SSJ No Limit Innovation’s Need For Investors SSJ

Posted on October 17, 2023

View this essay online:
https://academic-master.com/ssj-no-limit-innovations-need-for-investors-ssj/

No Limit Innovations is a brand-new company emerging out of Southern California. Our primary objective is to aid in the fight against cancer by finding a non-chemical treatment that cures our patients. We at SSJ No Limit Innovations have struggled to attract investors who believe in our business model as a start-up. After discussing many different ideas on how to improve this, we have settled on the idea of finding investors through the utilization of marketing agencies that can help broaden our reach to the right people in the healthcare system.

We intend to collaborate with one of three companies: Good Apple, Excel Digital Marketing, or Cardinal Digital Marketing. In our research on these marketing companies, we hope to create a relationship with the one that can help us reach the most cancer patients for clinical trials, as well as healthcare professionals who are interested in investing in our product in this field. Our business unit leaders will focus on target markets and specific profit and loss concerns.

In conclusion, SSJ No Limit Innovations needs a marketing company to help us achieve our goals in the healthcare system.

This includes successfully reaching new investors and cancer patients for clinical trials and ensuring the success of SSJ No Limit Innovations’ cancer treatment in the United States, Europe, and Mexico.

Comparison between the Three Companies

To pick the best match for SSJ No Limits in regard to digital marketing solutions, a thorough comparison of the three companies must be conducted.

Good Apple

Good Apple is an innovation leader in the industry. It was founded in 2008, and the company has established a family-friendly environment at the workplace, delivering through its motto of being a small agency with big results. The close-knit environment lets employees and their canines work together and greet everyone with a smile, “A company full of humans and their canine companions” (Good Apple).

Advantages

This marketing company is known for driving campaign efficiency, and you are always greeted with passion. “An independent agency is known for improving partner efficiencies on average 30% while making their lives easier” (Good Apple). Its seamless strategy solution design has often exceeded expectations, and it aggressively optimizes a campaign to fit a company’s needs while at the same time keeping you informed as often as requested. “Good Apple has over $100M in annual revenue and a triple-digit year-over-year growth rate since its inception. Good Apple has delivered results for many customers” (*Good Apple Careers*).

Some of those customers are Starbucks, Shire Pharmaceuticals, and startup companies such as Zola and Bonobos. It has been ranked among the Top 100 places to work in New City for five straight years, beginning in 2015. It is known for effectively expanding awareness of your brand and increasing traffic to the company’s website. Its award-winning marketing strategy is personalized to the company’s needs, and it is also cost-effective.

Disadvantages

A reason that may discourage people from seeking Good Apple to do marketing business is that it only has three locations for walk-in clients. Its corporate headquarters is in New York, and its offices are in Las Vegas and Chicago. While this limits the number of people who can reach it in person, it purposely chose these states because they represent the heart of the United States to Good Apple. Another disadvantage is that employees work long hours due to rapid growth, and management is not able to hire new staff quickly enough. This may cause issues with getting projects done correctly and promptly. Moreover, training also needs to be stronger and structurally sound.

Excel Digital

Excel Digital Marketing is an Atlanta-based digital marketing company that has been successfully operating for more than 10 years. Excel Digital Marketing specializes in driving traffic, leads, and sales to clients’ businesses through the use of Search Engine Optimization, Pay-Per-Click campaigns, and content marketing.

Advantages

Excel Digital Marketing uses an array of technologies to benefit its clients, including brand awareness, increased leads, a major drive in online traffic, and time efficiency. A major feature that Excel Digital Marketing offers is the utilization of an array of online resources to attract potential clients from untapped markets. These resources include:

- Video Marketing
- Social Media
- Content Marketing
- Search Engine Optimization

Disadvantages

Excel Digital Marketing has more advantages than disadvantages. The main disadvantage of using Excel Digital Marketing is that it does not offer Google Ads support, and its prices are a bit high for SSJ No Limit Innovation's current budget.

Cardinal Digital Marketing

Cardinal Digital is a well-established online marketing platform that helps accelerate the growth of local businesses across the US, Singapore, and other countries in Asia. It has been doing very well in recent years with exceptional performance. The company mainly focuses on driving sustainable digital growth for clients through design, marketing, and technology.

Advantages

Cardinal Digital Marketing will effectively market the business since it is among the top e-commerce companies doing exceptionally well. Cardinal Digital is a consultancy firm that has empowered many local businesses across the US and Singapore. The company has well-set strategies and advanced experts who help businesses achieve their goals. Cardinal Digital Marketing has a team of highly experienced digital marketing experts who can bring investors to the company. The team is committed to its work and strives to deliver at all costs. When dealing with a start-up or launching a new business, it is good to deal with an agency with dedicated partners who are not prone to errors. This would guarantee the success of the business. Cardinal Digital Marketing is well known for having experts from different places who can offer quality consultancy and ensure the growth of the business (Cherenkov et al.).

The company also leverages best-in-class marketing technology. The company guarantees access to the latest tools and technologies, which helps in digital marketing and the best practices that ensure successful marketing and SEO initiatives. The company has access to top-tier partnerships since it manages the highest media for clients (Angel).

Disadvantages

Despite having competitive advantages, the company has several shortcomings that hinder some of its operations in digital marketing. The company is only limited to specific locations; hence, not everyone in the world can access its services. It operates mainly in Asia, the US, and other regions; this limits the different experiences from other regions like Arab countries and African countries. It has more paid ads to offer, which do not always guarantee a return. The company is more expensive for clients and may drain new businesses financially. The cost of its services can be a problem for an institution that is not economically stable. This has made some clients reluctant to use the platform in recent years. Its ratings have been reduced recently due to these two significant issues that have impacted its operation in digital marketing across the globe.

The number of prominent clients shows not only the number of success stories of each company but also the portfolio that showcases the clients of different industries. Having clients from different industries shows the capability of the marketing agency, as adapting to different niches can be a very difficult task. Cardinal Digital Marketing may have more success stories; however, its portfolio is not versatile. Excel Marketing has fewer prominent clients, but they come from different industries. Interestingly, the most versatile portfolio belongs to Good Apple, as it has an extensive portfolio of clients from different industries.

The focus of Cardinal Digital Marketing is on optimizing the business through Search Engine Optimization (SEO) and carrying out extensive ad campaigns to turn people into leads. Leads are the people that can turn into potential customers; however, this strategy may not be successful all the time, and to successfully secure the desired number of leads, the ad campaigns may have to run for an indefinite amount of time. This can be extremely expensive and can potentially drain the smaller businesses. Excel Marketing focuses on the outlook of the business by providing creative solutions like logo design, website design, etc. This can be helpful as a clean and professional look can allow the business to gain the trust of its clients; however, this is not enough in all cases. Only Good Apple provides complete marketing solutions that take care of all the processes of digital marketing, which include analyzing the business, developing an effective marketing strategy, developing actionable marketing solutions, presenting a feasible budget, creating a timeline, etc. These in-depth solutions guarantee successful marketing as planning and research are done ahead of time, which allows for adapting if a problem arises.

The Best Company

In light of this comparison, it is quite clear that the best choice for SSJ No Limits is Good Apple, as not only does this company have a versatile portfolio, but it also provides complete marketing solutions. Good Apple may not be a big company, but its clientele proves that the company is competent and can bring client marketing solutions that are tailored to their needs. SSJ No Limits is a budding

company with unstable financial prospects, so even though working with a big company may be tempting, it should keep in mind that it will not be feasible, so it should opt for Good Apple as it develops a marketing strategy according to the client's budget. So, to summarize, the best fit for SSJ No Limits is Good Apple, as it can adapt to the client's needs.

Works Cited

Angel, Justin W. *"R2C's Michelle Cardinal: CEO, Philanthropist, Activist" by Justin W. Angle*. 2018, https://scholarworks.umt.edu/anewangle_podcasts/10/.

Cherenkov, Vitally, et al. "Branding and Modification of Consumer Behavior during the Cardinal Transformation of Economy." *Vestnik of Saint Petersburg University. Management*, vol. 19, Jan. 2020, pp. 285–315. *ResearchGate*, https://doi.org/10.21638/11701/spbu08.2020.301.

Montoliu, Lluís. "#Biotech: The Need for Biotechnology Communication." *Metode Science Studies Journal*, no. 9, 9, June 2021, pp. 6–7. *ojs3.uv.es*, https://doi.org/10.7203/metode.9.21076.