



Scopic

**Marketing services that
help your business grow**

Your business and brand, in front of your target market

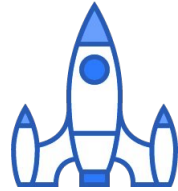


One of the most difficult parts of developing a new product is getting it in the right hands. **That's where we come in.** We know how to make your brand pop, and get your unique message in front of the right people at the right time.

At Scopic Software, not only do we develop custom-fit software for businesses. We also have a highly talented and experienced marketing team. In addition to building over 600 web, 200 mobile, and 150 desktop apps, we:



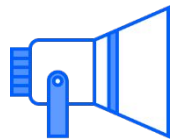
Help Brands Grow their
Community Following



Increase their Sales



Drive more Traffic to
their Websites



Create Product Buzz



Boost their Visibility



You have a great product at hand. Now it's time to get it out on the market.



We want our clients to maximize their potential and we know just how to make it happen. Our proven approach to marketing will set your business apart.



We offer marketing services for all your strategic, growth and online marketing needs.



What Scopic can offer you

Our Marketing Services



Marketing Research and Strategy

Before you can properly reach your target market, you need to get to know them and, of course, your competition. Our team will reach deep into the depths of the web and find out exactly what you need to know about the marketplace. After research is complete, we will provide a comprehensive, custom marketing plan.



**DIGITAL
MARKETING**



SEO (Search Engine Optimization)

If your website isn't on the front pages of Google, does it even exist? Our SEO experts know how to whip your site into shape by adding strategic keywords, and analyzing your current content to get your website on the front pages of Google and other search engines. The better your SEO, the more visible your site is. More visibility means more customers and more profit. [See how it works in our SEO guide.](#)

ASO (App Store Optimization)

The three main channels responsible for **mobile app downloads** are:



App store search

Google search



Referrals

Optimizing your product in the app stores instantly makes your mobile app more discoverable to your audience. The title, short descriptions and long descriptions are all opportunities to turn viewers into downloaders, but without optimizing them, you may struggle even to get the viewers. Our [ASO guide](#) offers more insights into this technique, so you can see where improvements could be made to enhance app store presence and downloads.

If you're running ads that only lead to your website, you are not maximizing your lead capture potential. We make landing pages seamless by offering content, design, and SEO from start to finish.

At Scopic, we offer two types of landing pages:

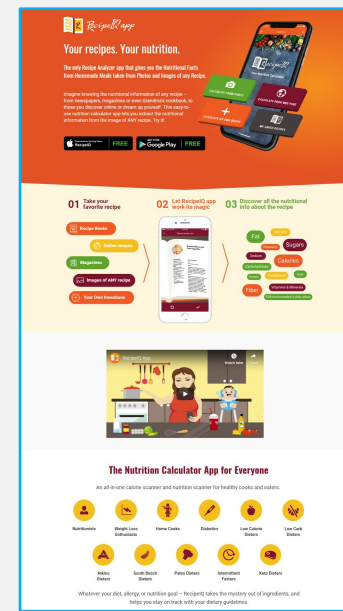
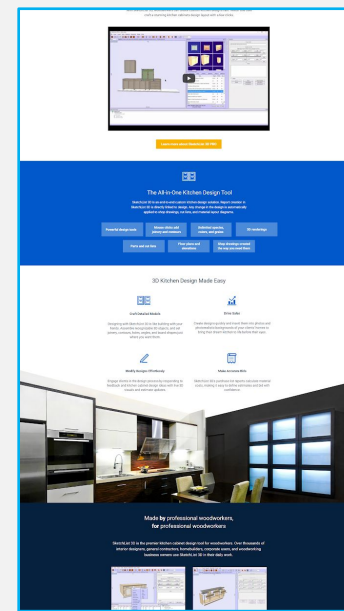
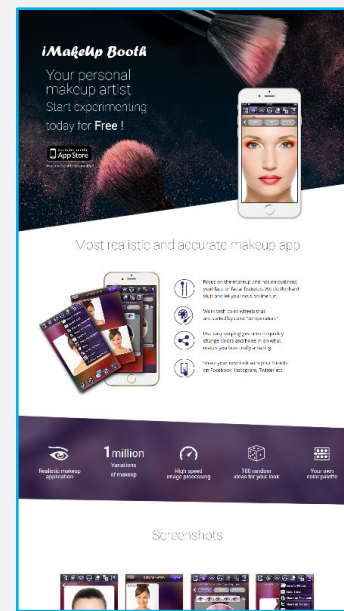
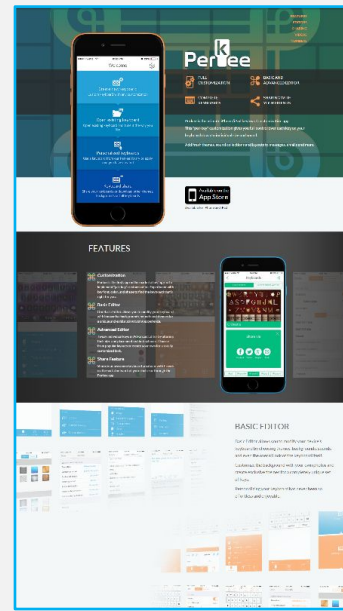
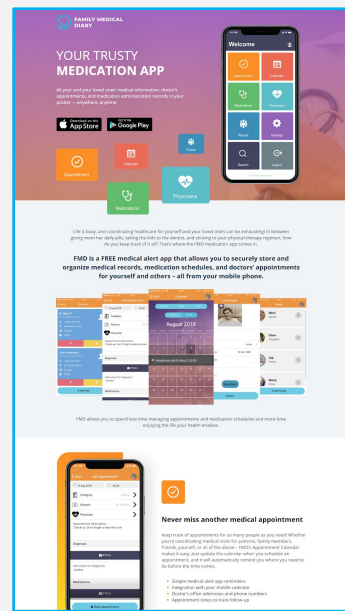
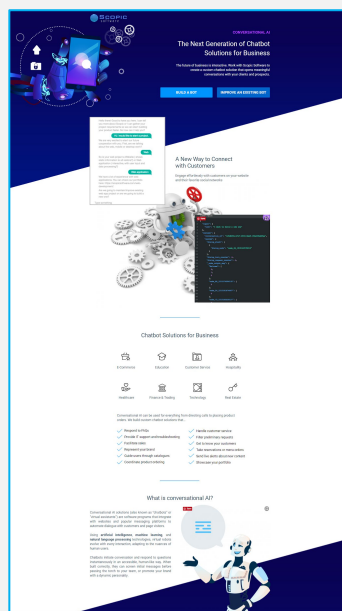


Basic
quicker to make and based on an existing template



Fully tailored and optimized
full SEO and custom graphics

Looking for a quick turnaround? **Basic landing pages can be made in 10 hours.**



Social Media



Social Media

From helping with your SEO, to interacting with your prospective and current clients, social media's benefits are countless. We offer social media services from the basic setting up of profiles, to posting content (written and designed), and increasing your following and popularity.

Social Media Ads

Reach a larger audience with ease through social media advertising. Our ad experts make precise audience segmentation to reach your target market for less cost. We provide the copywriting to create converting ad content and produce unique brand images for your business. After we launch your ads, we will monitor and analyze results to ensure continued success.



Google Ads

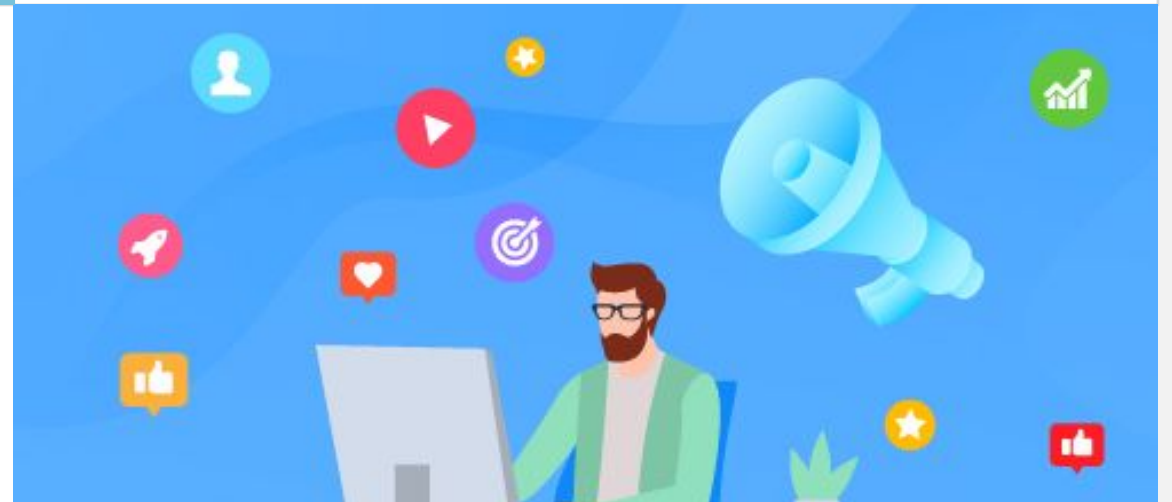


Google Ads

Attract customers that are looking for products and services exactly like yours with Google Ads. This effective form of advertising is used to drive targeted traffic straight to your website or landing page, get ahead of your competition, and ultimately increase sales. Have a look at how it all works in our [Google Ads guide](#).

Boost Online Visibility

We take care of the tricky parts like keyword research, copywriting, bidding, and physically creating the ads, so you can be found easily by your customers on the first page of Google. We monitor every ad, measure metrics, and stay responsive to the ads performance throughout.



Copywriting, Metrics and Analytics



Content Writing

Content is king, and content marketing is one of the top venues for driving traffic. We know how to write content that compels users to click and engage. Our content offerings range from blog posts, website copy, social media posts and ads, app store descriptions, and even slogans. If you want it, we write it.

Metrics and Analytics

If you have no benchmarks for success, how do you measure it? We believe in creating measurable goals for each campaign. We monitor every important detail throughout the life of your marketing plan ensuring continued success, to include SEO and web traffic reports.



Email Marketing, Web Authority and Link Building



Email Marketing

Not all emails are created equal. Our marketing experts will prepare content (both written and designed) to maximize your email open and click rate. After your campaign is launched, we will monitor results and provide a custom report.

Web Authority and Link Building

The web of the internet continues to grow more complex. Link building has become an integral part of building web exposure and presence. We can build your website's authority through guest-blogging, advertising, working with social influencers, and selective partnerships.



Influencer Marketing



Your Influencer Campaigns

We can market your product and content to specifically chosen, relevant influencers on major social platforms such as YouTube, Facebook, Instagram and Twitter. Your Scopic team takes care of the whole process from initial contact and planning, to content creation and payment negotiation.

Influencer Marketing

Influencers are individuals with thousands or millions of followers on social media, who have spent time cultivating niche audiences for an authentic connection. Influencer marketing uses this to help you establish brand credibility and get your product in front of thousands (potentially more) of your target audience.



Marketing Videos and Narration Voice Over Services



Videos

Viewers retain 95% of a message when they watch it in a video, compared to 10% when reading it in text. We produce; educational, promotional, brand story videos and more, created in 2D animation, stock videos or video blocks – all using the best platforms in the industry.

Narration and Voice Over

Give your video a more engaging and human touch with the right voice over. Professional narration over your video gets your messages across in seconds and helps it to stay in people's minds easier than just reading alone.



Why Market with Scopic?

An icon of a blue shield with a white globe inside, surrounded by horizontal lines.


Know-How

Digital marketing is always changing. At Scopic, just as we do with all of the latest technologies, we keep our finger on the pulse of the digital marketing industry to provide you with the latest practices and innovations. We have proven methods to get your message in front of the right people.

An icon showing a blue document with a magnifying glass and a percentage sign.

Transparency

We create strong bonds and partnerships with all of our clients. Credibility, honesty and timing are our guiding principles. We listen to your needs and desires and make them our first priority. We offer our advice and insight into marketing, but keep your needs at the forefront of our plans.

An icon of a hand holding a glowing lightbulb with radiating lines.

Quality

We became the largest virtual software services company in the world by offering only the highest quality returns. We bring the same level of quality to our marketing processes as we do to our application development. Our attention to detail is what sets us apart. We are committed to producing only the best.

An icon showing a computer monitor, a smartphone, and a tablet.

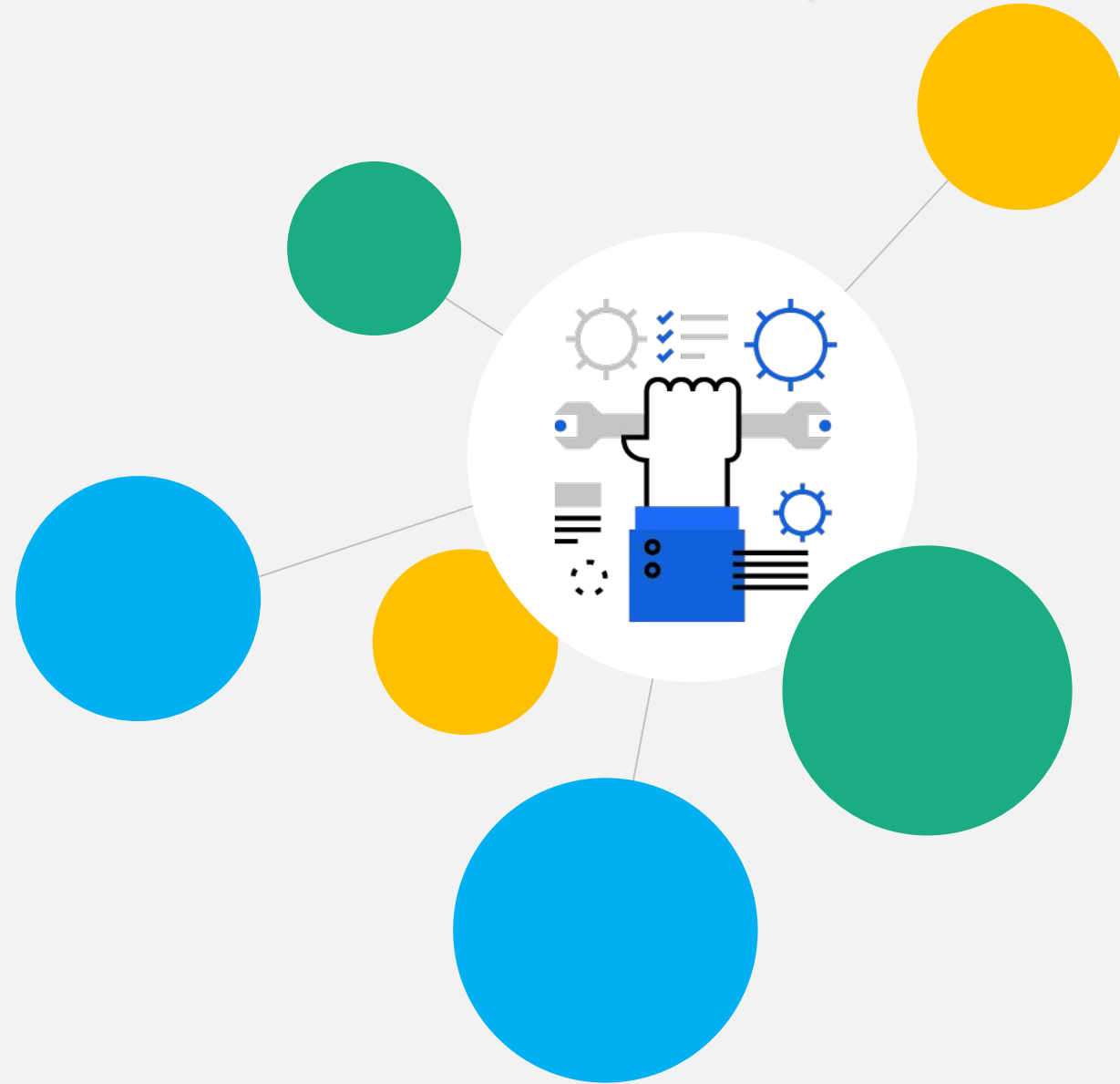
Results

In all of our projects, we know the importance of project management. Our marketing team works together as a well-oiled machine. To us, tracking, milestones, and outcomes are integral to every project. You will see real measurable results.



We know marketing may not always be your first priority...

You have to worry about your product, logistics, financials, and more. So, let us handle the marketing. We know what we're doing, and we want to help you stand out.



In the Press



Medium

Scopic Software [Follow]

Scopic is the largest virtual software services company in the world. We develop customized IT solutions for web, mobile & desktop, with a focus on innovation.

Jun 12 · 5 min read

Top Communication Tools for 2017



TECHWALLS

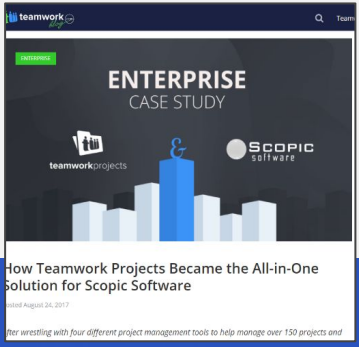
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UpWork vs. Software Development Provider

UPDATED ON JUL 27, 2017 BY CHEBKY KON

Locking to develop a software product? Whether it be for web, desktop, or mobile, there are several teams from a freelancer site like UpWork, or do you want to hire a Software Development Provider?

The truth is, there are advantages and disadvantages to both decisions. The choice may seem daunting to you. Below are our reflections on both the pros and cons of both sides of the software development



teamworkprojects

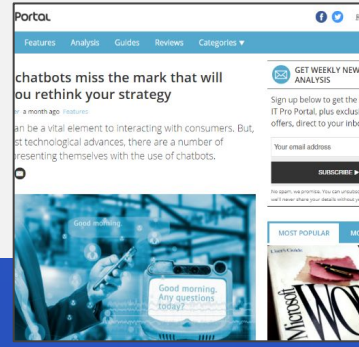
ENTERPRISE CASE STUDY

teamworkprojects SCOPIC software

How Teamwork Projects Became the All-in-One Solution for Scopic Software

2017 August 24, 2017

After wrestling with four different project management tools to help manage over 150 projects and

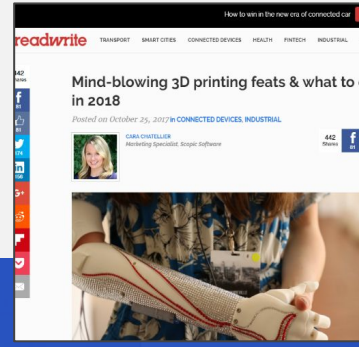


Portol

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chatbots miss the mark that will ou rethink your strategy

In a world where chatbots are becoming a vital element to interacting with consumers, but, at technological advances, there are a number of presenting themselves with the use of chatbots.

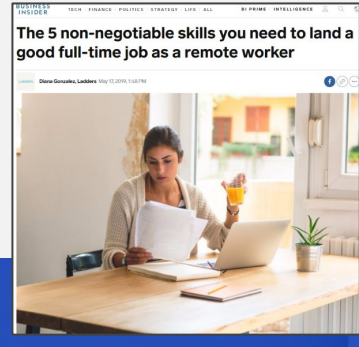


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Mind-blowing 3D printing feats & what to expect in 2018

Posted on October 25, 2017 in CONNECTED DEVICES, INDUSTRIAL



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TECH FINANCE POLITICS STRATEGY LIFE ALL AI PRIME INTELLIGENCE

The 5 non-negotiable skills you need to land a good full-time job as a remote worker

Diana Gonzalez, LinkedIn May 11, 2016, 1:40 PM



TECHWALLS

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4 Standard Startup Problems (And How to Overcome Them)

UPDATED ON AUG 17, 2017 BY CHEBKY KON

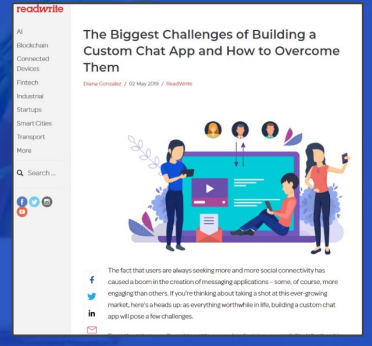
Only 20% of new businesses make it past their first year. This figure may seem daunting but, most of the problems that cause a business to fail are preventable. Don't let your start-up fall victim to one of these common mistakes and learn how to solve these blunders before your business joins the startup graveyard.

1. Customers aren't knocking

Your product or service may be great but, if no one knows about it, you won't have customers. Whether you're a local business or an online download, if your site is slow to load, has misinformation, or isn't written in an inviting way, you are not promoting your product or service to the right people, your target market will find this out.

The Solution:

In our digital world, marketing is a necessity, pure and simple. At the very least, you need a social media presence. If you really want to succeed, you need a free, low-cost approach. First, it must be created with no



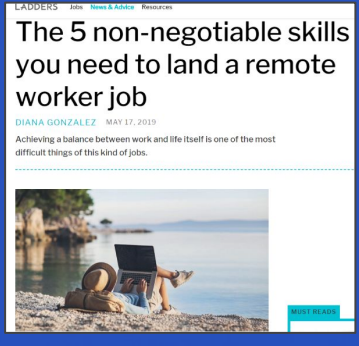
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AI Blockchain Connected Devices Fintech Industrial Startups Smart Cities Transport More

The Biggest Challenges of Building a Custom Chat App and How to Overcome Them

Diana Gonzalez / 10 May 2016 / Readwrite

The fact that users are always seeking more and more social connectivity has caused a boom in the creation of messaging applications – some, of course, more engaging than others. If you're thinking about taking a shot at this ever-growing market, here's a heads-up: as everything worthwhile in life, building a custom chat app will pose a few challenges.



LADDERS Jobs News & Advice Resources

The 5 non-negotiable skills you need to land a remote worker job

DIANA GONZALEZ MAY 17, 2019

Achieving a balance between work and life itself is one of the most difficult things of this kind of jobs.



iAmWire SUBMIT A POST BUSINESS TECHNOLOGY MOTIVATION COMMUNITY

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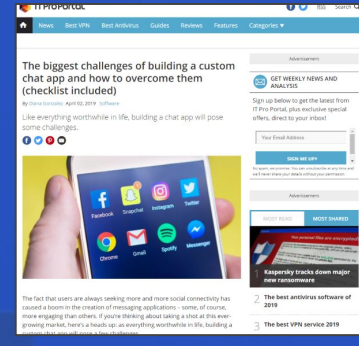
Share & Learn Knowledge of business, technology, and self-management for your professional career.

STARTUPS

How Do These Biggest Virtual Companies in the World Make it Work?

DIANA GONZALEZ MAY 17, 2019

In our digital era, it's more and more common for companies to go completely virtual. The benefits this business model offers are many, but

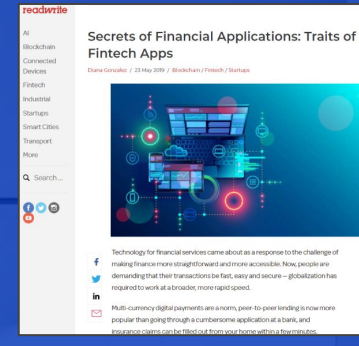


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The biggest challenges of building a custom chat app and how to overcome them (checklist included)

Like everything worthwhile in life, building a chat app will pose some challenges.



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AI Blockchain Connected Devices Fintech Industrial Startups Smart Cities Transport More

Secrets of Financial Applications: Traits of Fintech Apps

Diana Gonzalez / 13 May 2016 / @Blockchain/FinTech/Startups

Technology for financial services came about as a response to the challenge of making financial services more straightforward and more accessible. Now, people are demanding that their transactions be fast, easy and secure – globalization has required to work at a broader, more rapid speed.

Multi-currency digital payments are a norm, peer-to-peer lending is now more popular than going through a cumbersome application at a bank, and insurance companies can be filled out from your home within a few minutes.

Thank You



Scopic

Custom solutions for virtually everything.

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Email: sales@scopicsoftware.com



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