

ckreU The Power of Small Agency Partnerships

In our modern working environment, businesses are teeming with decisions to be made. From budgets and schedules to new hires and strategic planning, every aspect of a business comes with thousands of small, daily decisions. Day in and day out, those small choices build up to create the fabric of your company.

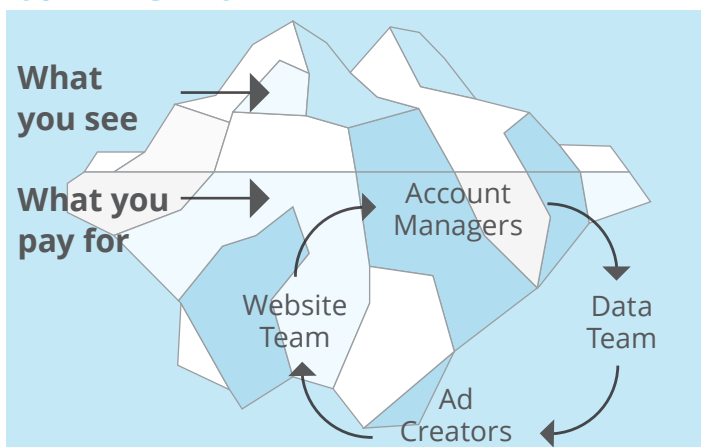
The Silver Bullet

If you were presented a solution that saved time and money and delivered results that exceeded your expectations...would you use it? These silver bullets exist, but they are often overlooked because they come in surprising forms: small agencies. The data proves that the days of trusting large agencies simply due to their sheer size and massive books of business are coming to an end. In fact, the Bureau of Labor Statistics notes that 68 percent of the roughly 50,000 U.S. advertising and public-relations businesses have five or fewer employees--and that number is projected to rise. Why? There are several distinct advantages of working with smaller agencies, and more corporations are dialing into the promise of these partnerships.

Eliminating the Iceberg

Much like an iceberg, which has just a small amount of its full mass exposed above the water, large agencies often have thousands of dollars of expenses and costs that they must cover lurking below the surface. In a small agency (or boutique agency) partnership, what you see is what you get. A more horizontal business structure like CKREU ensures every interaction remains intentional and costs are kept to essentials. Rather than filter information through several teams--thus increasing the chances of human and tactical errors--we enable clients to work directly with the expert or specialist who will be creating and managing the campaigns.

Typical Agency Cost Structure



Additionally, the more direct interactions shave off hours of time wasted as details and requests are routed from department to department--thus saving money, time, and frustration.

CKREU "Horizon" Structure



Direct Access & Unlimited Support

Small agencies come in with a significant advantage over their larger counterparts: person-to-person communication. In a boutique setting, each client becomes a critical component of the business's future--not just "another" monthly invoice or list on the client roster. In fact, boutique agencies like CKREU survive and thrive only by fostering highly satisfied clients. With less flex room in the budget (due to streamlined costs and budgets), one dissatisfied client can make or break a small agency. As a result, CKREU is accustomed to, and adept at, providing multiple forms of support and regular client check-ins to ensure performance is meeting or exceeding expectations.

Client-Led Communication

CKREU offers clients multiple forms of communication and unparalleled responsiveness.

- Round-the-clock access
- No 9-5 structure: business is always running!
- Phone support
- Text support
- Email support

High-Dollar Performance

Many large agencies do not reveal their strategies or practices in advertising strategies. Instead, they keep clients on the hook out of fear of losing momentum or lack of understanding. In a small agency setting, education is a core component of services performed. The motivation for educating clients can range, but there is one truth that seems fairly universal among successful small businesses: keeping clients at arm's distance does not breed loyalty. At CKREU, we believe that uncovering the "black box" of services offers transparency, insights to performance, and--most importantly--successful partnerships.

CKREU Core Values:

- ✓ Education
- ✓ Personal Attention
- ✓ Open Communication
- ✓ Transparency

CKREU: Greater Cincinnati's Leading Search Engine Marketing Company

CKREU has been serving the Northern Kentucky and Greater Cincinnati business communities since 2010. Our clients are some of the best-known businesses in town and across the country, and they have trusted our expertise and high performance to help them grow their business.

**THE RIGHT MESSAGE.
TO THE RIGHT PERSON.**

**AT THE RIGHT TIME.
IN THE RIGHT PLACE.**

CKREU Services

- Keyword research
- Competitor Analysis
- Ad Creation and Testing
- Google Analytics and Search Console Integration
- Google Business Listing Optimization
- Conversion Tracking
- Unlimited Optimization
- Customized Monthly Reporting

Our proof of performance is based on metrics and reporting. We show clients their results--and they are incredible. From expanding the reach of regional healthcare networks to driving more foot traffic to local storefronts, our team is equipped to serve any size company better than any large agency, and we can prove it.

Real Results from Real Clients

It's hard to imagine the power that comes with an effective campaign. Below are real results from a campaign that CKREU created, implemented, and managed for a regional, multi-location business.

125%
increase in
Discovery Searches

75%
increase in
Mobile Phone Calls

4100%
increase in
Calls from Ads

139K%
increase in Contact
Form Submissions

