



Groundworks Companies PR,
Content Strategy & Outreach
Capability Deck

Groundworks®



Foundation Digital

Foundation Digital is a boutique digital agency that helps companies develop and execute data-driven earned media & marketing strategies designed to increase market share, targeted traffic and overall brand awareness.

Core Focus:

- Search Engine Optimization
- Content Strategy & PR
- TV & Media Relations
- Link Building
- Blogging
- Influencer Engagement
- Social Media Support
- Audits
- WordPress Development



Foundation Digital Clients



Rakuten



ABSOLUT.



iContact



Groundworks



ESPN



savings.com



OGLE SCHOOL
HAIR • SKIN • NAILS



Ooma





Groundwork's Core Foundation Digital Team



Greg Boser
President,
Partner



Loren Baker
VP of Business
Development,
Partner



Dax Herrera
VP of
Technology,
Partner



Jill Schmidt
PR Partner
(6 years)



Jo Watt
Head of Content
Production
(7 years)



Rebeca Viana
Content
Project Manager
(2 years)



**Brandon
Kazimer**
Account
Supervisor
(6 years)



Jime Garnier
Outreach
Manager
(2 years)



**Cheyenne
DeBorde**
Lead Writer
(4 years)



Steph Guinan
Data &
Infographic
Writer (5 years)



Loren Baker, Founder of Search Engine Journal

In addition to Foundation Digital, Loren is also the Founder and active leader at Search Engine Journal, the leading Search Marketing publication.

For 17 years, Loren has applied his learnings from SEJ to the content marketing strategies of his clients.

This hands on approach and connections with content leaders throughout the industry gives FD an advantage over other SEO and content agencies.

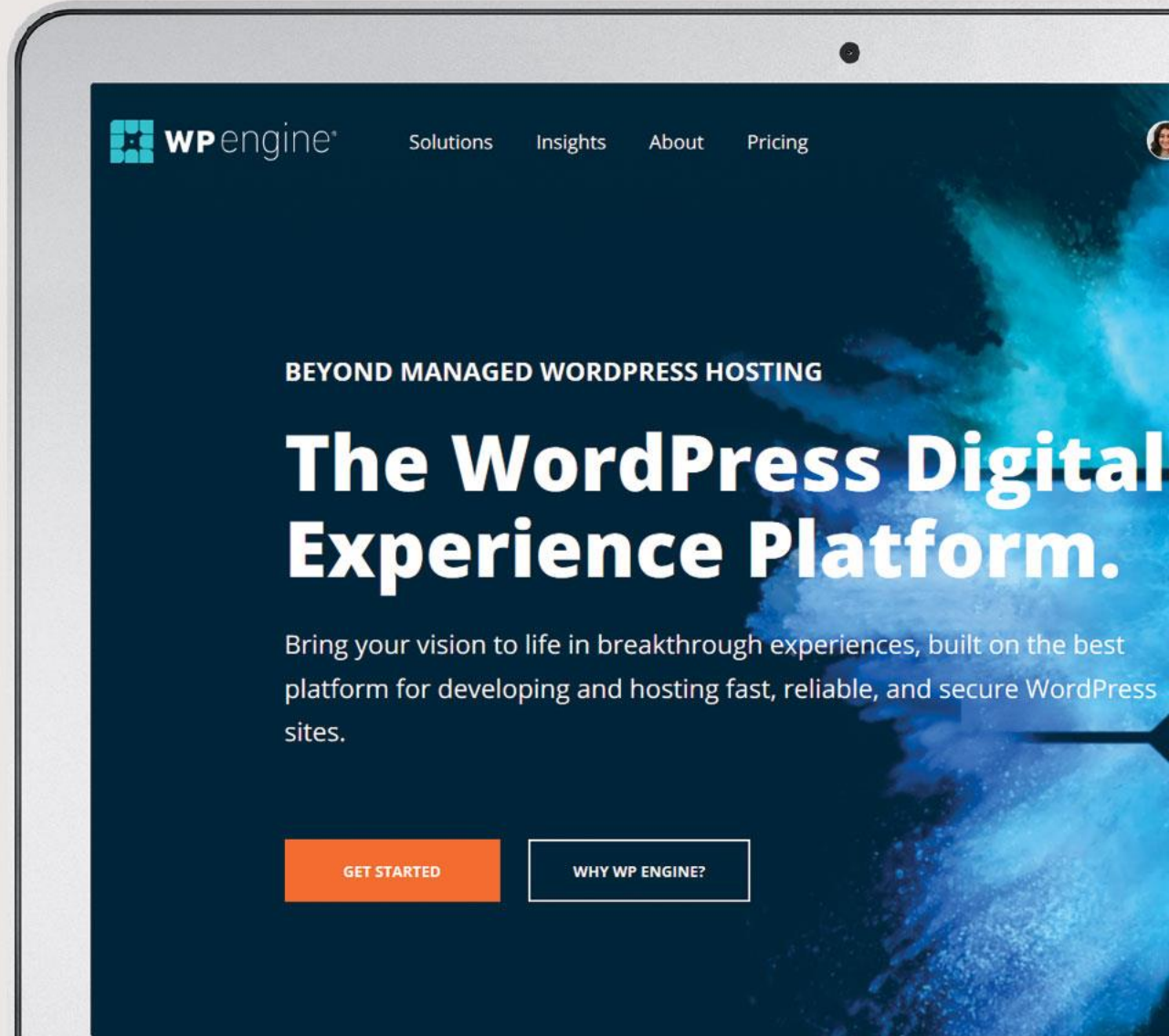




Industry Pioneers & Leaders

In addition to writing on SEJ; Foundation Digital's founders, Greg Boser & Loren Baker, speak at multiple SEO and Content Marketing Industry Events & Virtual Events including events held by

- CopyBlogger
- WP Engine
- WordPress
- Moz
- SEMRush
- Pubcon
- Advanced Search Summit
- Traffic & Conversion Summit
- and of course, Search Engine Journal eSummit.



Partnership Builders



realtor.com®



Forbes



purple



REWW
REAL ESTATE WORLDWIDE

In addition to the advantage in SEO which Foundation brings by staying a step ahead of the industry, we also bring the ability to form strong relationships & partnerships in managers of the content space.

For Groundworks, we've begun this with Forbes and Realtor.com and will explore more local, house & home, real estate and other non-competitive relationships.

Many of our clients know each other and/or work together on projects (if it makes sense).



Award Winning Content Marketing

US
SEARCH
AWARDS
2017

PR News'
**Social Media
Awards**
The best of the best across platforms


PR Daily's
**CONTENT MARKETING
Awards**
2015

WINNER

Infographics

 **THE DRUM**
**SEARCH
AWARDS
USA**

Foundation Digital

Media & PR Capabilities

Work in both traditional and online PR, merging the worlds of television, radio, print and digital into one cohesive targeted campaign.



Business Challenge

Many, many individual websites through the various acquisitions by GroundWorks aren't benefiting Groundworks.com's national aspirations.

Little search footprint exists currently under the Groundworks brand.

Foundation Digital has a big head start.

Objectives



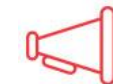
Specialists in working with Home Services & Real Estate



Based in Los Angeles and Chicago with media office in NYC



Former reporters on staff which serve as expert industry writing resources for the media team



Media team's contacts are extensive in the United States and Internationally



Foundation Digital

Sub header will be here

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