



## CASE: MOSCARELLI MEDIA

After FindLaw acquires Lisa Moscarelli's Houston-based marketing company, Cohn-Moscarelli Media, Lisa creates a cutting-edge video marketing business with the bold vision of "storming the global marketplace." Moscarelli Media is created to focus on direct response advertising and web video marketing.

### CHALLENGE:

A seasoned marketing veteran adept and selling direct response, video production and direct response execution, the new firm lacks in-house expertise in select elements of their service offerings, including Keyword Research, YouTube marketing, Search Optimization (video & traditional) and Social Media execution.

Rather than staffing up, Lisa wishes to keep her internal team laser-focused on their core competencies.

### SCOPE OF WORK:

Building a strong yet flexible partnership centered on mutual trust and understanding, Concept 5 partners with Moscarelli Media — becoming a "secret weapon" to execute online marketing services for Moscarelli in seamless manner. Concept 5 is able to work behind the scenes, executing online work, or interface directly with new clients as needed.

In addition to execution, Concept 5 also developed the firm's online marketing service packages.

### RESPONSIBILITIES:

Concept 5 worked closely with company principals at the strategic level, to develop the firm's online service offerings, including structuring product offerings, creating service packages and pricing, in addition to developing processes on how to execute and track work in these specialized online marketing niches.

Once systematic processes were put in place, Concept 5 team members were able to execute work for clients as needed, including keyword research, website optimization, video SEO, website development and social media marketing.

## RESULTS:

Created and documented processes to usher new clients into the online marketing fold, to strategize and then execute online work in an effective and cost effective manner.

Successfully launched many new client websites for clients with higher levels of user engagement.

Clients now see online marketing and video marketing as an extension of their top-level corporate strategies instead of one-off campaigns that don't tie-back to overall company goals.

Moscarelli Media staff is able to focus on selling and video work, confident that the supporting online marketing work required for every client will be handled in a quick and professional manner.

Beyond execution, Concept 5 delivers online marketing strategy on a client-by-client basis.



Concept 5 was named "Best Web Services" 2014 in the Long Island Press Awards.



Call 888-435-3076 or email [hello@concept5.com](mailto:hello@concept5.com) to discover our winning online marketing strategy.