



Ridge Marketing is a full service marketing agency located in Basking Ridge, NJ. Since our inception, we've helped more than 100 companies, from startups to Fortune 500s, build their brands and grow their customer bases.

Team

When you engage with Ridge Marketing, you won't get a "B" team or a junior resource. Our core team of digital marketing, SEO and design professionals has an average of 15 years of professional communications experience gained at agencies and top corporations.

Offerings

Interactive

- Web Design & Development
- Search Engine Marketing
- Animated Demos and Videos
- Email Marketing

Branding and Design

- Logo Development
- Corporate Identity
- Advertising
- Print Collateral

Advertising & PR

- Press Releases & Pitching
- Event Management
- Messaging and Copy Writing

Approach

It's our mission to make you look good. We strive to turn marketing managers into superheroes and make companies irresistible to their prospects.

Ridge Marketing treats all clients, large and small, like long-term partners. The following pages touch on some of the results we've been able to achieve for clients across various industries.

Reach out to us

We'd be delighted to learn about your organization, discuss your goals and brainstorm the possibilities.

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To see our recent work, please visit us at www.ridgemarketing.com



Client Space:
Cosmetics Manufacturing

Problem

TaikiUSA, the North American division of a Japanese cosmetics brush, sponge and applicator supplier, hired Ridge Marketing to be its agency of record. The company had recently scaled back on its presence at cosmetics industry trade shows, as attendance at the shows declined, costs rose, and ROI decreased. The company was also looking to better align its global brands and to improve customer reach via digital marketing.

Solution

Ridge Marketing devised and implemented a yearly inbound marketing campaign calendar centered around emails, blog articles, social media and video content. That content drove prospects to action-oriented landing pages on the TaikiUSA website. Taiki was recast as the “application experts” and materials were designed to be useful and informative to buyers at cosmetics companies. Ridge Marketing shot new product photography to give products a high-end feel.

Ridge Marketing also updated the company’s branding, giving campaigns a softer, more approachable look and feel that would appeal to the beauty industry, and is currently leading an effort to bring consistency to all of Taiki’s global businesses.

Results

When Ridge Marketing began creating and optimizing new content focused around application tips on a regular basis, blog traffic increased by 25% and visits to contact pages grew 109% year over year.

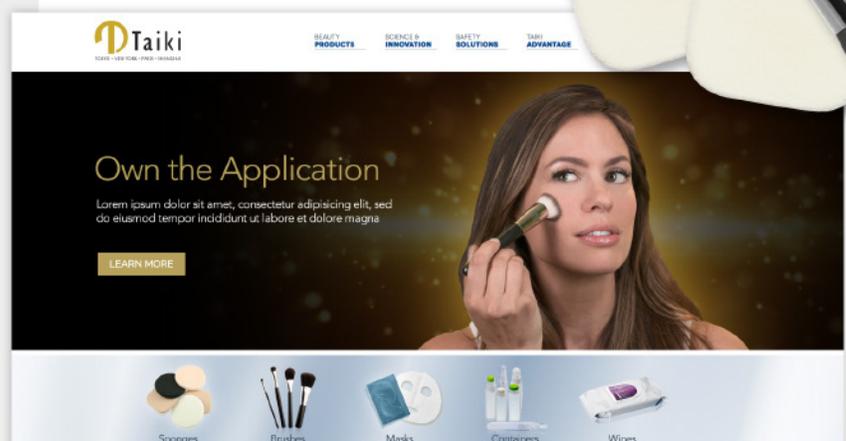
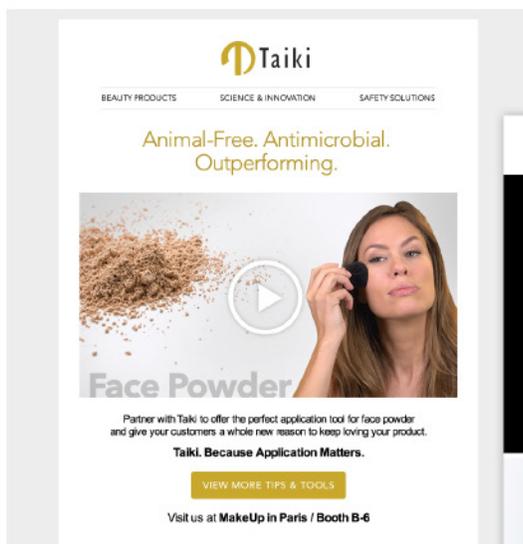
“Ridge helped pull Taiki together into one consistent brand image, which was so successful that the brand image is now being rolled out to all of the other divisions of the company.”

- Jim Perry
President & CEO, TaikiUSA

Website year-over-year increases:

Overall traffic	⬆️ 90.54%
Unique visitors	⬆️ 106.27%
Page views	⬆️ 57.43%
Mobile users	⬆️ 73.53%

72.9%
increase in **goal completion**
(sample requests, contacts)





Client Space:
Business Valuation and Tax Advisory

Problem

MPI, a NY/NJ-based business valuation firm, engaged Ridge Marketing in late 2014 to update the firm's image and to raise its profile. Founded in 1939, with its last marketing refresh occurring in the '90s, MPI's look and feel had become dated. Little was being done to leverage the valuable thought leadership pieces that the firm regularly publishes. And the firm's website and email marketing no longer reflected the way the firm does business today.

Solution

Ridge Marketing guided MPI through a messaging exercise to identify the firm's audiences, their needs, and the differentiated ways the firm meets those needs. Core messages and campaign headlines were derived from these sessions. The MPI brand was entirely reimagined, with a new logo, more powerful design palette, and all new print collateral. Document templates and style guidelines were created so that new deliverables produced internally and externally would be consistently on-brand.

The cornerstone of the brand refresh is the firm's new website, MPIval.com, which features custom photography, more intuitive navigation and expanded blog, news and resources pages. Keyword research and on-page optimization were performed to improve MPI's placement in targeted searches.

Results

In addition to positive feedback and recognition received at industry events, MPI has enjoyed enhanced engagement through their website (illustrated on right).

“ We hired Ridge because we knew we needed a significant improvement in our marketing and that we couldn't accomplish this internally. Within six months of commencing work, Ridge achieved our objectives and meaningfully raised the profile of our firm. ”

- Todd G. Povlich, ASA, Partner

Website year-over-year increases:

Overall traffic	⬆️ 164.15%
Unique visitors	⬆️ 82.91%
Page views	⬆️ 87.48%
Mobile users	⬆️ 295.06%

38X more downloads and email signups after redesign





Client Space:
Skin Care and Bath Products

Problem

exederm, a company offering ultra sensitive skin care and bath products formulated for sufferers of eczema, was hoping to rebrand its website to project a more consumer-friendly, reassuring feel. The website also needed to be easier to navigate and make information that appeals to both moms and doctors readily available. In addition, the site had to signal to the major retailers carrying or considering carrying the product line such as CVS, Walgreens, Target and Amazon, that exederm was a strong brand.

Solution

Ridge Marketing redesigned exederm.com and rebuilt it on their existing Yahoo! store backend. (Ridge Marketing is currently investigating alternative ecommerce platforms for exederm.)

The redesigned website is easier to navigate and projects a more nurturing image with photography and content representing key target demographics: moms, babies, children and doctors. The coupon experience was redesigned, making coupons easier to find, download and use, driving more traffic to stores.

Results

exederm's redesigned site launched on January 15, 2014. The response to the new look and feel from retailers was overwhelmingly positive, and Walmart soon agreed to carry exederm in its stores. Web shoppers also showed their appreciation. Within the first month, traffic to the site increased by 32% and online sales rose 40% and have remained steady since.

“ Our redesigned website improved online sales steadily by 40% and made it easier for me to pitch shelf space at brick and mortar retailers. ”

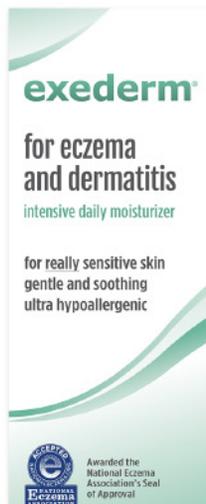
- John Gardiner
CEO, exederm

Website year-over-year increases:

Overall traffic	⬆️ 32%
Unique visitors	⬆️ 31%
Page views	⬆️ 64%

40% increase in **online sales**

292% increase in **coupon downloads**





Client Space:
Environmental Consulting

Problem

Environmental consulting firm JM Sorge was looking to raise its profile to capitalize on increased demand caused by changes in environmental regulations. The firm's website was stagnant and not being monitored for visits, and the firm's only outreach was through print advertising that produced few trackable results. JM Sorge tasked Ridge Marketing with increasing the firm's exposure while requiring minimal time from the firm's busy staff.

Solution

In the first phase of the project, Ridge Marketing performed keyword and competitor research to determine the best approach, redesigned the website to be more informative and appealing and optimized the website's on-page factors to attract the major search engines.

Phase two focused on increasing website traffic. Ridge Marketing developed an environmental blog, drafted an editorial calendar, and developed a Google Adwords campaign. The team also produced keyword-rich press releases on timely environmental topics and distributed them on online news wires.

The third phase kept JM Sorge top-of-mind with banner advertising and an informative email newsletter campaign, leveraging blog content to minimize JM Sorge staff involvement.

Results

JM Sorge's website and blog statistics reveal that, not only is there considerably more traffic coming to the website, the traffic is more qualified. In addition, rankings for key search terms have increased. The top five keywords have achieved first page ranking in search results for Google, Yahoo and Bing, with "environmental consulting NJ" achieving the top spot.

Website year-over-year increases:

Overall traffic	📈 195.3%
Unique visitors	📈 243.3%
Page views	📈 128.3%
Keyword visibility	📈 48.6%

59% of visitors are finding the site **through search**

195.3% increase in **website traffic** after redesign

30+% average email **open rate**

