

Catalyst Online Company Overview

Catalyst Online leverages the power of search engine marketing to help clients capture and connect to consumers when they are seeking relevant solutions, products and information.

Introduction



Located in Boston, New York, Chicago, St. Louis, and Seattle, Catalyst Online, a WPP & GroupM company, is a leading online marketing agency with over 13 years of experience leveraging search engine marketing for brand visibility and consumer acquisition.

Over this timeframe Catalyst Online has partnered with some of the world's top companies and many Fortune 500-1000 corporations

Our clients include small, mid-size and multi-national organizations in the consumer package goods, automobile, B2B, retail, entertainment, software, technology, travel, hospitality, healthcare and pharmaceutical industries.

Search Marketing Services

- Organic Search
- Content Strategy
- Online Reputation Management
- Online Market Analysis
- Spanish Search Marketing
- Digital Asset Optimization
- e-Retail Optimization
- Paid Search
- Facebook Advertising
- Shopping Feed Optimization
- Display Advertising
- Mobile Search
- Local Search
- Global Search



Why Catalyst Online?

People: Technology is important, but you also need smart, creative, experienced, customer service-oriented people who are truly invested in seeing that your campaigns succeed. Many of our team members have years of experience in media, so we understand the challenges you face and what it takes to build a highly effective, efficient and scalable campaign.

Strategy and Planning: Catalyst Online understands that digital marketing is not just plug-and-play, and that it takes innovative strategies and customized planning in order to thrive in a competitive environment. We will assign dedicated strategy and planning experts to help develop and execute a customized approach to exceed your business goals.

Innovation: As search engine marketing evolves so must your tactical approach. Catalyst Online has dedicated teams to innovation, industry trends and market research which our clients benefit by staying ahead of competition.

Technology: Having the right tools for the job can make a world a difference, Catalyst Online uses a robust mix of proprietary and third party platforms to assist, automate and provide transparent data for our clients.

Campaign Integration: Search Engine Marketing is more than keyword research, click through rates and optimization; it is about leveraging information, relationships and other marketing channels to maximize the performance of your campaigns. That is why it is so important to partner with the right agency who has the experience and the ability to capitalize on the integration of traditional advertising and online marketing.