

Apokrisis' highly trained team hit & exceeded every goal for Island Seafoods



About Apokrisis

- www.apokrisis.com
- Interactive Marketing & Web Design Services

Goals

- Have small, highly trained team deliver big results for clients like Island Seafoods

Approach

- Master Graduate Scott Thomas lead Island Seafoods campaign

Results

- Increased revenue from organic visits by 150% for client
- Met or exceeded every goal

[Apokrisis](#) is a small Alaskan agency with big capabilities. They recently demonstrated their ability to get big results for their customers through hitting every goal for [Island Seafoods](#), Kodiak's premiere seafood market offering online orders of Alaskan seafood.

Apokrisis starts with a small and highly trained team

Apokrisis has a core team of six people. Because their team is small, every member is highly competent. The agency prioritizes training by putting team members through [Market Motive's Coached Courses](#). As a result of that investment, they maintain an intimate, personalized boutique feel without sacrificing the amount of expertise inherent to a large team.

Search Marketing Manager Scott Thomas' previous experience, his enjoyment of the process, and the training acquired through [his multiple Master Certifications](#), equipped him to lead on the Island Seafoods project.

They prioritize goals over tools

Apokrisis is tool and technology agnostic, and thus able to nimbly accommodate industry changes or custom requests. "The tactics keep changing," shared Kristen Lindsey, Managing Partner at Apokrisis. "But the solution that we provide to the client is where our real focus is."

With the most current and effective tools, Scott launched SEO, PPC, and Google Analytics initiatives, and created a measurement model tracked back from revenue and conversion by adsourc. Once he had that in place, he was able to implement the program.

"Scott's execution and application of his practices was just really right in alignment with what they needed," - Kristen Lindsey, Managing Partner, Apokrisis

Their custom efforts yield big results

Island Seafoods originally hired Apokrisis to improve their web presence and effectiveness, particularly over the holiday season. Through Scott's work on their campaign, he increased their organic Google traffic by 364%, grew their revenue from organic visits by 150%, and met or exceeded every goal set with their client.

"They gave us a goal - a set number of revenue - that they were hoping to see in December," said Scott. "We exceeded that by about \$8000. They set a pretty steep goal, and we met it and exceeded it."

They develop lasting relationships with their customers

For the Island Seafoods project, Kristen and Scott both see not just a client/agency relationship - but a partnership as well.

"We focus on the partnership and having a client be able to trust us and count on us. . . [Island Seafoods] are smart, they recognize their market opportunity, and they've been able to seek help," shared Kristen. "That's when we're able to be the most effective for our clients."

Because Apokrisis approaches their clients as partners, they communicate with an increased amount of respect, which translates into lasting relationships and return clients. Apokrisis is looking forward to getting even better results for Island Seafoods this year.