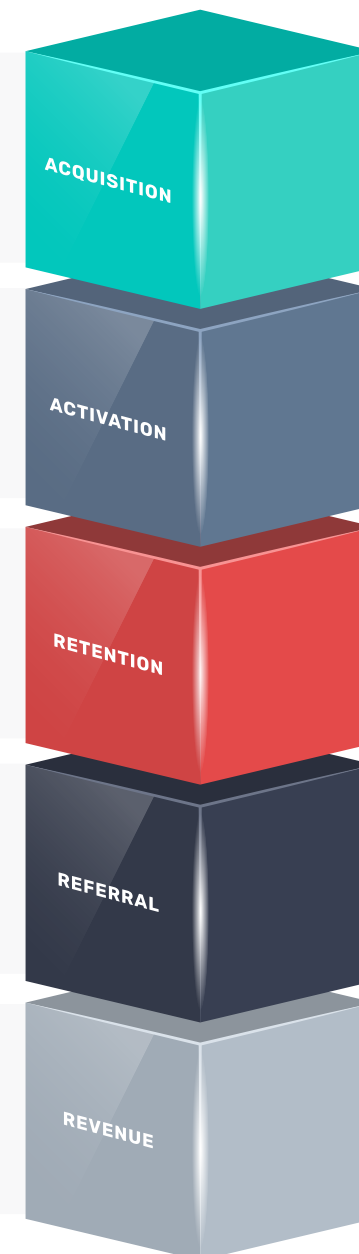
**TACTICS:** Incentives, Facilitation of Sharing, Embeds, Hyperlinks, Loyalty Programs

**METRICS:** Shares, Referrals, Search Volume, Leads from Referral

## CLIENTS GENERATE US **REVENUE**

**TACTICS:** Scarcity, Support, Evangelism, Cross-Sells

**METRICS:** ROI, LTV, Sales Conversion Rate, Revenue Per Source





## CROSS-CHANNEL MARKETING

# PAID MEDIA BUYING & PLANNING

Build a brain for your business by integrating all promotional efforts into one centralized, cross-channel marketing dashboard. With nearly 100 built-in integrations, we'll be enabled to accurately report on any data point required. If that's not enough, our data analysts can integrate your internal systems & build out custom reporting solutions for effective analysis.

As an extension of your team, we continue to optimize your marketing efforts, roll out new strategies, keep you at the cutting edge, scale your business, & maximize your return on investment.



CLIENTS EXPERIENCE

# WEB TRACKERS



## WEB ANALYTICS

Data-rich insights on the visitors arriving to your website. Understand the full impact of your online presence.



## CALL TRACKING

Improve your sales team with call reporting, recording, and attribution modeling all on a live dashboard.



## USER RECORDINGS

Watch your customers interact with your website or application in real-time. Identify errors and analyze behavior.



## SEO & RANK RESEARCH

Closely monitor your online ranking in search results and identify keywords to better inform your content marketing.

WORKING WITH

## TECHNOLOGY & PARTNERS

If we do not do our job well, we lose the opportunity to build a successful case study to share and continue to build our business. We want to work with you and make you one of our most successful case studies yet. The business model that we have found most successful is ensuring each other's mutual success through a partnership that propels both of our companies forward.

GoDaddy<sup>™</sup> Pro  
PARTNER

Google

facebook

Spotify<sup>®</sup>

CERTIFIED  
BigCommerce Partner

shopify partners

amazon.com

bing

Snapchat

waze  
OUTSMARTING TRAFFIC, TOGETHER

WordPress

HubSpot

TimeWarner



J.D. POWER



neustar®



ORACLE

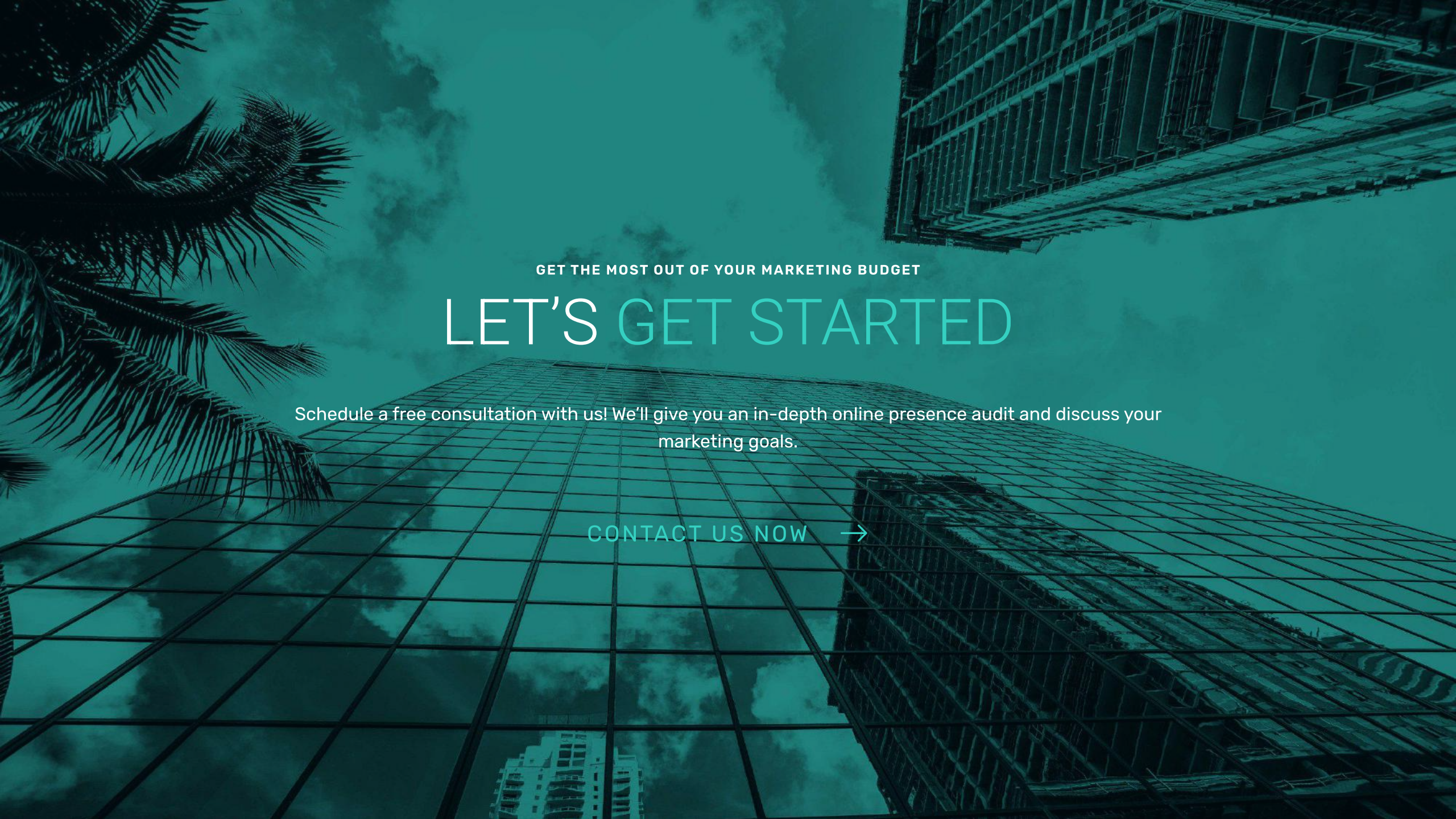


THE BEST FOR YOU

## DATA SOURCES

Audience Insights &  
Programmatic Targeting  
Capabilities Through The Use  
Of Customer Match  
Technology Powered By 20+  
Data Providers.

With This Data Match, We  
Gain Invaluable Insights On  
Customer's Purchase Habits,  
The Cars They Buy, Where  
They Shop, What They Watch  
On TV, And More.

A low-angle, teal-tinted photograph of a modern skyscraper with a glass facade, reaching towards a cloudy sky. Palm tree fronds are visible in the upper left corner. The image serves as the background for the entire page.

GET THE MOST OUT OF YOUR MARKETING BUDGET

# LET'S GET STARTED

Schedule a free consultation with us! We'll give you an in-depth online presence audit and discuss your marketing goals.

CONTACT US NOW →