



What is TOPO Digital Sea?

TOPO Digital Sea is the five extra arms you've been looking for—no, really! Catapult your business into the digital age with our high-tech and high-touch solutions. We are concerned with outcomes, not just products or outputs. We drive strategies that put you at the bleeding edge of your industry and help you build your tribe.



Our Why?

The TOPO Octopus is intrinsic to our core philosophy of EXPANDING YOUR REACH to new industry verticals.

Executives naturally worry about the future relevancy of their business model. In doing so, they are often rely on outdated modes to see these models through. So, in the digital future, how do you get better at business development? How do you make a business more effective and drive margins year-over-year? How do you continue to honor and manage your customers as assets?

Outsourcing tasks that fall outside business-as-usual practices results in process efficiency. TOPO's suite of services enables businesses to work effectively, execute better, and be on the front lines of workforce innovation.

Are you ready to start building your customer growth engine and exceed customer demands? Let TOPO help you build your following of raging fans!

Aquaman had a TOPO; now you can have one, too!



Hybrid Workforce

Inbound Marketing

Design &
Development

Digital Strategy



Our Story

Our founders Scott & Rebecca Williams are designers, creators, and idea architects.

In 2005, Scott started Maga Design Group, a private strategic communications firm with clients in the federal government and a focus on information mapping and internal branding. Rebecca joined the Maga team in 2007 as VP and Creative Director. Rebecca merges thought leadership with design by digging deep into complex content to communicate simply and effectively.

In tune with its ever-curious culture, from 2010-2015 Maga began to grow and take on more interactive projects. Instead of scaling vertically, they decided to integrate virtual workers into their organizational model. Consequently, the Maga hybrid workforce solution began to take shape.

Maga began to use virtual services as a kind of lab. The lab's first task involved turning the previously two-dimensional Maga Maps™ into topographic, three-dimensional products. The lab came to be known as TOPO, and it grew into a place for Maga to streamline brand auditing efforts, find burst resources for market research tasking, and drive digital strategies using inbound marketing solutions.

In 2015, Maga began to use TOPO to enhance its surge capabilities for technical tasking, such as programming, application, and web development. With integrative technology projects on the rise, virtual support soon became the best way to handle these changes in resourcing demand.

Today, TOPO is a platform aimed at helping businesses scale sustainability. TOPO aims to produce reliable results that mimic Maga's core business philosophies and methodologies. TOPO resources are global, multi-modal, and capable of rapid delivery.

Today, we live in a gig economy world in which an increasing percentage of organizations rely on outsourcing to remain at the top of their game. Savvy businesses take advantage of this movement to deliver great work, meet customer demands, and ultimately drive profitability. Our full suite of offerings will enable your business to realize its full potential!

We are the octopus arms that will allow you to scale effectively. How? By giving you GLOBAL REACH.

Good business, marketing, and sales plans start with insightful analyses and evaluations of your brand's current positioning. We not only develop highly impactful plans; we execute them. We offer a full-service digital marketing suite that meets the general needs of businesses at all stages of growth. The packages we offer are optimized to drive user engagement and increase conversion.

We stay on top of the best business practices to form bleeding-edge strategies to get your business to the top, fast!

We come from a branding background. As such, we put design, storytelling, and user experience at the very heart of everything we do. We set you up for success by getting to the core of your brand's story and developing user personas that drive interaction across platforms. We dive into key KPIs for your business and develop marketing and development strategies that help you meet your sales conversion goals year after year.



Web Design & Development Solutions

Website Design & Engineering
Information Architecture
Digital User Experience/User Interface Design (UI/UX)
Commercial Websites
Agile Project Management



Branding Solutions

Corporate Identity Development
Graphic Design
Print Design
Video Art



B2B Marketing Solutions

Virtual CMO
Digital Strategy
Inbound Marketing
SEO/SEM Marketing & Integrations
PPC (Google Adwords)
Email Marketing/Marketing Automation
Content Strategy & Creation
PR/Advertising/Press Release
Marketing Audits
Conversion & Sales Optimization

Our Process

99% Design Thinking

01

Design Briefing: We help our clients tell compelling brand stories, and that starts with discovery. The discovery call is an opportunity to gather relevant stakeholders together in one place and come to a consensus regarding project goals, SMART outcomes, user acceptance, and functionality requirements. We tailor everything to you to produce the most efficient and effective results!

02

Project Kick-Off: Deliverables for the discovery process include the creative brief and/or a marketing project plan. These are then supplemented by: user personas; sitemaps and wireframes; a competitive analysis; and keyword research. Our team will look at current strengths, weaknesses, challenges, opportunities, and threats to define how the project or campaign will support your business's goals. We advise you on the best course of action by aligning marketing strategies and deliverables to business objectives. These objectives include time, allocation, and budget prerequisites. We develop strategies for the most relevant social platforms and put systems in place with results to meet relevant KPIs. Tracking key metrics is fundamental to measuring successful outcomes and driving future strategies.

03

Project Delivery: Unless otherwise requested, our team will develop the most relevant CMS so that your organization has the power to manage and update content, security preferences, imagery, and more. Our developers work on a LAMP stack basis. Our most commonly used CMS platforms are Wordpress, Drupal, and Joomla. On the front end, we take care of all HTML, CMS, and Javascript functionality requirements to produce visually impactful messaging and comprehensive user journeys. We are human-centered design experts.

04


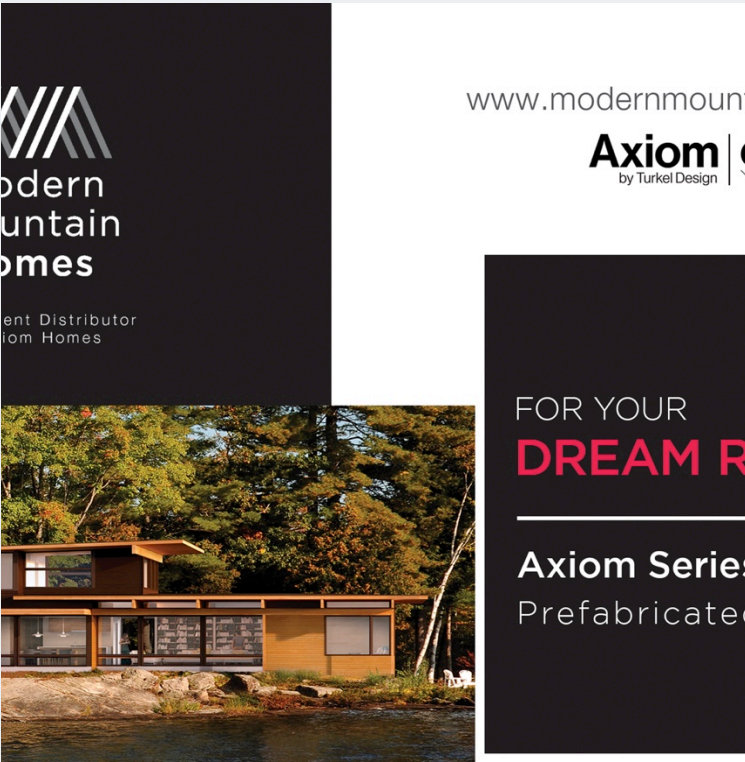
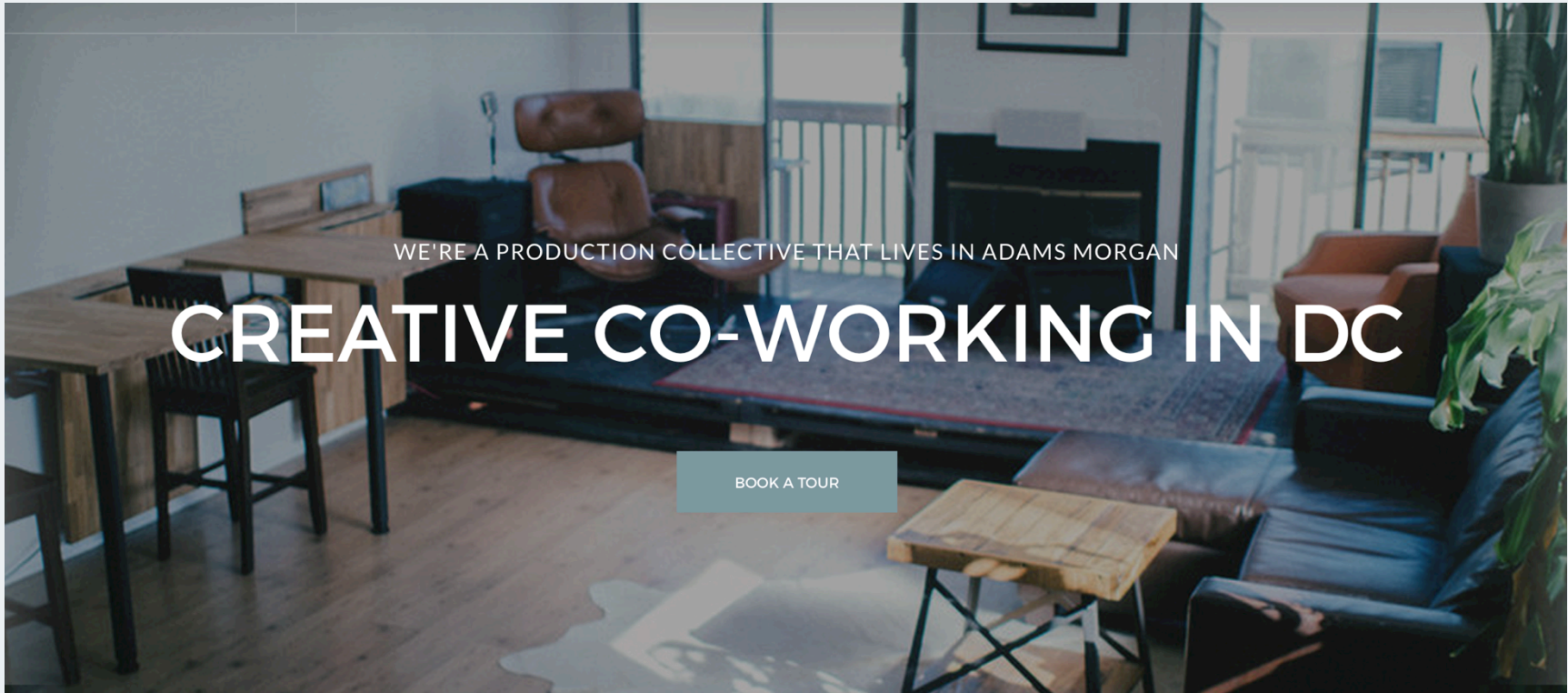
After Action: Assessing marketing validity requires regular reporting on analytics as well as resource sharing across your organization's relevant departments. Digital marketing can be split into various sectors that include: Website, SEO, Social, PPC, Display Advertising, Re-targeting, Email campaigns, and Video. All digital marketing efforts should be aligned toward the same goal. Our consultants analyze work practices and develop strategies to improve efficiencies across digital marketing. We will meet with you regularly to determine what data is being captured, what's working, and what's not. Re-engineering efforts in the right direction will encourage consumers to bond with your brand.

Design Portfolio


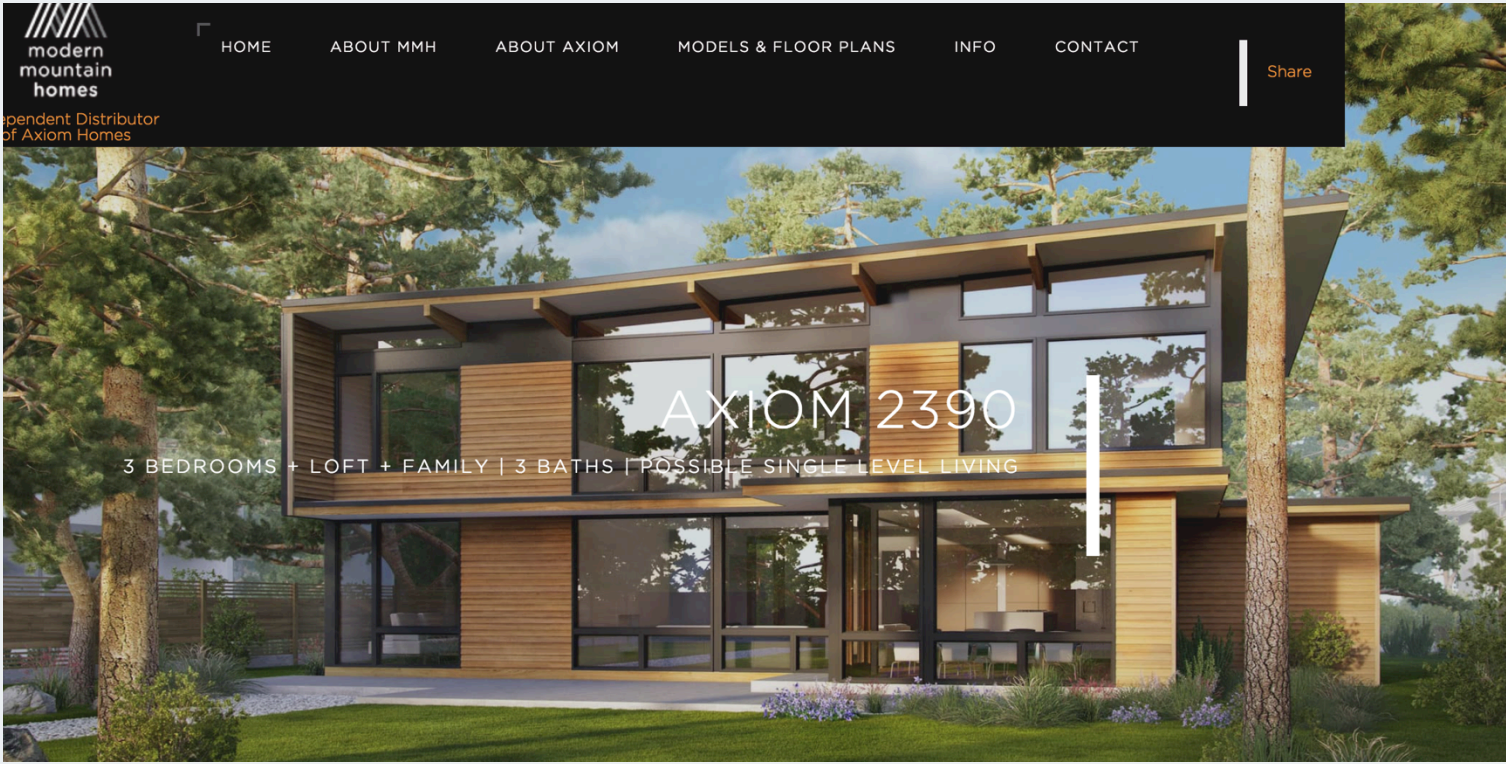
Cutting Edge Web Design & Marketing Strategy

Through the use of leading PM tools and development milestones, we maintain clear communication with our clients during the website design and development process. Our portfolio examples highlight just some of the creative ways we tie brand stories together. We are fueled by a passion to explore new strategies, innovate, and experiment. Our artistry in connecting brand, culture, and commerce has always generated jaw-dropping results for our customers, elevating our team to the forefront of digital marketing firms.





We partner with brands we believe in because we know inspiration begets great things. Our ideas and visions are simple, powerful, and wickedly creative.



From the idea stage to delivery, we distribute our project workload across a combined 150 years of experience. We produce focused, targeted results that are unmatched anywhere else. We help you to build sustainable relationships with your clients through meaningful, long-term engagement that speaks to their exact problems and needs.

Why Us?

We Not Only Solve Our Clients' Workflow & Workforce Problems – We **MAKE SURE IT'S DONE RIGHT** by **MANAGING THE PROCESS**

01 Top-Quality Expertise & Experience

We are all "micropreneurs" and/or "solopreneurs," so we understand the challenges of our clients better than anyone else. Our product managers have the experience, education, and expertise to fully manage all projects successfully and to maximum positive completion.

02 Bleeding-Edge Strategies

Our expert team members spend extensive time on continuing education. Thus, our clients get access to some of the most recent and cutting-edge strategies for superior results in every area of business. Their time is never wasted on unproven – or ineffective – strategies.

03 Streamlined Workflow & Guaranteed Outcomes

Before we begin working on a client's project, a precise workflow is provided to guarantee that targeted outcomes – including deliverables, if applicable – are in line with client expectations. We don't stop work on a project until those things have been met 100%.

04 Consistent & Ongoing Client Communication

Our state-of-the-art, comprehensive, mobile-accessible project management dashboard keeps the client consistently up-to-date on their project and provides a single-location repository for all documents and communication. This means the client can be as involved – or as hands-off – as desired.