OROGAMIS
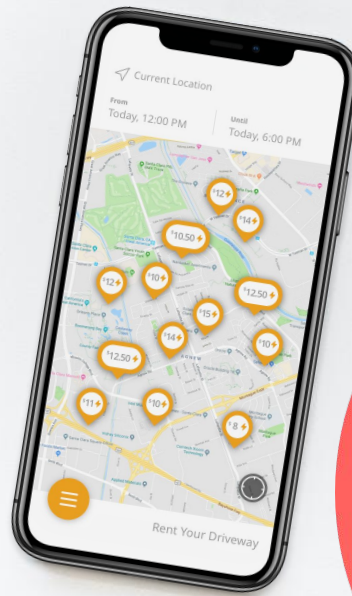
Transformative solutions that drive revenue

Introduction to Orogamis

Who we are, our mission, methodology, process, who we work with, and examples of our work.

Frank Sandoval
Chief Experience Officer
Award winning UX Designer

Amber L. Coffman
Chief Executive Officer
Chief of Strategy at Orogamis

Welcome to Orogamis!

The UX and Growth Team of Silicon Valley.

We are a team of strategists, marketers, engineers, and designers working together toward goals of growth. We foster and embrace growth in all of its forms: professional, personal, and on behalf of our partners. Growth is the central theme of Orogamis, our mission, commitments, and company culture.

We promise the "Gold Standard in Growth" in everything we do.

Strategy + UX = Growth

Why are we here?

We have created a holistic approach to growth strategy that encompass three main pillars: Foundational Growth Tactics, User-Experience, and Business Intelligence. Our method empowers companies to drive innovation through reliable insight.

We Believe in Partnership and Vision

We partner with companies and brands that share the same appreciation for long term vision and growth as we do. We hold the same goal of creating a growth trajectory that builds over years and understand together great things are accomplished.

The Orogamis Method

The Orogamis Method is our approach to long term growth. It is a system designed on a foundation of best practice, organizes tactics by potential result, and influences brand and product direction based on true datasets.
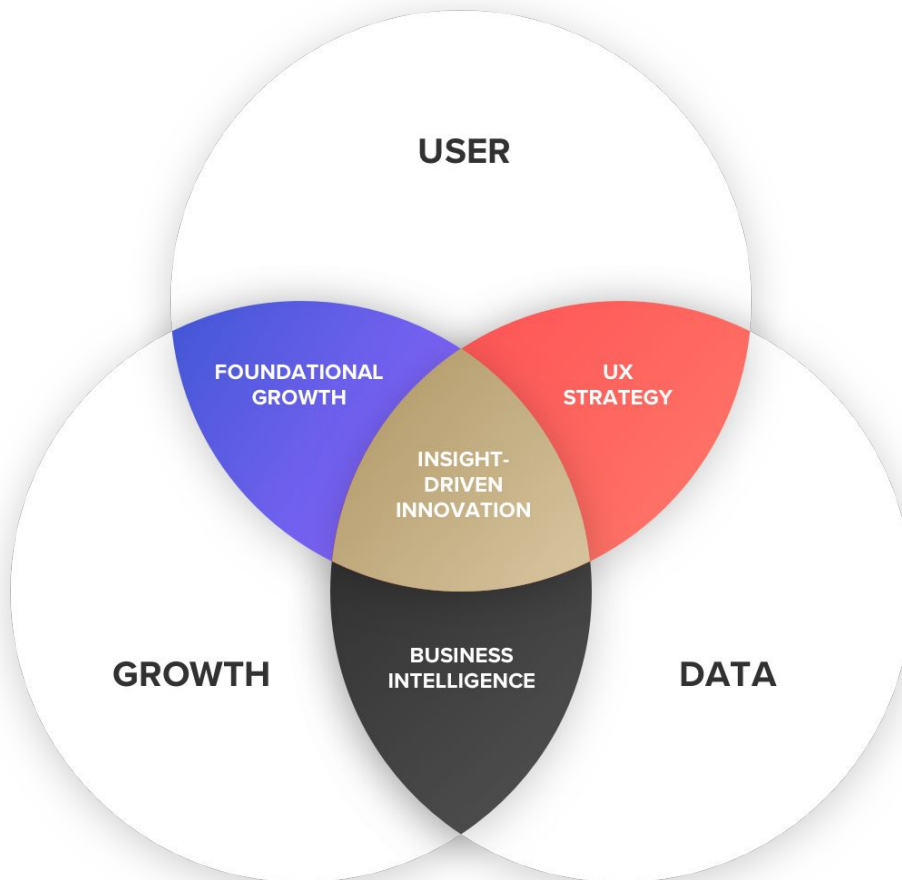
Insight-Driven Innovation
(User-Centric Growth Data)
A commitment to influencing brand and product direction based on insights derived from qualitative and quantitative data.

UX Strategy
(User-Centric Data)
The powerful influence user experience has on overall growth and campaign success is the reason why it is central to everything we do.

Foundational Growth
(User-Centric Growth)
Foundational Growth is the backbone of The Orogamis Method — it grounds tactics in best practice and serves as the building blocks for future growth innovation.

Business Intelligence
(Growth Data)
The more information we have, the better we can formulate a successful growth plan.

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Insight-Driven Innovation (IDI)

Insight-driven innovation is the benefit derived from an intelligent growth system. We listen, capture, and assess the market over several months. These insights help stakeholders plan for the five main areas of growth:

FOUNDATIONAL GROWTH   UX STRATEGY

INSIGHT-DRIVEN INNOVATION

BUSINESS INTELLIGENCE
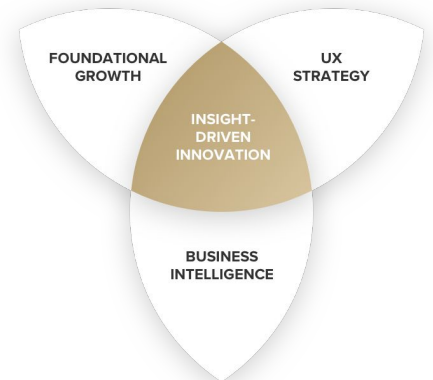
Market Expansion
Grow market size

Market Penetration
Increase market share

Product Development
Align features with revenue-generating users

Acquisition Strategies
Grow by buying companies

Diversification
Cater to new markets

Driving Factors in Insight-Driven Innovation

KPI-Focused Data

Key Performance Indicators (KPIs) are measurable values used to demonstrate the effectiveness of campaigns across all channels and interactions. Examples are:

- Campaign engagement
- Conversion metrics
- Reach
- Sales cycle length
- In-funnel conversions
- Customer retention
- Return on Investment (ROI)

Listening to Users

A product will win if we listen to those who use it. We prioritize product development to cater to revenue generating user-types. This connects product development to revenue and creates company-wide buy in.

- Reviews and ratings
- Sales team feedback
- Social media
- Support tickets and customer service
- Direct communications
- Returns and exchanges

Listening to the Market

Who you are today is different than the who you could be tomorrow. Pressures from industry, government, economy, and competitors could create a storm to fear or becomes opportunity to harness.

- Fringe markets
- Fringe user-types
- Strategic partnerships
- Acquisition strategy

Optimize Everything

Campaigns and user-experience are fluid. Users change, competitors create market pressure, products evolve to align with need, and as sales grow there is an increasing demand for communication, content, and support. By adopting a dynamic approach to growth we continuously capture opportunities and outpace risk.

UX Strategy

When brands and products communicate empathy through design, it doesn't go unnoticed. Creating ease and delight for the user is the key to building and growing customer confidence and loyalty.
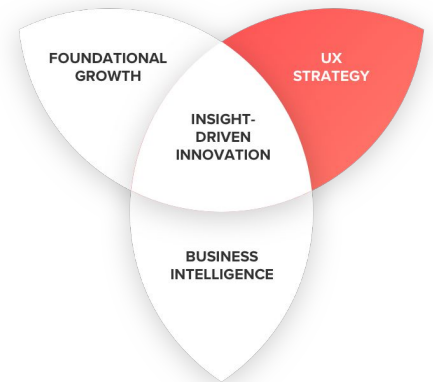
User
Persona Development
User Journey Maps

Design
Branding
Production

Product
Website
App
Software

FOUNDATIONAL GROWTH

UX STRATEGY

INSIGHT-DRIVEN INNOVATION

BUSINESS INTELLIGENCE

The Process Through Agile Methods

Discover

UX strategy solves a problem. In order to provide a solution, we first need to understand the problem.

- Stakeholder Interviews
- Qualitative User Research
- Quantitative Analysis
- Audits

Define

Once research is completed, we synthesize the data into a tangible scheme.

- Ecosystem Map
- Persona Empathy Map
- User Journey Flow
- Content-to-Persona Grid

Develop

When definitions are in place, we offer ideations through developing:

- Wireframes
- Storyboard

Deliver

Implement approved UX and design.

- Prototype
- Mockups
- Development

Validate

Depending on preference, testing can be implemented during the develop phase, in the delivery phase, or on a working product prior to or right after launch.

- KPI Measurement
- A/B Testing
- User Testing

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Foundational Growth

Foundational growth is a tactical plan that will best support your product-type, industry, and audience. We curate a growth stack specific to your needs and goals from the following toolkit.

The Growth Toolkit

FOUNDATIONAL GROWTH

UX STRATEGY

INSIGHT-DRIVEN INNOVATION

BUSINESS INTELLIGENCE

Orogamis Report
Our growth plans focus on the user and are customized to your product, industry, and goals. We look under the hood, take a deep dive into market analysis, and really get to know your target personas. Doing so uncovers opportunity and hidden insights.

Sales-Enabled Website
Our sales-enabled website is the next evolution of a company's digital presence from brochure to a lead generation machine working around the clock. User-flows and content are persona-aligned to create great user experience.

Inbound Marketing
A marketing methodology that attracts, converts, and nurtures prospects as they seek out solutions to their needs.

Content Development
Content is front and center to inbound. Content attracts personas to a brand, helps convert them into leads, and even nurtures them along the sales process.

Social Media
Gain viral attention through paid and organic social media tactics. Work with influencers to gain audience reach that no other channel can access.

Search Engine Optimization
Increased search engine website traffic through website optimization and improved website authority. We consider this traffic high quality as it tends to convert better than other channels, whether paid or earned.

Marketing Campaigns
Marketing campaigns provoke interest, nurture leads, drive sales, loyalty, thought-leadership, and market share. They vary from paid ad campaigns to organic social, PR pitches, content strategy, and more. Orogamis leverages a toolkit of over 50 marketing campaign types. Choosing those most relevant to product, goals, lifecycle stage, and the current climate of the market.

Paid Advertising
Paid media is a staple in most marketing campaigns. Creating campaigns to achieve a number of goals such as brand awareness, direct sales, lead nurturing, and content distribution. With paid media channels, the entire user experience is recorded through the ad platform as well as analytics on the website. So we know precisely how much we paid for an engagement and if that engagement-type lead to revenue.

Video
Video is an extension of the content library. Ensuring videos are persona-aligned and scripts are created in the same voice as the rest of your content. Our video team handles every step from ideation, storyboarding, and production.

Reputation Management
Our reputation management program gives companies tactics and tools to monitor brand conversations and empower the conversation.
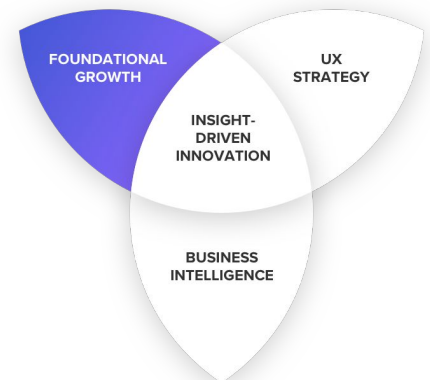
Digital PR
Developing relationships and gaining exposure from authority voices in your space. Gathering links for increased traffic and improved web authority.

Social Influencer
Social influencers have a carefully curated following and overtime trust is built through messaging unique to them. The relationship between influencer and follower is intimate because of this influencers drive some of the highest converting digital campaigns that exist.

Conversion Strategy
Continuously improving performance at every step of the customer journey. Increasing conversion and smoothing out friction points is an lite investment for potentially large gains.

Account Based Marketing
A B2B tactic that focus marketing efforts on a decided list of accounts based on developed company personas. Campaigns are focused and aligned with each account.

Sales Enablement
Creating and providing the sales team with information, content, and tools to help sales perform more effectively.

Marketing & Sales Alignment
Integrating marketing and sales to create a feedback loop that benefit both departments and top-line revenue.

Business Intelligence

It is the systematic collection and analysis of qualitative, quantitative, and internal data in the effort to effectively plan for a business goal. The more we know the better the strategy.

FOUNDATIONAL GROWTH

UX STRATEGY

INSIGHT-DRIVEN INNOVATION

BUSINESS INTELLIGENCE
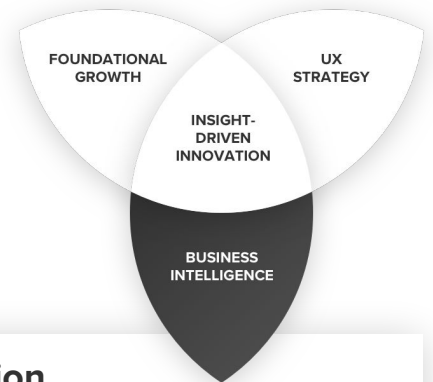
Benefits of Business Intelligence

Lowers Risk
Understanding shifts in the economy, competitor offers, demographics, and market trends empowers a company to make smarter business decisions. Companies are able to create market-aligned products, understand their customers, and can better forecast and navigate market fluctuations.

Assess Competition
Knowing competitor offers and initiatives gives insight to what is working and what is not from a wide breadth of areas: product, marketing tactics, branding, strategic alliances, and channel development. Reverse engineering competition, learning from their successes and mistakes gives business planning a step up from ground zero.

Understand Customers
Market analysis identifies customers needs, cost tolerance, and where/how to market to them. Persona development is the foundation of a user-centric methodology.

Measure Brand Reputation
Today's market has made it quick and easy for an audience to check on a brand's product, customer service, and overall reputation. Consumer distrust and poor reviews are the among the biggest killers of sales. Knowing where a company stands in the eyes of the public will determine when and where to amplify the brand or create a plan of repair.

Increase Sales
Market analysis and its benefits would all be for naught if it didn't directly impact sales and revenue. Smart business planning through market analysis increases sales and sales metrics: shorter sales cycle, increased average engagement/order, higher close rates and a greater rate of repeat sales.

Orogamis Report

Our growth plans focus on the user and are customized to your product, industry, and goals. We look under the hood, take a deep dive into market analysis, and get to know your target personas. This uncovers opportunities and hidden insights.

Create Long Term Growth

Growth tactics are prioritized by impact they have on revenue, doing so makes growth self-funding.

Stakeholder Buy-in

Spearheading directional change has a long list of challenges. Stakeholder buy-in being one of them. The Orogamis Report helps to drive informed conversations and decision making.

> "I feel like I received a master's degree worth of knowledge from working with Orogamis on our strategy."
>
> **Dave Clark**
> Kata Enterprises

OROGAMIS

Orogamis Report

What's Included:

Industry Insights

- Summary
- Market Trends
- Competitor Analysis
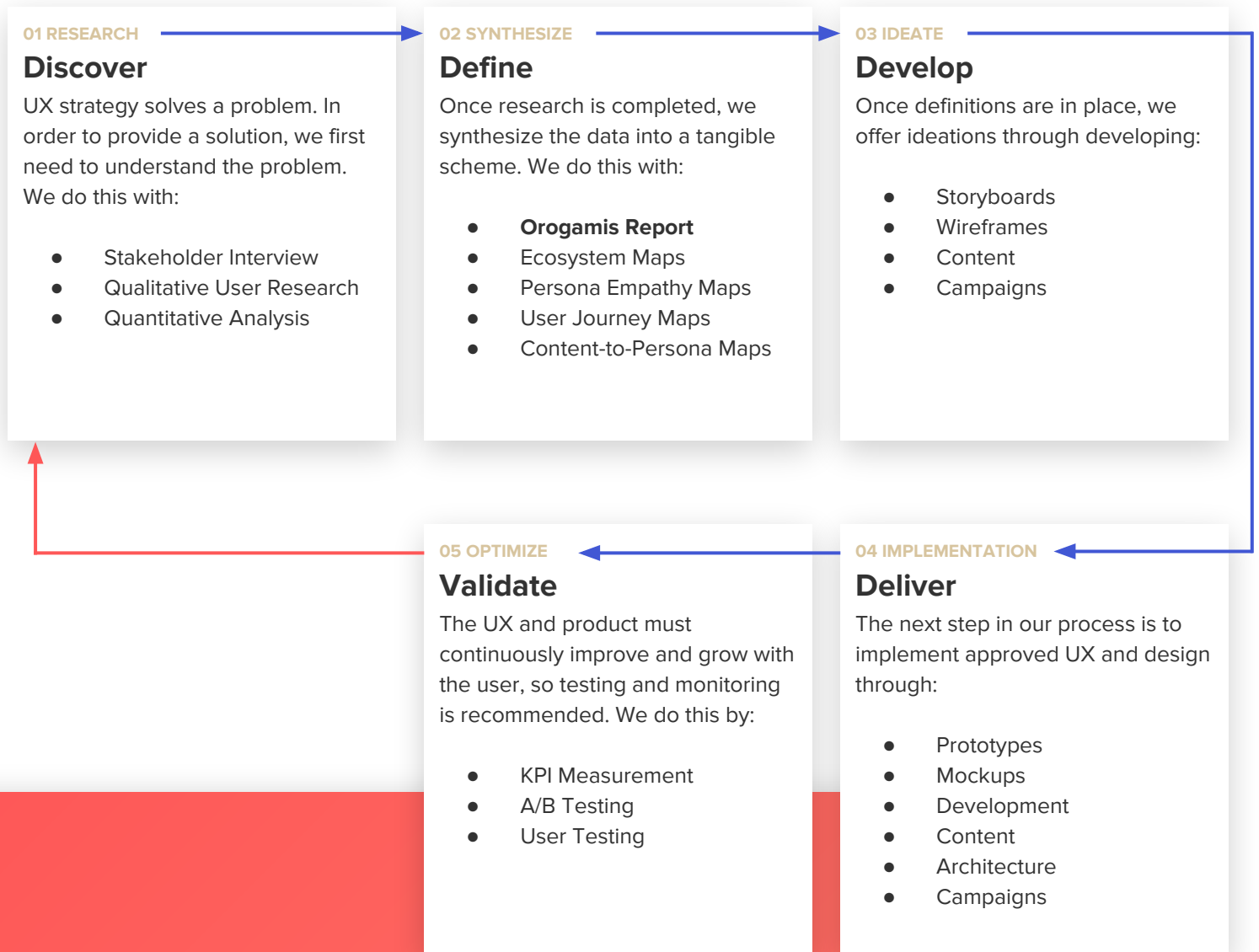 - Grid
  - Channels
  - Channel Budgets

Company Insights

- Historical Data Analysis
- Analytics Audit
- SEO Audit
- UX Audit
- Channel Audit
- Sales Audit
- SWOT

Recommendations and Action Plan

- Foundational Growth Plan
- Insight-driven Growth Plan
- Growth Technology-Stack
- Persona Development
- Customer Journey
- Pricing Analysis
- KPI Definitions

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Agile Process

01 RESEARCH

Discover

UX strategy solves a problem. In order to provide a solution, we first need to understand the problem. We do this with:

- Stakeholder Interview
- Qualitative User Research
- Quantitative Analysis

02 SYNTHESIZE

Define

Once research is completed, we synthesize the data into a tangible scheme. We do this with:

- **Orogamis Report**
- Ecosystem Maps
- Persona Empathy Maps
- User Journey Maps
- Content-to-Persona Maps

03 IDEATE

Develop

Once definitions are in place, we offer ideations through developing:

- Storyboards
- Wireframes
- Content
- Campaigns

05 OPTIMIZE

Validate

The UX and product must continuously improve and grow with the user, so testing and monitoring is recommended. We do this by:

- KPI Measurement
- A/B Testing
- User Testing

04 IMPLEMENTATION

Deliver

The next step in our process is to implement approved UX and design through:

- Prototypes
- Mockups
- Development
- Content
- Architecture
- Campaigns

Who we work with

Partners Say It Best

"Amber and her team have deep expertise in marketing strategy as well as the ability to apply that expertise to make their clients' marketing efforts more effective. Most impressive, though, is Orogamis's ability to transfer knowledge to the client. I feel like I received a master's degree worth of knowledge from working with Orogamis on our strategy!"

Dave Clark
Kata Enterprises

"Orogamis is a lifesaver! They created a lead funnel where no lead funnel existed which turned into our first set of sales. The Orogamis team was patient, flexible and innovative during our startup phase, something a new business venture requires. They always come to the table with ideas and solutions and willing to tailor their approach to fit our changing needs."

Elaina Farnsworth
Mobile Comply

Who we work with

Clients Say It Best

"Orogamis created our website and web marketing strategy and we have been very pleased with services provided. Orogamis has great follow-through with projects as promised and stays focused on our goals which allows us to focus on our business. I would highly recommend Orogamis for your business if you are looking for digital strategy service."

Christina Rosender
Level Multisport

"Orogamis had a consistently positive ROI on our advertising campaigns, and their monthly reports always provided just the right amount of insight and details to keep us informed."

Dr. Jeffrey Morrison MD
Daily Benefit

B2B SaaS

> "Orogamis has an exceptional ability to identify opportunity and create effective inbound campaigns that drive results. Over the past year, Orogamis helped us sort through our internal data and triage marketing activities by impact. They have become a valuable and knowledgeable extension of our team that helped us gain big wins in increased traffic, conversion rate, and lead generation."
>
> **Frank McCathran**, Vice President

Our B2B SaaS client provides mass communication solutions to enterprise and higher education. Specifically, they are a business-to-business SaaS with service catering to high-profile clients across the US and Canada.

Challenge

For the better part of a decade our client had untouchable success in the emergency communications sector, however, emerging competition created a pricing environment that was 'a race to the bottom'. For the first time, this company found themselves in unfamiliar waters and knew that in order to keep their well-deserved market share and to stay in pace with its competition, they would have to align with inbound best practices.

Recently launching an inbound-ready, sales-enabled website on the Hubspot CMS, our client was looking for a partner for growth strategy that would help them build upon their initial inbound efforts. Attracted to our data-driven-decision methodology, they partnered with Orogamis to provide full-stack growth services in order to hit their lead generation and revenue goals.

Together, we set out to complete this B2B SaaS company's metamorphosis to inbound and gain big wins in increased traffic and lead generation.

Solution

As with all partners, we kicked off with our Discovery Phase. Together with our client's team, we collected as much qualitative data as we could: what makes personas tick, the sales process and areas they suspected opportunity. Next, we dove into to quantitative data-sets, performing an Analytics Audit, UX Audit, Channel Audit, and an SEO Audit. Our findings uncovered opportunities involving their funnel, SEO optimization, content and UX strategy, and the Google Ads campaign. Further, we were involved in campaign development and assisted with sales enablement.

- Inbound Marketing
- SEO Audit
- SEO Services
- Content Audit
- Content Development
- Paid Advertising Audit
- Paid Advertising Management
- Conversion Rate Strategy

+185%	+37%	+330%
MONTHLY CONTACTS	ALL TRAFFIC	CONVERSION RATE

Top content = conversion opportunity

Our client had created a highly valuable blog post that generates a very high volume of traffic via organic search. Without disrupting SEO value of the webpage we converted the blog post into a conversion funnel ending in a gated content offer. Over the course of the next twelve months this one content strategy had amazing results:

- **+35% View to Submission Rate**
- **+539 New Contacts**
- **+132% in Page Traffic**

Two is a crowd

Reviewing the website, their were two primary calls to action presented side by side: Schedule a Demo and Speak with an Expert. Virtually splitting users between the two. Upon further inspection, the call to action "Schedule a Demo" garnered a higher click-through-rate and view-to-submission conversion rate. In light of our findings, we eliminated speak to an expert call to action to streamlined the website's call to action and landing page 'Schedule a Demo'.

- **+106% CTA Increase**
- **+100% View to Submission Rate**

Raise in search traffic

The SEO Audit lead to onsite improvements to website speed, site architecture and a revamp of their SEO meta tags. These efforts paired with our content strategy led to a very healthy increase in the highest converting traffic channel, organic search traffic.

- **+78% Increase in Organic Content**
- **+113% Session to Contact Rate**
- **+328 New Contacts**

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Pied Parker

Pied Parker set out to solve parking.
We created an award-winning UX that did just that.

Challenge
Parking is a problem in most large cities
Parking is hard to find, expensive, wastes time, and contributes to traffic and pollution.
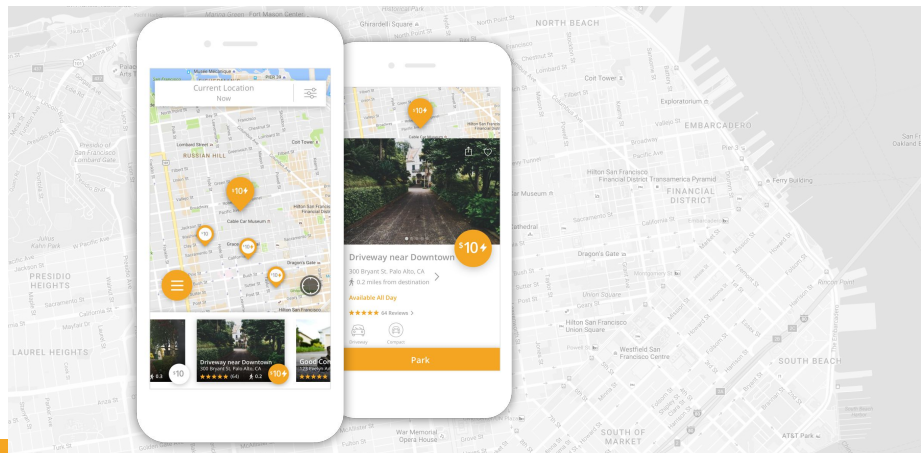
Solution
Parkers + owners = shared benefits
We designed a platform bringing together those who have parking with those that need parking.

Scope
UX Strategy
Interaction Design
Visual Design
Product Development

Find parking faster, cheaper and closer
Simply enter where and when you need parking. Compare, pick, and pay for your desired space all in the app.

List parking and manage easily
Parking owners list their space with photos, description, amenities, availability, and rates. List one space, multiple, or an entire lot!

Get paid for your parking all in the app
The system automatically pays after the completion of a reservation. Earnings are cashed out or used as credits for parking.

2018
GOLD WINNER
MARCOM
AWARDS

15
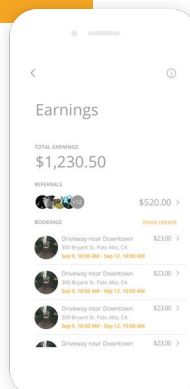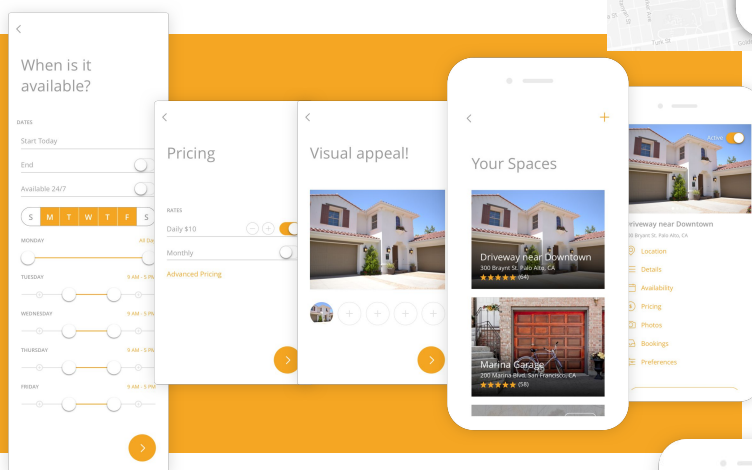
ReadyCycle

ReadyCycle is the physical embodiment of Sambrailo's commitment to reduce single-use plastic world-wide.

Challenge

180° turn for Ag industry

Introduce new sustainable packaging to the resistant agriculture industry with an inclusive dialogue.

**Solution**

Relate and Educate

We created a content forward and sales-ready website that offers something for everyone from a big Ag exec to the concerned consumer.

Scope

Market Analysis
Foundational Growth
UX Strategy

Sales-enabled website

We created a sales-enabled Hubspot-connected website outfitted with a persona-aligned content strategy, and a multi-tier lead funnel.
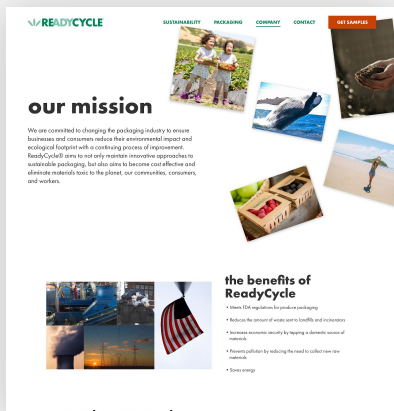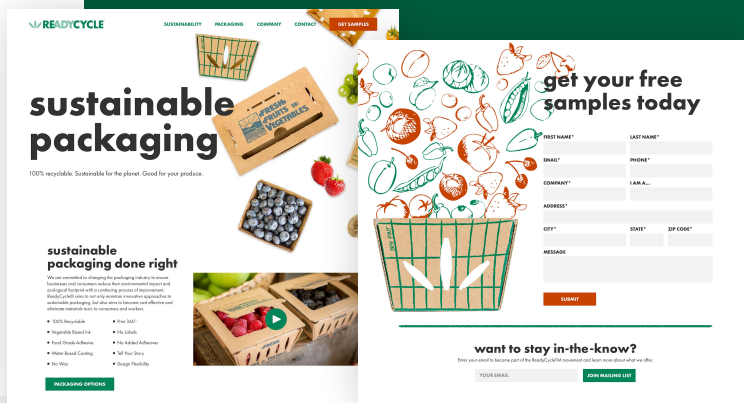
Trust and growth through brand and community

ReadyCycle's social commitment to reducing single-use plastics is communicated throughout the website via the brand voice, sustainability resources, and social opt-ins.

Embracing passion personas

Early on, we understood the power of environmental and sustainable-living influencers. This group's passion for the planet and love for sharing eco-friendly content and products fixed them front and center in both our content strategy and outreach campaigns.

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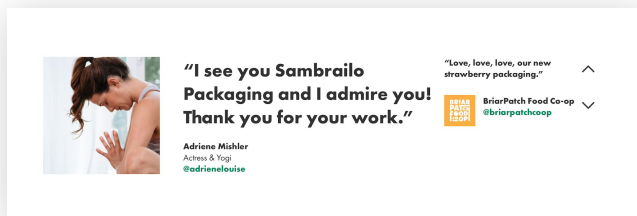
LandOnEarth

A new real estate market place that replaces filters with AI matching.

Challenge
A better way to find real estate
Existing real estate platforms are not keeping pace with UX standards.
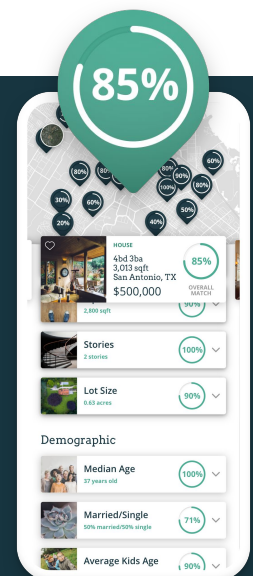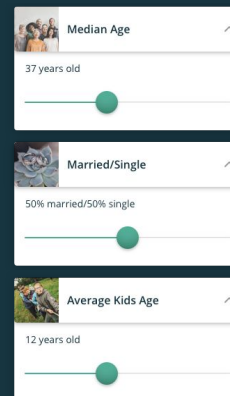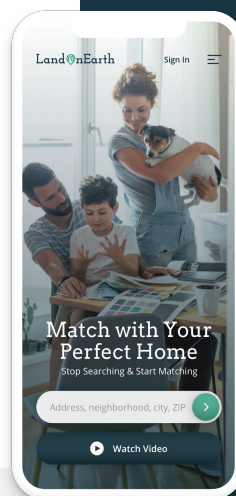
Solution
Put the consumer front and center
We created an experience that learns about the user first then presents property matches according to who they are

Scope
Branding
UX Strategy
Interaction Design
Visual Design

The 100% perfect match
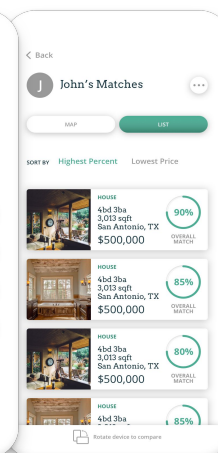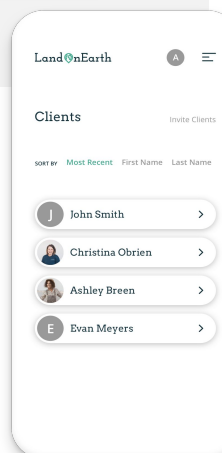Property results are displayed with match percentages based on your profile
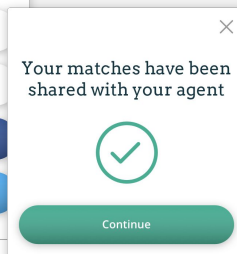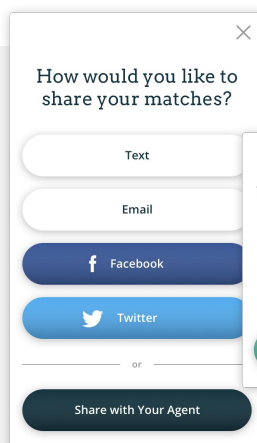
Share your matches
When you find the perfect property you don't want to keep it secret. Share with friends, family, and your real estate agent.

Agents benefits too
Deeper insights of their clients and new leads helps professions sell.

OROGAMIS

www.orogamis.com