



Hawke Media Capabilities Deck

Your Outsourced CMO

Hawke was founded on the idea that every modern business needs a CMO-level expert to lead digital marketing efforts. We customize data-driven, performance-focused solutions to help launch, scale, and invigorate businesses of all sizes, industries, and revenue models.

We're shifting the agency paradigm by putting client success ahead of our own. Our comprehensive à la carte menu of services and month-to-month contracts mean you get only what you need, when you need it.

We're the fastest growing marketing consultancy in the USA.

01

Hawke Media is a full-service digital marketing consultancy based in Los Angeles, CA with offices in NYC.

03

In 5 years, Hawke Media has grown from 7 to more than 175 employees, and has worked with over 1,800 companies.

02

We can take over your entire marketing strategy and execution, or just fill a few holes through our a la carte service model.

04

We offer our services month-to-month without long-term contracts.

Our Services

Unparalleled Insights

We've worked with clients of all sizes across all major industries, managing over \$100M+ in annual ad spend. You won't get that kind of experience hiring in-house.

Top Talent

As one of Glassdoor's "Best Places to Work," we've developed an unparalleled culture that allows us to attract and retain the best of the best.

Data-Driven Approach

We use analysis, testing and optimization to drive results across all marketing channels. Hawke uses a cutting-edge platform, Yaguara, providing unique access and insight into your digital marketing performance pulling from real-time data.

Transparency

With weekly check-in calls and 24/7 access to a fully integrated project and data management platform, you can see exactly what your team is working on at every point in the process.

Month-To-Month Contracts

Nothing lasts forever. With the flexibility to add or remove channels on a monthly basis, you're never locked into longterm contracts or services you don't need.

A-La-Carte Services

Your business is unique — your marketing should be too. Our comprehensive selection of services across all digital marketing channels allows us to tailor a custom solution to fit your needs.

You're in Good Company

We've taken some impressive companies under our wing. From soaring startups to heavy hitters, we're proud to work with businesses both down the block and across the globe.

BRANDABLE



HIGH TIMES

OUR TOP PARTNERS

Welcome To The Nest



KLAVIYO
PLATINUM PARTNER

*shopify*plus

CLEARBANC

 gorgias

Google



VENDO*

Justuno

∩drip

braze
FORMERLY APPBOY

mediakix facebook

Our Promises

We're marketing maven...

We customize data-driven, performance-focused solutions for businesses of all sizes, industries and revenue models.

We're growth gurus...

Our strategic guidance will help launch, scale or invigorate your business.

We got the goods...

Our à la carte menu of services means you can activate the channels you need, when you need them.

We're NOT CLINGY...

With month-to-month contracts, you're not locked in long-term (but we think you'll want to keep us around for a while).

We're SMART...

We've developed a wealth of insight from working with over 600 companies and managing over \$100M in annual ad spend.

We're LOYAL...

We link our success to yours by incentivizing our operations teams with a commission structure based on client growth and retention.

AWARDS

Awards We've Won

DOTTCOMM

4

INTERNATIONAL BUSINESS (STEVIES)

3

INC. 5000

2

LOS ANGELES BUSINESS JOURNAL

1

AND MANY MORE...

ABOUT HAWKE MEDIA

Our Capabilities

STRATEGY, CMO CONSULTANCY

BRANDING & CREATIVE

WEB DESIGN

CONTENT & SOCIAL (WRITTEN CONTENT PRODUCTION, SEO, SOCIAL MEDIA MANAGEMENT & INFLUENCER MARKETING)

MEDIA BUYING (PAID SOCIAL, PAID SEARCH & AMAZON)

AFFILIATE MARKETING

AMAZON

EMAIL & SMS

PHOTO / VIDEO

Strategy

The full-service CMO leadership you've always wanted.

We start by building a digital playbook around what makes your business unique, helping you to leverage strengths and make greater impact within industry specific markets.

nielsen
.....

quantcast®
 Google Analytics

 SimilarWeb

STRATEGY FEATURED CLIENT: GOOD HYUMAN

“Hawke is a pleasure to work with, and they have provided us with a team of intelligent people who get it. They’re our one-stop shop for e-commerce marketing strategies!”

— Brett Novek
Founder | **Good hYOUman**

Branding

The creative eye to develop and define your visual identity.

Combining creative insight and deft design, we develop a visual aesthetic to truly distinguish your brand and make it resonate with target markets.

*shopify*plus

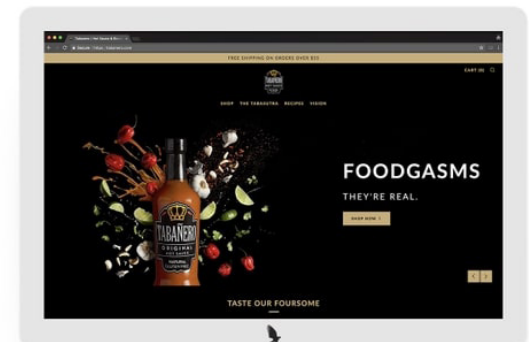
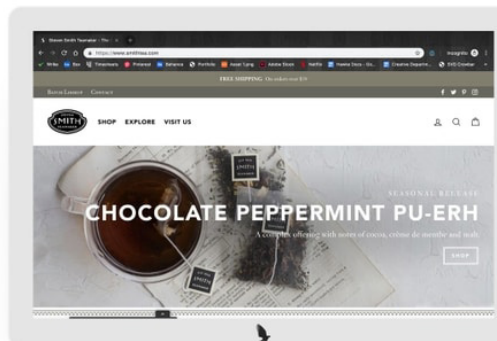
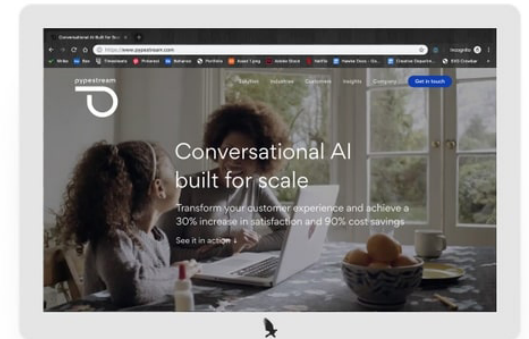
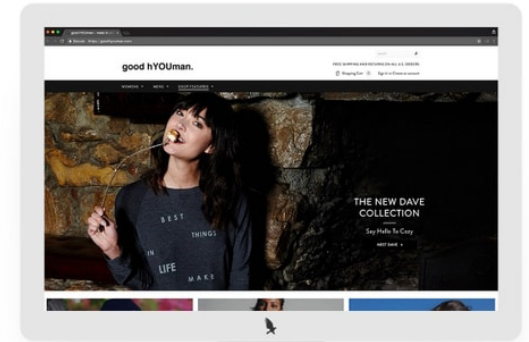
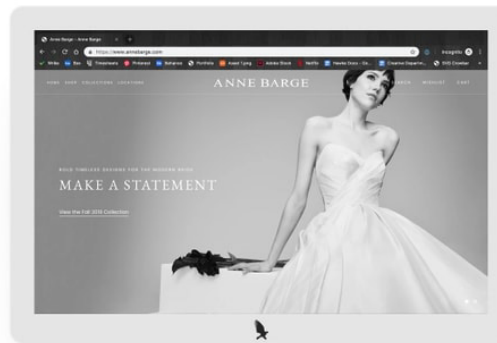


WEB DESIGN

Web Design

The online backbone to cement your brand and convert consumers.

Using UX focused frameworks and front-end aesthetic development, we create an online journey to turn your prospects into conversions and those converted into advocates.



WEB DESIGN FEATURED CLIENT: SUPER LEAGUE GAMING

“Hawke’s web team was able to **quickly turn around** a landing page that met the company’s standards and got us thinking more strategically about our user experience. **Hawke understood our value proposition** to our current and future community.”

— John Pingol
Digital Strategy | **Super League Gaming**

CONTENT

Written Content Production

The focused voice of your brand, tempered and optimized for impact.

Providing customized written content and organic social curation, we leverage SEO insights to grow your audiences through online engagement and thought leadership.

8 Cbd Mocktail Recipes
To Make This Weekend

**#1 on
Google**

Hemp Oil Vs. Cbd Oil:
What You Should Know

**#1 on
Google**

Natural Stress Relief With
Cbd And Adaptogens

**#2 on
Google**

HAWKE MEDIA X PAPA & BARKLEY

CONTENT

SEO

Don't go unnoticed.

Now more than ever, it's imperative to optimize your site for search. Based on an intensive site-wide analysis, our SEO specialists recommend the best course of action to make your site easy to find in relevant searches.



BRIGHTEDGE

CONTENT

Influencer

Sharing is caring.

Third-party validation goes a long way in growing customer trust. We tap into our network of influencers to find the best advocates for your brand. They'll get your product or service onto millions of screens across nearly every social and publishing platform. Just remember us when you're sitting at the cool kids' table.

CAA

TR

tagger

WASSERMAN

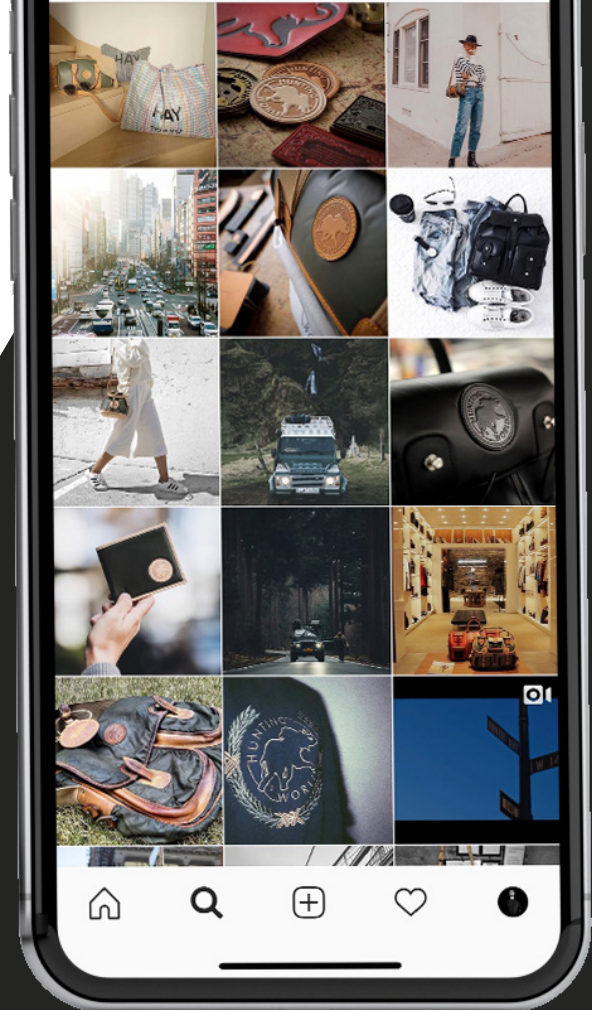
dba

CONTENT

Social Management

Own the conversation.

Our social media experts craft highly targeted, organic social media posts in your brand voice to grow your customer community across all major social platforms. We also manage your social channels, messaging, and respond to your followers to keep them fully engaged.



SOCIAL MEDIA MANAGEMENT FEATURED CLIENT: CHOMPS SNACK STICKS

“Hawke’s innovative methodology keeps us on the cutting edge of digital marketing. While maintaining a positive ROI is always the goal, we value Hawke most for their ability to act, measure, and iterate with incremental changes week by week to accomplish our goals.”

— Ryan Pullano
Director of Digital Marketing | Chomps Snack Sticks

MEDIA BUYING

Media Buying (Paid Social)



**The digital finger on your market's pulse,
touching consumers directly.**

We develop data-driven social campaigns
to target your consumers' ideal touch points,
ensuring the right people are always met with
the right message.


 **Inboard**
Sponsored · 

Explore The City With The World's Most Innovative Electric Skateboard.



 **Fraser Sterling Jewelry**
Sponsored · 

NEW! The ultimate vacation vibes (margarita not included).



The Summer '17 Collection: Tropicana
Free shipping on orders \$100+
WWW.FRASIERSTERLING.COM [Shop Now](#)

1 Like

Media Buying (Paid Search)

Our experts can conduct a thorough evaluation of your past and current paid search efforts, providing recommendations for more efficient future execution.



Easy-care plants for
beginners, delivered
to your door.

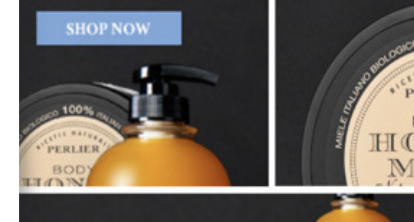
SHOP NOW



PERLIER Buy 2 Get 1
Our Entire Bath & Body C

PERLIER
Key Starter Bundle
\$65 Value for \$39.99

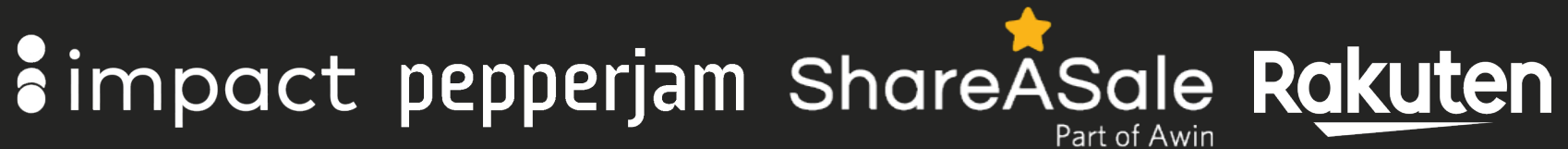
SHOP NOW



Affiliate

Affiliate marketing presents an opportunity for your consumer brand to establish reliable, long-term revenue streams on a performance basis.

We develop an Affiliate Marketing strategy, set up and manage your program. We work with your team to find the publishers that align with your brand and leverage our strong relationships to negotiate the best terms.



AFFILIATE FEATURED CLIENT: RACHEL ZOE INC.

“There is never a clear path to how consumers find and purchase a product online. Implementing an affiliate program was a no brainer and helped us reach a broader audience to increase our online sales and overall awareness. **Big thanks to the Hawke Media team!**”

— Roger Berman
President | **Rachel Zoe Inc.**

Amazon

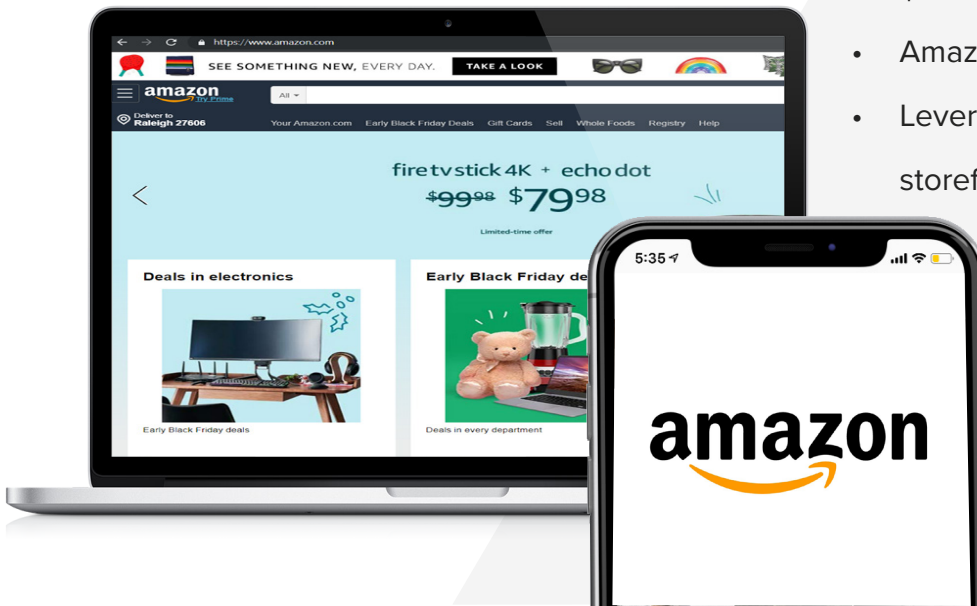
Affiliate marketing helps your consumer brand establish reliable, long-term revenue streams, and allows us to flexibly manage it from A to Z (including SEO, Review Strategy, Advertising, and Account Management).

We work to ensure your brand is positioned for success on Amazon, providing the navigation needed for proper indexing and optimization.



Amazon Is The Biggest Billboard In The World

- \$280.5B sales in 2019 (47% of all E-Commerce Sales)
- Amazon.com gets 206m unique visitors per month
- Leverage your Sponsored Brand Campaigns, A+ Content and storefront to promote your brand to new customers



Email & SMS

The strong arm of your outreach, re-engaging and pushing revenue.

Creating a consumer lifecycle game plan based on your brand and audiences, we drive massive revenue through comprehensive growth and re-targeting strategies.



KLAVIYO

PLATINUM PARTNER



OCTANE AI



mailchimp

EMAIL & SMS FEATURED CLIENT: EMOTIVA

“We’ve worked with other agencies before, but when it came to relaunching our website and executing new opportunities. Hawke was the perfect partner and truly lived up to their “Outsourced CMO” slogan. The account managers are extensions of our team, and we’re so happy to be working with them.”

— Jessica Laufman | Emotiva

PHOTO / VIDEO

Photo & Video

The curated personality of your brand, capturing attention and interest.

Combining branded lifestyle and in-studio photography with GIF/video content, we highlight your brand identity through engagement driving imagery.



PHOTO / VIDEO FEATURED CLIENT: ANSER

“Hawke takes the work out of the creative production process and allows us to focus on other priorities while maintaining confidence the logistics are taken care of.”

— Courtney McHugh
Brand Executive | Anser



HAWKE MEDIA

Fly With Us

Your Outsourced CMO

2231 S Barrington Ave, Los Angeles, CA 90064