

## Meet the leading choice in search marketing for enterprise brands.

### About Us

**Directive** is a leading search marketing agency that enterprise brands trust to scale their business. Directive is a leader in SEO, PPC, CRO, content marketing, social media and digital PR. These services are driven by a dedicated team of specialists who utilize data to drive strategy with Directive's powerful analytics hub. This technology delivers unparalleled transparency and insight into marketing efforts.

Founded in 2014 and headquartered in Irvine, California, Directive has expanded opening a second headquarters in Austin, Texas; with offices in major markets including Los Angeles; San Francisco; New York City; and London. To learn more about how Directive empowers companies to exceed their search marketing and sales goals, visit: <https://directiveconsulting.com/> or on [LinkedIn](#), [Twitter](#), [Facebook](#), and [Instagram](#).

**55+**

Employees

**6**

Global offices in LA, Orange County, SF, Austin, NYC, and London

**9+**

Nationalities represented

### Founders



Garrett Mehrguth



Tanner Shaffer

## Services



### PPC

Own the top results at the bottom of the funnel.



### SEO

Drive sales-qualified opportunities, not just clicks.



### CRO

Close more ideal customers, more often.



### Digital PR

Make your brand established digitally—in front of the right audience.



### Content Marketing

Build content your competitors envy, and earn links they can only dream of.



### Marketing & Web Analytics

Understand every lead's story and value—driven by real data.

## Mission Statement

Directive does beautiful search marketing for enterprise brands that share our values. We redefine the global standard for how marketers work, live, and grow.

## Values

- ▶ Embrace reality. Don't manipulate it.
- ▶ Transparency is our default.
- ▶ People first.
- ▶ Balance is our choice.
- ▶ Ownership breeds excellence.
- ▶ Perception is reality.
- ▶ Proactively communicate with clarity and empathy.

## Notable Awards



Chief Marketer's Top 200 Marketing Agencies - 2019



Clutch Top B2B Service Providers in Los Angeles 2019 Marketing and Advertising



Clutch Best SEO Companies & Services - 2019



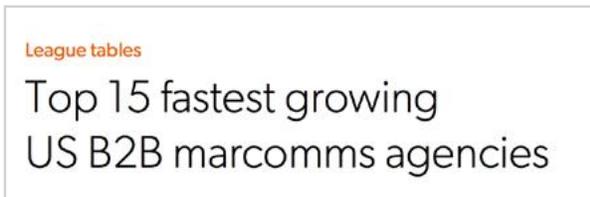
Orange County Business Journal Best Place to Work - 2018



Manifest's Top 100 PPC Agency - 2019



Inc 5000 Fastest-Growing Private Companies - Rank # 468



B2B Marketing Top 15 Fastest Growing US B2B MarComm Agency - 2019



B2B Marketing Top US B2B MarComm Agency - 2019

## Directive Services

### SEO

Search engine optimization is the process of improving the online visibility of a website in a web search engine's unpaid or "organic" results.



- ▶ **What Sets Us Apart:** We make sure you show up everywhere leads look, learn and buy—whether on your site, review hubs, or the top publications in your niche. For you, that means more visibility and qualified leads at the lowest possible opportunity cost.
- ▶ **Why You Need It:** You've got lead generation targets to hit, KPIs to track, and internal objectives you're accountable for reaching. We align our SEO strategy to your internal objectives and give you a dashboard that tracks ROI to your bottom line.

### PPC

Pay-per-click advertising, also known as cost-per-click, is an internet advertising model used to direct traffic to websites, in which an advertiser pays a publisher when the ad is clicked on.



- ▶ **What Sets Us Apart:** We spend 89% more hours on your account compared to the PPC agency average.
- ▶ **Why You Need It:** We handle all advertising needs from landing pages to design to copy to targeting. All done for you, in-house, by our team of dedicated specialists. You don't need to lift a finger or involve one developer—just sit back and watch the results roll in.

### CRO

Conversion rate optimization is a system for increasing the percentage of visitors to a website that turn into customers or take a desired action on a webpage.



- ▶ **What Sets Us Apart:** In just the first six months, our clients increase website lead volume by an average of 84%.
- ▶ **Why You Need It:** We don't waste your time with fluff metrics. We focus on driving the results that align with your internal objectives—such as your lead-to-customer conversion rate.

## Content Marketing

Our content marketing focuses on strategizing, publishing, and distributing content for your targeted audience online.



- ▶ **What Sets Us Apart:** Through conversion-focused content optimizations, we decrease site-wide bounce rates by an average 12%.
- ▶ **Why You Need It:** We create a custom content strategy based on your goals, our keyword research, and a top-to-bottom audit of your industry. Every piece of content is optimized and mapped to your customers' buyer journey so that we can attract and convert MQLs at every stage of the funnel.

## Digital PR

Digital PR is the process of amplifying your brand awareness utilizing quality website and blog placements rather than TV, radio, and newspapers.



- ▶ **What Sets Us Apart:** We help enterprise brands take a data-first approach to their digital PR with a core focus on revenue generation.
- ▶ **Why You Need It:** Reach and pickup metrics don't correlate to opportunities, deals, or revenue. You need a team that's aligned with metrics that actually move the needle. We focus our work on the metrics you care about most.

## Marketing & Web Analytics

We empower enterprise marketers with closed-loop analytics, so they can take a data-first approach to their search strategy.



- ▶ **What Sets Us Apart:** With our deep expertise in search marketing + our hunger for accountability and insights, we take a fresh approach to how search marketing proves it's value.
- ▶ **Why You Need It:** It's about opportunities, deals, and revenue. You are responsible for business growth – not vanity metrics. Our analytics system correlates y(our) efforts directly to revenue growth by fully integrating into any CRM.

## We are Directive.

Garrett Mehrguth brought to life his entrepreneurship dream on fiverr.com, a website that allows freelancers to offer services starting at simply \$5. His first initiative was creating social media calendars for clients. Through his hustle and network building, he made \$1,000 a month.

Fast-forward five years and Directive, a leading search marketing agency for enterprise brands, has grown by a 300 percent year-over-year growth rate and now has nearly 100 clients. Our clients are located across the country and include Allstate, Sumo Logic, Cherwell and Web.com, to name a few. Additionally, we launched an entirely new rebrand as we continue to open up locations across the globe.

Since our establishment in 2014, Garrett spearheaded the growth and diversity of his team and is committed to bridging the gender gap plaguing the marketing technology space. Currently, 25 percent of our leadership team is comprised of women. Additionally, we boast a team of over nine nationalities from our headquarters and home of operations in Irvine, California.



## The life force behind our success.



At Directive, our people come first. It's as simple as that.

We believe our team, their personal and professional development, and their everyday happiness are more valuable than working, and we don't mean this in a negative way.

Our goal is to empower and focus so much on our people that our clients are consequently getting better results. It's easy to focus entirely on clients and their outcomes, and oftentimes, we forget about who generates them.

We continually strive to be the agency that exceeds our clients' goals and does so by empowering our team in a supported environment.

At Directive, employees have the option to work in one of our five locations or work remotely. Working remotely can mean in the comfort of their own homes, in a coffee shop or off of the coast in Bali. Wherever they get their best work done is where we want them to be.

We know our employees have fast-moving lives and to support this, we provide a working environment that moves with them. When our team is happy, our clients are happy.



## The Directive dream.

We're here for you, wherever that is in the world.



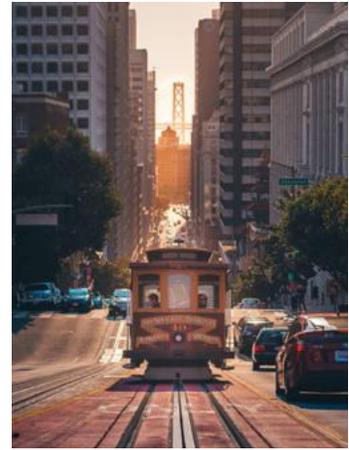
### Orange County

5201 California Ave,  
#150,  
Irvine, CA 92617



### Los Angeles

555 West 5th Street,  
Floor 35 #306,  
Los Angeles, CA 90013



### San Francisco

156 2nd Street,  
San Francisco, CA 94105



### New York City

750 Lexington Avenue,  
Floor 9,  
New York, NY 10023



### Austin

9225 Bee Caves Road,  
Building A, Suite 100,  
Austin, TX 78733



### London

15 Bishopsgate,  
Floor 6,  
London, UK EC2N 3AR

## The duo who started it all.



### Garrett Mehrguth - CEO and Co-founder

Garrett Mehrguth is the co-founder and Chief Executive Officer of Directive, a leading search marketing agency for enterprise brands, headquartered in Irvine, California.

As a thought leader, Garrett has been published by Salesforce, Marketing Land, Moz, Marketo, Search Engine Land, Ahrefs, Convince & Convert, Search Engine Journal, and more. He also speaks at Digital Summit, State of Search, General Assembly, MozCon, etc.

Additionally, he has been a guest speaker on the following podcasts: The B2B Growth Show, Salesforce Marketing Cloudcast Podcast, Mixergy - Startup Stories with 1000+ Entrepreneurs and Businesses, The DigitalMarketer Podcast, The Actionable Marketing Podcast, The Growth TL;DR, Edge of the Web, and more.

He earned a bachelor's degree, with honors, from Azusa Pacific University and an MBA. Outside of work, when he's not writing or reading up on digital marketing and the latest trends, Garrett spends his time indulging in his passion for the ocean, sailing, and fishing with his wife.



### Tanner Shaffer - COO and Co-founder

Tanner Shaffer is the co-founder and Chief Operations Officer of Directive. Tanner, inspired by search marketing and its role in our society, has helped Directive reach new heights and even moved to Austin, Texas to build the agency's presence there.

Tanner is extremely driven and thrives off of hitting client goals. From SEO to PPC to account management, he has refined each deliverable to provide more value in an ever-changing industry. Currently, he leads a group of directors who are

continually inspiring a team of talented marketers to innovate their craft. With a 300 percent year-over-year growth rate, he is fixated on filling the company with people who have integrity and aspire to be great.

Tanner began his professional career by earning a bachelor's degree in marketing from Azusa Pacific University. When he is not in meetings and working through excel spreadsheets, he enjoys surfing, dirt-biking, and growing his relationship with God, his loving wife, and family.

## The captains of the ship.



### Jesse Seilhan - Director of Client Services

Jesse Seilhan is the director of client services at Directive. He wakes up every day to help his team grow, his clients succeed, and be home in time for dinner. Since joining the team in 2017, he has helped Directive expand, define, and perfect the role of an account manager at a digital agency, which now boasts a team of over a dozen account managers that help achieve growth and sustainability for nearly 100 clients.

Jesse started down his digital marketing journey in 2014, running all SEO & PPC projects for a boutique digital agency in Orange County. He studied journalism at California State University - Chico and turned that passion into a project, as he regularly reviews, photographs, and interviews some of the top recording artists in the world.

When he's not working or at a concert, he's watching the Philadelphia Flyers, playing video games, or taking a trip around the country with his girlfriend.



### Hannah Mans - Director of Marketing

A professional hustler and wordsmith with an affinity for strategy and high conversion rates, Hannah manages the internal marketing team at Directive.

On a mission to change the world, Hannah began her career with the United Nations where she functioned as a communications consultant for the World Food Programme. She then pivoted into the marketing technology space, where she has spent the last four years.

Hannah's passion for people and travel led her to pursue a bachelor's of science in international affairs from Florida State University, where she graduated with honors in 2012. She continued her academic career obtaining a master's of business administration from Florida International University in 2015, in between and shortly after crossing 12 countries off her bucket list of the world.

A Panama native new to California, Hannah enjoys spending her free time exploring her home of Orange County and playing beach volleyball with friends.



## Andy Monte - Director of SEO

Andy Monte is the director of SEO at Directive. He is passionate about creating a world-class SEO team to help clients capture more leads through their organic channels. Since joining the team in 2017, he has helped shape the department and created a culture of learning, growth, and innovation.

Andy started his journey as a web developer, and after diving more into the analytical side of SEO, he wanted to learn more about how he could leverage his technical knowledge with the creative aspect of digital marketing.

Outside of work, you can find Andy checking out new restaurants, playing music, or just traveling around the U.S.



## Olivia Ross - Director of CRO

Bringing more than eight years of experience in graphic design and conversion rate optimization to the table, Director of CRO Olivia Ross knows how to make people say “yes” and increase her clients’ conversion rates. Olivia has managed large teams in the execution of various landing page and website tests that have successfully increased conversions for more than 175 clients. Where there is a “will,” Olivia will find a “way” to make sure your landing pages are optimized to succeed.

As a content contributor, you can find her written expertise featured in industry-leading blogs including Moz, Unbounce, Wordstream and more.

When Olivia is not optimizing everything around her, you can find her watching films, playing video games with friends, or trying out new and delicious restaurants.



## Brady Cramm - Director of PPC

Brady Cramm began his journey at Directive over three years ago as the first and original PPC specialist. With a previous background in paid advertisement in the medical device space, he was able to hit the ground running with innovative campaigns.

After wearing many hats in the agency, Brady has come full circle and now heads up the PPC department. By keeping a pulse on client competition and assisting his team in the art of crafting no-brainer CTAs, Brady has been able to add his personal touch to every client that enters Directive's portfolio.

Outside of work, you can find Brady reminding people that he wants to get a dog and drinking far too much nitro cold brew.



## Kyle Willis - Director of Sales

Kyle Willis heads up sales development at Directive, bringing world-class SEO and PPC services to some of the strongest brands in the world. With his heart set on people, Kyle strives daily to leave a lasting impact on everyone that he meets.

Fun Fact: He once jumped on a pogo stick for an hour straight and won a motorcycle of his choice. Ask him about it.

In his free time, Kyle enjoys spending time with his wife, golfing, reading, working out, and eating lots of fruits and vegetables.

## Our Directive claim to fame.

### Articles:



[Directive Accelerates Massive Growth with Opening of International Office in London](#)



[Directive Plans Global Expansion With Business Intelligence Platform Powered by Sisense](#)



[Search Marketing Agency Ranks #1 in Clutch's Top B2B Marketing Service Providers](#)



[Irvine-Based Directive Has Grown by 300 Percent Annually for Four Consecutive Years](#)

Podcast Appearances:



[Edge of the Web](#)



[Startup Stories with 1000+ Entrepreneurs and Businesses](#)



[Sisense - Radical Transparency Podcast](#)



[The Growth TL;DR](#)



[Salesforce - The Marketing Cloudcast Podcast](#)



[B2B Growth Show](#)



[The DigitalMarketer Podcast](#)



[Above the Fold Podcast](#)



[Voices of Search Podcast](#)

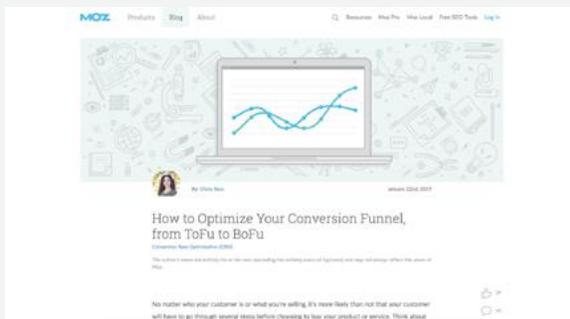
### Speaking Opportunities:



*And many more!*

## Sharing our insight with the world.

Our team of search marketing specialists actively prepares written content for some of the biggest blogs in our industry. We're here to share what works, what's new and how your team can optimize your search marketing efforts today.



[Moz - How to Optimize Your Conversion Funnel, from ToFu to BoFu](#)

By: Director of CRO Olivia Ross



[SEMrush - How to Improve Keyword Rankings With Internal Linking](#)

By: Account Manager Blake Smart



G2 Crowd - What is Social Selling: How to Do It Right in 2019

By: Sales Development Representative Sarah Drake



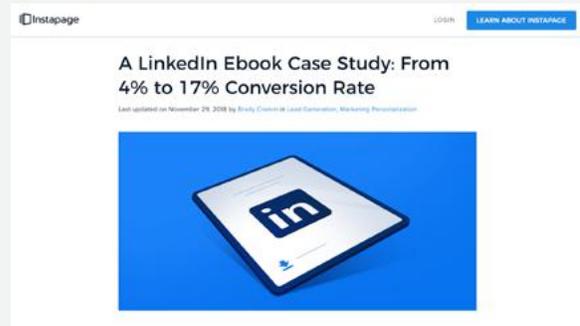
Marketo - Marketing Psychology in 2019: Make Your Mark Digitally

By: Director of Marketing Hannah Mans



Wordstream - 6 Overlooked Optimizations to Increase Your PPC Conversion Rate

By: PPC Specialist Athena Pham



Instapage - A LinkedIn Ebook Case Study: From 4% to 17% Conversion Rate

By: Director of PPC Brady Cramm



PPC Hero - The #1 Way to Take Your PPC Strategy from Average to Expert

By: Lead PPC Specialist Anh Dang



Uberflip - The Top Hurdles to Proving Digital Marketing ROI

By: SEO Specialist Liam Barnes

## Let's chat.

### Media Contact

For more information, please contact:



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### Sales Contact

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**Account Executive**

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**At Directive, we focus our efforts on comprehensive search marketing for ROI-driven B2B and enterprise firms.**