



Engineered for Your Success™

Yearly Marketing Report

Professional Specialized Marketing Teams University

Sarah Mohamed

Sarah@Keydigital.com

+20 120 8905446

Available Full time

Talents and certifications (SEO, Marketing)

NDA(Yes)

City, Country (Egypt)

Weekly Tasks:

Weekly Tasks:

This week:

- ☐ Check for new products [Video checklist for all products.](#)
- ☐ Post on [wuzzuf](#) web designer
- ☐ Post [wuzzuf](#) for [mrk](#) intern
- ☐ Navigation procedure w screenshots is it all 100% complete
- ☐ Homepage upto date w [nero](#) w [franks](#) and [titus's](#) [suggestions](#), when done send to [kd europe](#)
- ☐ Sitemap
- ☐ Youtube approval
- ☐ Meltwater plan
- ☐ Weekly [mrk](#) report
- ☐ Yearly [mrk](#) report
- ☐ Monthly [mrk](#) report
- ☐ Competitors report
- ☐ Clyne PR Agency weekly meeting
- ☐ Check in with Clyne about PR status after weekly meeting
- ☐ Monitor social media posts going through on meltwater engage
- ☐ Track weekly marketing newsletter from intern on Meltwater
- ☐ Updating outreach lists on meltwater
- ☐ Confirm interns will be at weekly meetings/ send out zoom link emails
- ☐ Check in with interns throughout the week/answer interns questions
- ☐ Make a new teams tasks for interns as well as your ow
- ☐ Social media strategy research on how to :
 - ☐ Complete Social media action plan
 - ☒ Create 1 primary persona and 2 secondary personas
 - ☐ Create content audit according to content type, persona, and buyer journey

☐ LinkedIn weekly Ad

Titus Astariko Ambuka SEO

+254728039967

astarikoambuka@gmail.com

Available (Tue – Thu 8am – 1pm, Mon & Fri 10am – 12pm & Sun Not available)

Talents and certifications (3 YRS SEO,MATH, Graphics, C page/On-Site SEO, Keyword research - using Google Keywo Planner, SEMrush, and [Ubersuggest](#). Content optimization, C Search Console and Google Analytics.)

NDA(yes)

City, Country (Nairobi, Kenya)

March 22 -Sept22

Project Leader In:

SEO and UX study

Main Project:

SEO, UX

Weekly Tasks:

- ☐ Email tutorial
- ☐ SEO checklist –procedure
- ☐ Seo stats Analyze
- ☐ Manage interns
- ☒ Web Graphics
- ☐ https://drive.google.com/drive/folders/1eFyUNtOZOzIW_rseWszWl_sj24I?usp=sharing

Tasks Completed for this week:

☐

Nero Mahmoud Elazazy

nero@keydigital.com

Mahmoudelazazy25@gmail.com

+201065690134

Availability for Meetings: M, W, F 11am-3pm CST

Talents and certifications (Graphic design, art, motion graphics)

Nov 11-May 11

NDA (Yes)

(Egypt)

Project Leader In:

Social Media, SEO

Main Project:

Graphic design

Weekly Graphics Tasks:

- ☐ AV over IP DIY video
- ☐ 2 months of graphics and reels for [sarah](#)
- ☐ AV over IP DIY flier
- ☐ Email 2/4 times a month
- ☐ Reels for ISE
- ☐ Video day1,2,3,4 ISE
- ☐ Youtube playlist –product and solution
- ☐ [Bose driver graphic](#)
- ☐ AI graphics
- ☐ Full catalog

Weekly Marketing Tasks:

- ☐ [Video checklist for all products.](#)
- ☐ [Review accuracy check for social media posts-Sarah](#)
- ☐ Work w Soufiane on signature, [odoo](#) password, email
- ☐ Shannalee- wire every 2 week, paperwork
- ☐ Youtube playlist –product and solution
- ☐ [Aircall Tech](#) and [Jet](#) ,Phone Reports: Every Friday 2 pm
- ☐ [Meltwater Track Weekly RSS](#)
- ☐ [Weekly Marketing Presentation](#) friday at 2 pm

Monthly Tasks:

- ☒ [D-Tools monthly newsletter](#)
- ☒ [Competitive Research](#)
- ☒ Email Stats from Last Month (Beginning of month)

Marketing Teams Department

Gbenga Victor Aromolaran -Benga

E-mail: gbenga.aromo@outlook.com
Phone Number: +23481677842711
Available(Thursday's, Friday's, Saturdays, and Sunday's 10:30am-12pm EST for meetings)
Talents and certifications (Marketing and Data)
March 21 -Sept21
NDA(Yes)
City, Country (Ibadan, Nigeria)

Project Leader In:

Solution pages, case studies, REVIEWS, Mike speaking opp

Main Project:

- ☐ Reviews, Solution pages, PR, Testimonials,

Weekly Tasks:

- ☐ **Contacts for ise-Emergency project due in one week**
- ☐ Youtube playlist- testimonials, infocomm 2023, nfocomm 2022
- ☐ Add all groups to facebook
- ☐ Add all followers for infocomm group to facebook
- ☐ Research for website pages
- ☐ Warehouse Monthly Report on the last day of the month
- ☐ **Post weekly report-Sarah**
- ☒ Remake videos
- ☒ Facebook profile optimization

- ☒ Upload video from drive to YouTube
- ☐ Distributor Marketing-International
- ☒ Check all links on right side and tell me which ones are not working
- ☒ Reviews for KD
- ☒ Manage checklist for Reviews
- ☒ Manage checklist for Statistics
- ☒ End of the year checklist
- ☐ Send PR outreach when received from sarah
- ☐ International Distributors website and social media Platforms Research
- ☒ Revamp All the Videos in How To Video Youtube Playlist

Monthly Tasks:

- ☐ Competitor Research and Stats Due the first Thursday of each month Competitors: Atona and Aurora

Monthly Statistics:

- ☐ Keycon Stats
- ☐ Email Stats
- ☐ Live Streams Stats
- ☐ Clyne Media Stats

Tasks Completed for this week:

- ☐ Livestreams Stats
- ☐ YouTube video revamp (House of Worship)

Titus Astariko Ambuka SEO

+254728039967
astarikoambuka@gmail.com
Available (Tue – Thu 8am – 1pm, Mon & Fri 10am – 12pm, Sat & Sun Not available)
Talents and certifications (3 YRS SEO,MATH, Graphics, On-page/On-Site SEO, Keyword research - using Google Keyword Planner, SEMrush, and Ubersuggest. Content optimization, Google Search Console and Google Analytics.)
NDA(yes)
City, Country (Nairobi, Kenya)
March 22 -Sept22

Project Leader In:

SEO and UX study

Main Project:

SEO, UX

Weekly Tasks:

- ☐ **Email tutorial**
- ☐ **SEO checklist –procedure**
- ☐ Seo stats Analyze
- ☐ Manage interns
- ☒ Web Graphics

https://drive.google.com/drive/folders/1eFyUNtOZOziWr_scWszWPflsF3Csj24f7usp=sharing_

Tasks Completed for this week:

- ☐

Usama Shahadat

+8801842515100
usamashahadat1@gmail.com

Aug 14-Feb14
Available (Fri day and Saturday 11.00 pm- 10.00 am EST)
Talents and certifications (SEO 100%)

Talents:

1. Keyword research
2. On-Page SEO/Technical SEO
3. Off- Page SEO/Back linking.
4. Google Analytics
5. Google Search Console

Certifications: (Click to see & verify)

1. [HubSpot Academy SEO Certification](#)
2. [Google Analytics Certification](#)
3. [Google Ads Search Certification](#)

NDA(Yes)

City(Dhaka, Bangladesh)

Project Leader In:

SEO and UX study

Main Project:

SEO, UX

Marketing Weekly Tasks:

- ☐ **Contacts for ise-Emergency project due in one week**
- ☐ **SEO weekly need by sat**
- ☐ **Dmi report Need 3 months**
- ☒ **Need by wed Research the competitors and suggest what we could do (in terms of design) to the KD website pages assigned to you for us to have a better and decent design. Include links to screenshots and short notes of your findings. Need by Wed**
- ☐ What can we do with our Live streams so numbers can go upand Live steam competitive analysis **Needed it last week**

Weekly Tasks:

- ☐ 08/01: SEO Task
- ☐ I want us to start looking at the competitor analysis. Here is a link to the spreadsheet https://docs.google.com/spreadsheets/d/198ad_9XEI8AILv_b9RdhEB2qFqTMxOWGKF36szOL4bg/edit?usp=sharing
- ☐ That's just for your eyes. I'll be reaching out with more details.
- ☐ Also, look at this [Topical Keyword Research Template](#) to have a glimpse of what is to follow.

Tasks Completed for this week:

- ☐

Nasrin Akter Shampa

+8801627918992
shampahmed@gmail.com

Available (Sat – Sun 9.00am to 12.00pm for meeting)

Talents and certifications (B.A(Honours)&M.A in English. SEO, SEO 70%, Mrk 30%)

NDA(YES)

Certifications: (Click to see & verify)

[Hubspot SEO certificate](#)

City(Dhaka, Bangladesh)

July19-Jan19

Project Leader In:

SEO and UX study

Main Project:

SEO, UX

Weekly Tasks:

- ☐ **Contacts for ise-Emergency project due in one week**

Weekly Tasks:

- ☐ 08/01: SEO Task
- ☐ I want us to start looking at the competitor analysis. Here is a link to the spreadsheet https://docs.google.com/spreadsheets/d/198ad_9XEI8AILv_b9RdhEB2qFqTMxOWGKF36szOL4bg/edit?usp=sharing
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- ☐ Also, look at this [Topical Keyword Research Template](#) to have a glimpse of what is to follow.

Marketing Tasks:

- ☐ Repost on social Media
- ☐ Reels

Tasks Completed for this week:

- ☐

Mobassir

mobassir121213@gmail.com
01301303220

Available (M-F 11-1 pm, Sat Sun)
Talents and certifications (SEO 80%, Marketing 20%)
NDA(YES)
City, Country (Bangladesh)
Aug 14-Feb14

Project Leader In:

Website and SEO

Main Project:

SEO, website

Weekly Tasks:

- ☐ **Contacts for ise-Emergency project due in one week**

Weekly Tasks:

- ☐ 08/01: SEO Task
- ☐ I want us to start looking at the competitor analysis. Here is a link to the spreadsheet https://docs.google.com/spreadsheets/d/198ad_9XEI8AILv_b9RdhEB2qFqTMxOWGKF36szOL4bg/edit?usp=sharing
- ☐ That's just for your eyes. I'll be reaching out with more details.
- ☐ Also, look at this [Topical Keyword Research Template](#) to have a glimpse of what is to follow.

- ☐

Marketing Tasks:

Isc database

Monthly Tasks:

- ☐ Referring sites
- ☐ SEO

Tasks Completed for this week:

- ☐

Tanbin Hashem

3175187828
tanbinhashem@gmail.com
Available ()
Talents and certifications (Seo and Marketing)
Dec6

NDA(yes)

City, Country (Indiana, USA)

Project Leader In:

Seo and UX, Reviews

Main Project:

[Seo and UX](#)

Weekly Marketing Tasks:

- ☐ [Video checklist for all products](#)

Weekly Marketing Tasks:

- ☐ **Contacts for ise-Emergency project due in one week**
- ☐ Youtube checklist
- ☐ LinkedIn groups
- ☐ Masha's linkedin engagement
- ☐ [Videos](#)
- ☐ Hashtag Procedure for Instagram, LinkedIn, Facebook, Twitter: [Hashtags Tracking Spreadsheet](#)
- ☐ [Hashtags Procedures](#)

Weekly SEO Tasks:

Weekly Tasks:

- ☐ 08/01: SEO Task
- ☐ I want us to start looking at the competitor analysis. Here is a link to the spreadsheet https://docs.google.com/spreadsheets/d/198ad_9XEI8AILv_b9RdhEB2qFqTMxOWGKF36szOL4bg/edit?usp=sharing
- ☐ That's just for your eyes. I'll be reaching out with more details.
- ☐ Also, look at this [Topical Keyword Research Template](#) to have a glimpse of what is to follow.

Monthly Tasks:

- ☐ [Marketing end of the year checklist](#)

Tasks Completed for this week:

1. ISE project
- 2.

<u>Monthly Tasks\</u>
Monthly Marketing Calendar Meeting
Maintenance of Marketing Calendar
Gathering all Graphics Needed from Sasha Ahead of Time
Social media platforms + connecting them on meltwater
Scheduling Social Media Posts on Meltwater
Confirming Scheduled Posts with Sasha
case studies on meltwater and graphics from sasha to update on webpage
uploading videos to our youtube page
Monthly DMI Report Meeting with Meltwater Rep (Cris)
Email Robert and Frank for PR's weekly updates
Email Robert and Frank for Clyne Monthly Stats
releasing PR's on meltwater
Go through internation and national editorial calendars for press releases
Getting monthly d tools newsletter from Intern and sending it to Allison from D tools
Releasing one wire at the end of each month on meltwater
Go over monthly marketing statistics in the excel and odoo marketing dashboard
Monthly marketing presentation work on with an intern
Update Monthly meltwater PR lists according to our releases
Reconnect meltwater social accounts

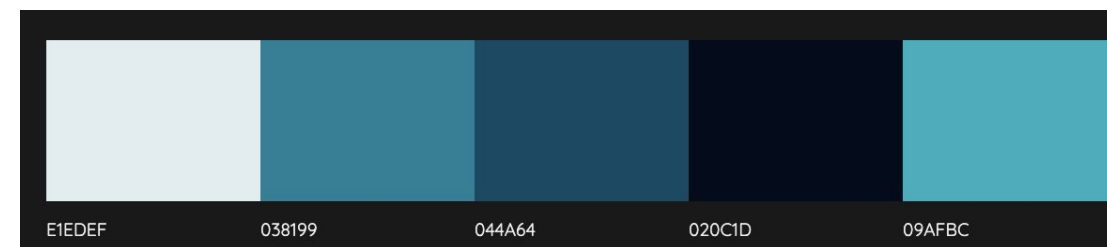
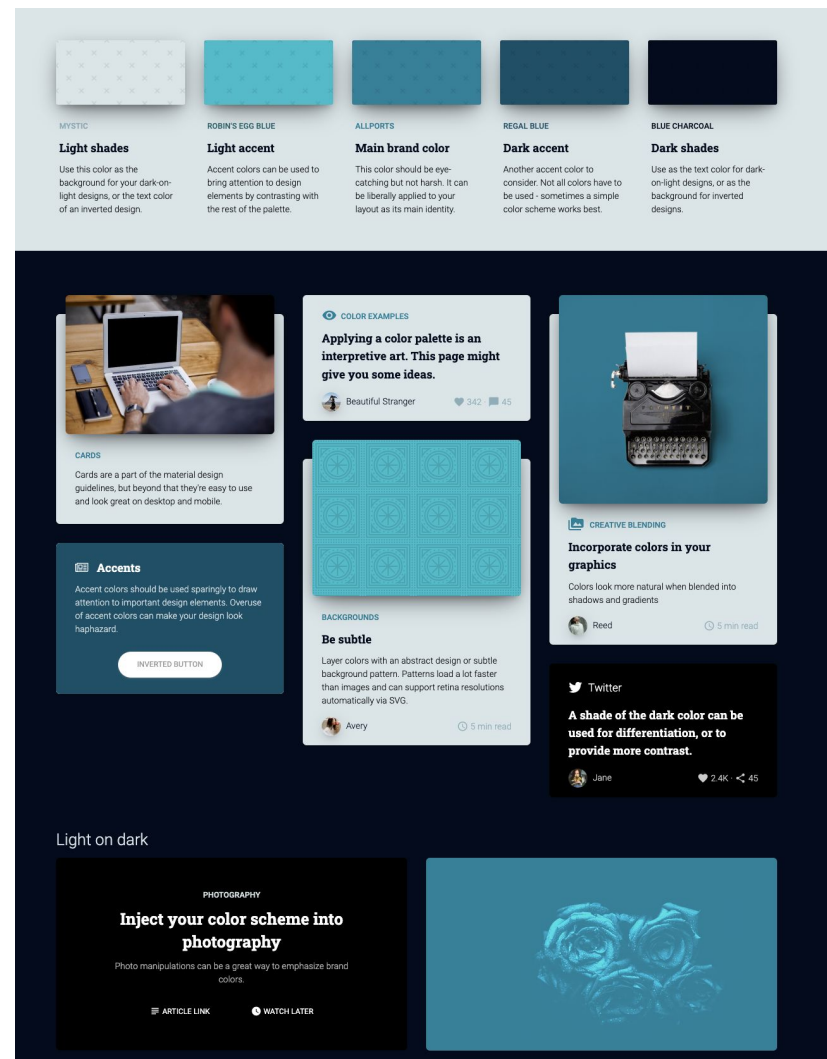
<u>Marketing Interns Tasks</u>
Have intern take minutes for weekly intern meetings
Weekly marketing presentation send to staff
Website statistics in excel and odoo
Keycon statistics in excel and odoo
PR statistics in excel and odoo
PR outreach
PR outreach statistics in excel
AI reel creation
Mike speaking opportunities
Mike speaking opportunities statistics in excel
Social Media Group posting for general promotion, mike speaking opportunity, and before trade shows
Clyne Media statistics in excel and odoo
Email statistics in excel and odoo
Social Media Statistics in excel and odoo
DMI statistics in excel and odoo

<u>Weekly Tasks</u>
Meltwater Upkeep/weekly rep meeting
clyne PR agency weekly meeting
Check in with clyne about PR status after weekly meetings
Monitor social media posts going through on meltwater engage
Track weekly marketing newsletter from intern on meltwater
new PR's on website by intern
Meltwater Conversations
Releasing PR's on meltwater
Updating outreach lists on meltwater
Confirm interns will be at weekly meetings/ send out zoom link emails
Check in with interns throughout the week/ answer interns questions
Make new week on teams after every weekly intern meeting
update teams tasks for interns as well as your own
weekly meetings with masha
Track weekly RSS from meltwater and website
Keep track of your hours and send weekly hours each Friday

Revamp branding for enhanced visibility.

- New color palette aligned with tech industry.
- Updated graphics and content across social media.

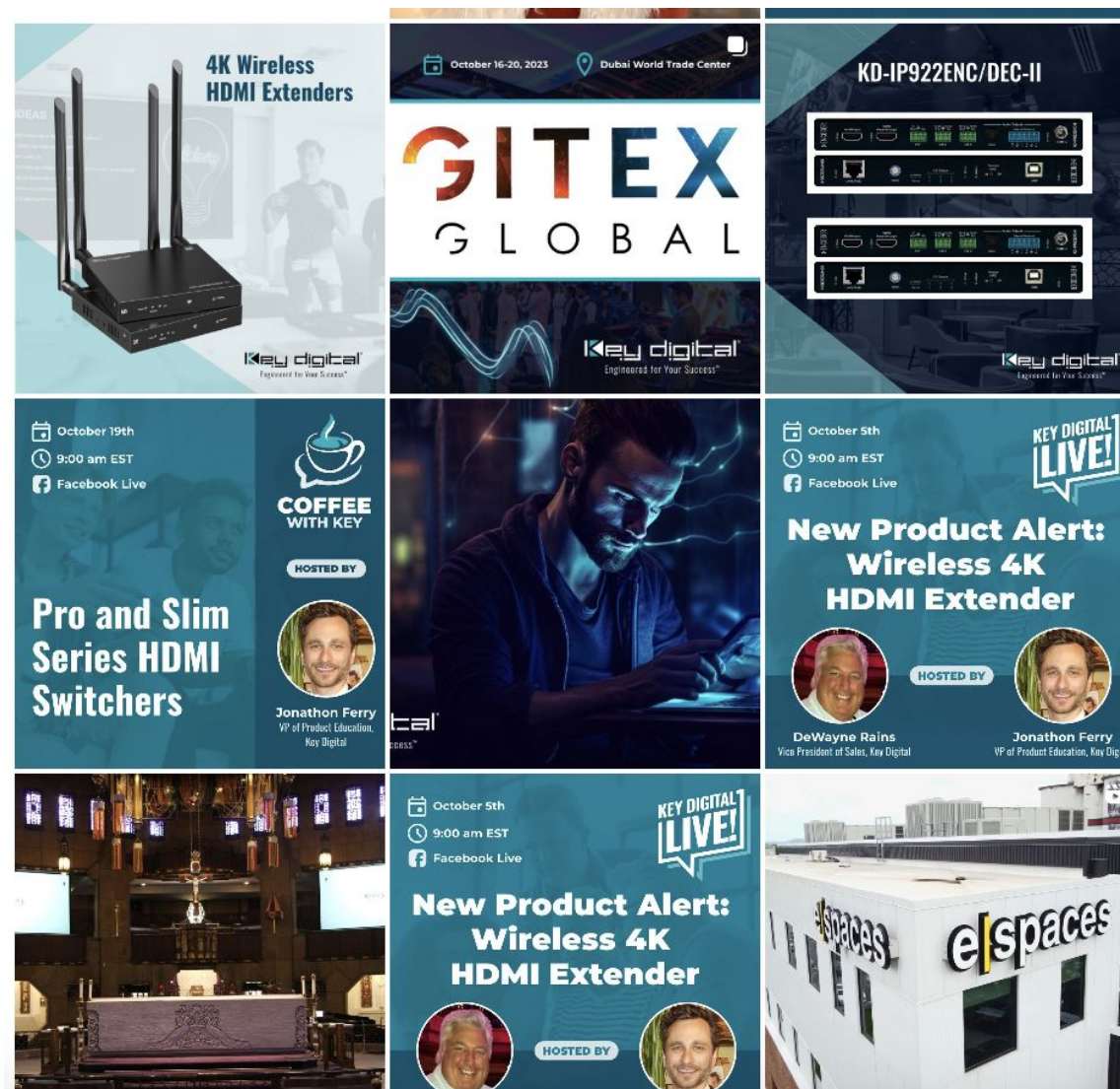
Branding is more than just a collection of colors and visuals; it's about crafting a unified identity. Consistency in our color palette and graphics not only elevates our brand but also gives authority and confidence in our products.



Key digital®

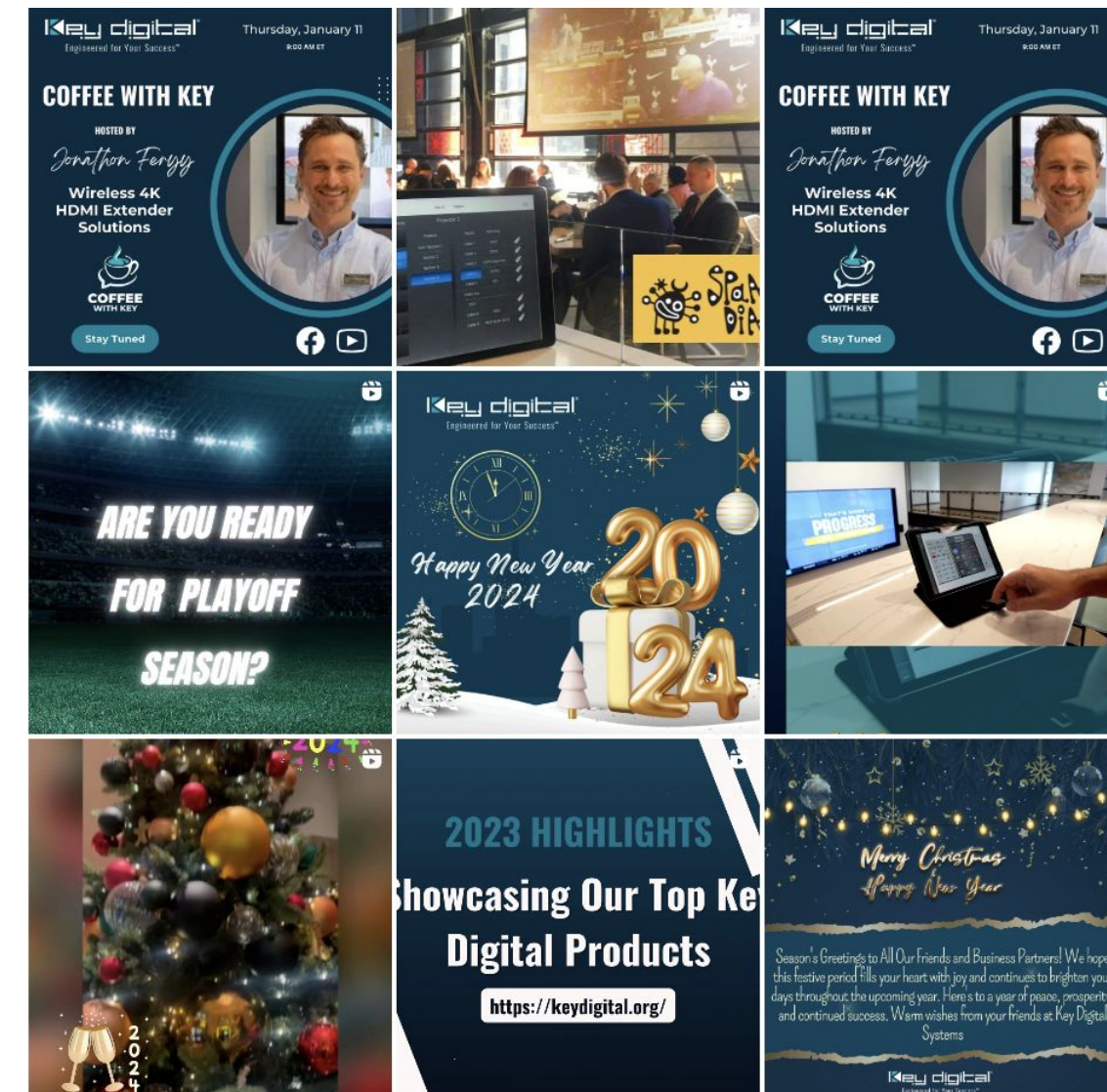
Engineered for Your Success™

- Logo Updated.
- Updated graphics & social media platforms profiles
- Update Youtube Videos



Key digital®

Engineered for Your Success™



Before



After



New Social Media Content Strategy & Plan with Focus on LinkedIn:



Key Digital Systems

1,455 followers

2w •

As we approach our 25th anniversary, **Key Digital Systems** proudly celebrates our 2023 milestones with a series of groundbreaking products and we invite you to join us in looking forward to more groundbreaking developments in 2024.

Our journey of innovation is far from over, and we are excited to continue leading the way in AV solutions.

For an in-depth look at our 2023 milestones, we encourage you to read our full press release. Each product link offers detailed information.

<https://lnkd.in/dzD9W6nR>

Our team is ready to assist you in selecting the perfect solution for your next client. Contact us: sales@keydigital.org

#UCC #AVtweeps #ProgrammableKeypad #ControlSystems #AVoverIP
#AVTech #AudioVisual #WirelessTechnology #4KTechnology #HDMI
#NextGenTech #AVSolutions



Key Digital Systems

1,455 followers

3mo • Edited •

Transforming Collaborative Workspaces at elspaces!

Key Digital Systems's partnership with **Cabling Innovations, LLC** has introduced advanced solutions to elspaces' meeting rooms, huddle spaces, and podcast suites.

Cabling Innovations has efficiently incorporated a Key Digital-enabled 3x3 video wall into elspaces, featuring nine impressive 55-inch bezel-less LG televisions. This setup allows elspaces to easily manage the video wall and more using Key Digital's Compass Control Pro software on an iPad.

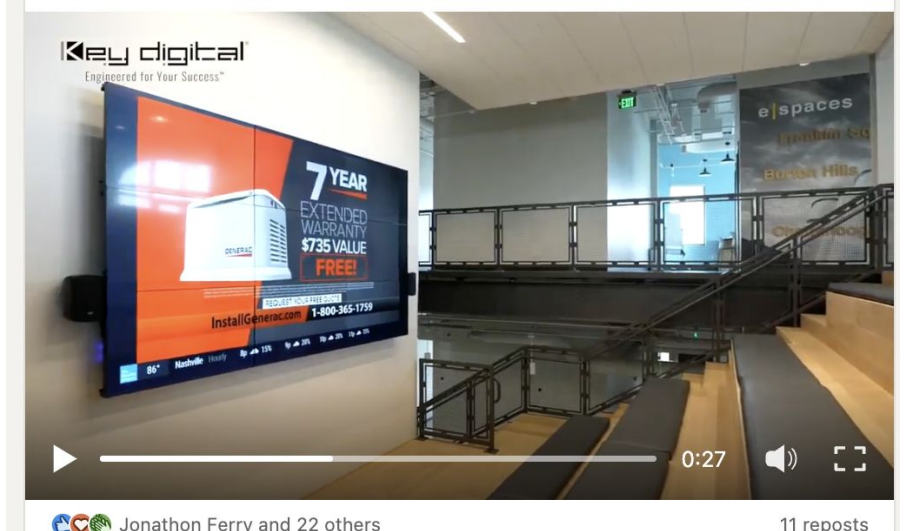
Our KD-BYOD4K Wireless Presentation Gateway made content sharing a breeze, impressing users with its user-friendliness, cost-effectiveness, and top-notch performance.

Discover the most advanced control system on iOS devices, Compass Control® Pro: <https://lnkd.in/dzTrSyEH>

Learn More about Our AV over IP Solutions:
<https://lnkd.in/d7yWpZWm>

Discover the power of our KD-BYOD4K Wireless Presentation Gateway!
<https://lnkd.in/dUJcmyi8>

#AVSolutions #AVtweeps #AVsystems #AVConference #AVinBusiness
#CorporateAV



Jonathon Ferry and 22 others

11 reposts

New Social Media Content Strategy & Plan with Focus on LinkedIn:

- Utilizing actual case studies, videos, and testimonials.
- Tagging and sharing this content with our partners.
- Using Call To Action To direct our audience to Our Solutions and Linking to The Website.
- Leverage Clyne Media Releases and share it constantly on our Social media platforms
- Shift to more engaging, relevant content, (ues PRs content in social media posts)
- Use of targeted hashtags.
- Increased focus on video content creation.
- Collaborate with Sales Dep. for more targeted and tailored content for LinkedIn



Key Digital Systems
1,458 followers
2w · 🌐

Thank you [Sound & Video Contractor](#) magazine for featuring the innovative series of products and solutions from [Key Digital Systems](#) throughout 2023.

For an in-depth understanding of our achievements this year, please explore the detailed press release:
<https://lnkd.in/dTNuWF9u>.

Our expert team is on standby to help you select the perfect solution for your next client. Feel free to reach out to us at sales@keydigital.org.
#UCC #AVtweeps #ProgrammableKeypad #ControlSystems #AVoverIP #AVTech #AudioVisual #WirelessTechnology #4KTechnology #HDMI #NextGenTech #AVSolutions



Key Digital marks 2023 milestones - Sound & Video Contractor
svconline.com · 5 min read

🌐 Mike Tsinberg and 21 others

3 reposts



Key Digital Systems
1,455 followers
2mo · 🌐

Collaborating with [Cabling Innovations, LLC](#), [Key Digital Systems](#) introduces innovative solutions for enhanced collaboration in e!spaces.

Discover the transformative impact of our KD-BYOD4K Wireless Presentation Gateway, streamlining content sharing across diverse devices. But don't just take our word for it—listen to [Jameson Christian](#), AV Manager at Cabling Innovations, and [DeWayne Rains](#), MBA, VP of Sales at Key Digital sharing insights on how our KD-BYOD4K is reshaping collaborative experiences.

Discover the power of our KD-BYOD4K Wireless Presentation Gateway! <https://lnkd.in/dUJcmyi8>

#AVSolutions #AVtweeps #AVsystems #AVConference #AVinBusiness #CorporateAV



- Our visibility increased by 109%.
- Our total followers have grown by 56% and our new followers increase by 179% than last year
- Our engagement rate has increased by 109%
- Our total page views increased by 58%
- Our posts link clicks increased by 162%. English



LinkedIn Performance Overview: Analytics

Total followers ⓘ

Compared to Jan 1, 2022 - Dec 31, 2022

1.41k

↑ 56%

New followers ⓘ

Compared to Jan 1, 2022 - Dec 31, 2022

545

↑ 179%

Total engagements ⓘ

Compared to Jan 1, 2022 - Dec 31, 2022

5.66k

↑ 109%

Total update impressions ⓘ

Compared to Jan 1, 2022 - Dec 31, 2022

54.8k

↑ 109%

Total page views ⓘ

Compared to Jan 1, 2022 - Dec 31, 2022

3.9k

↑ 58%

Post link clicks ⓘ

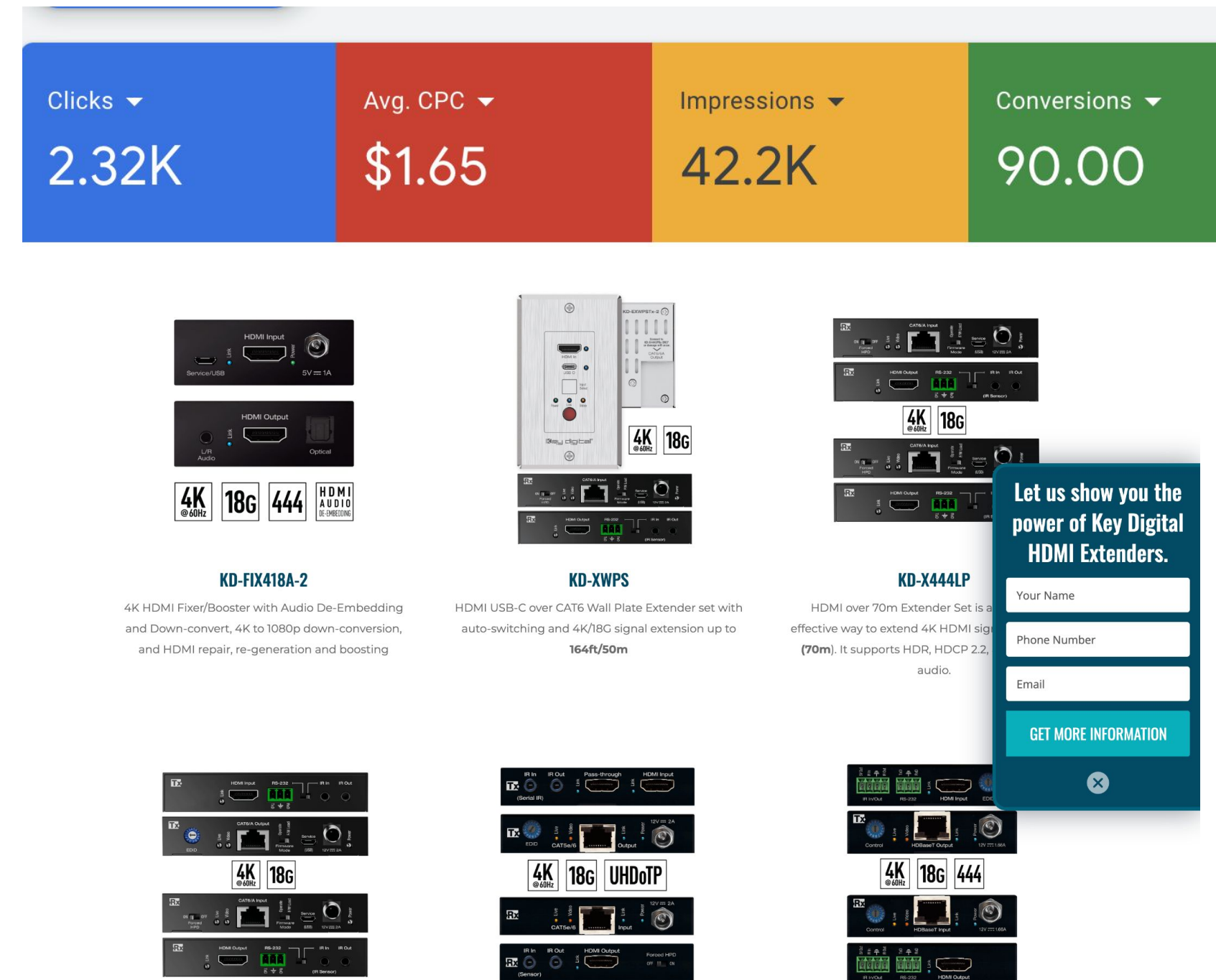
Compared to Jan 1, 2022 - Dec 31, 2022

3.29k

↑ 162%

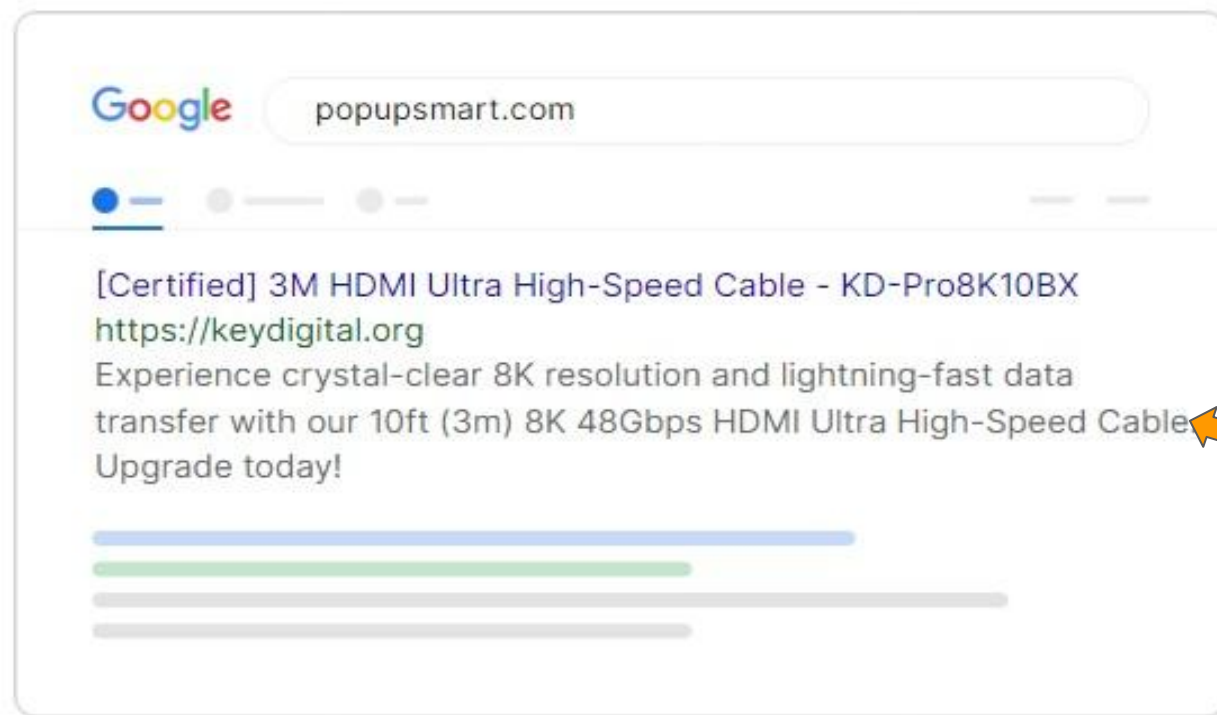
Budget Optimization:

- We've redistributed our marketing budget to focus on key platforms like LinkedIn and Google, where our target audience is more active, reducing spend on less effective platforms like Twitter and Instagram.
- We are shifting our strategy for better efficiency. Instead of separate campaigns for each product, we've made a landing page for extender products. This saves budget and has more impact. We plan to do more like this. In the future, instead of Google ads for one or two products each month, we'll create landing pages for entire product groups or solutions.



Website tasks completed for the year:

- Keyword research, for all products pages
- Adding keywords to Meta tags (title tag, and meta descriptions)
- Content Optimization for products pages
- Images optimization, compress and change alt descriptions.



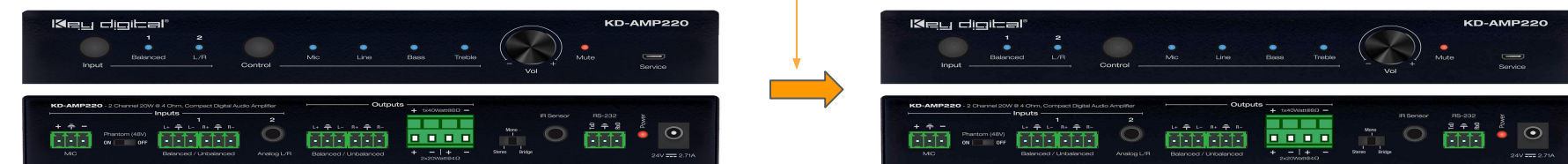
Title Tags

Meta Description



Compression

From 303KB to 84.6KB





This year as a result for optimiazing website content our organic search traffic increased by 23% , and our paid traffic was less this year by 14%, our traffic coming from non paid social platforms increases by 41%



Session default channel group +		↓ Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count All events ▾
SHOW ALL ROWS		66,056 vs. 53,788 ↑ 22.81%	108,225 vs. 82,645 ↑ 30.95%	57,640 vs. 43,742 ↑ 31.77%	59s vs. 60.64 ↓ -1.83%	0.87 vs. 0.81 ↑ 7.3%	6.01 vs. 6.11 ↓ -1.66%	53.26% vs. 52.93% ↑ 0.63%	650,212 vs. 504,892 ↑ 28.78%
1	Organic Search								
	Jan 1 - Dec 31, 2023	29,093	54,114	32,369	1m 15s	1.11	6.51	59.82%	352,102
	Jan 1 - Dec 31, 2022	19,914	34,368	20,643	1m 14s	1.04	6.50	60.06%	223,531
	% change	46.09%	57.45%	56.8%	1.15%	7.33%	0.04%	-0.41%	57.52%
2	Direct								
	Jan 1 - Dec 31, 2023	17,162	24,342	10,888	38s	0.63	5.15	44.73%	125,368
	Jan 1 - Dec 31, 2022	13,458	18,402	7,833	41s	0.58	5.15	42.57%	94,857
	% change	27.52%	32.28%	39%	-6.37%	9%	-0.09%	5.08%	32.17%
3	Paid Search								
	Jan 1 - Dec 31, 2023	10,253	11,651	5,266	34s	0.51	4.90	45.2%	57,047
	Jan 1 - Dec 31, 2022	11,979	14,923	7,504	49s	0.63	5.71	50.28%	85,145
	% change	-14.41%	-21.93%	-29.82%	-30.55%	-18.01%	-14.18%	-10.12%	-33%
4	Referral								
	Jan 1 - Dec 31, 2023	7,434	14,171	7,676	1m 01s	1.03	6.65	54.17%	94,274
	Jan 1 - Dec 31, 2022	6,504	11,615	5,944	1m 04s	0.91	6.58	51.18%	76,466
	% change	14.3%	22.01%	29.14%	-4.01%	12.98%	1.05%	5.85%	23.29%
5	Email								
	Jan 1 - Dec 31, 2023	1,697	1,874	740	30s	0.44	4.85	39.49%	9,081
	Jan 1 - Dec 31, 2022	1,995	2,179	1,302	44s	0.65	6.40	59.75%	13,948
	% change	-14.94%	-14%	-43.16%	-31.2%	-33.18%	-24.3%	-33.91%	-34.89%
6	Unassigned								
	Jan 1 - Dec 31, 2023	1,038	1,074	0	43s	0.00	2.94	0%	3,157
	Jan 1 - Dec 31, 2022	1,352	1,394	13	1m 04s	<0.01	4.12	0.93%	5,739
	% change	-23.22%	-22.96%	-100%	-32.91%	-100%	-28.6%	-100%	-44.99%
7	Organic Social								
	Jan 1 - Dec 31, 2023	781	1,325	646	33s	0.83	5.77	48.75%	7,639
	Jan 1 - Dec 31, 2022	553	786	353	23s	0.64	5.09	44.91%	4,003
	% change	41.23%	68.58%	83%	45.67%	29.58%	13.2%	8.56%	90.83%

Mass Email Marketing

Sent	Opens	Clicks
361,670	125824	2759
361,670	2.80%	0.02%

- Bi-weekly emails blasted out to our database
- Alternated between National and International
- Including contact information for the sales team
- Includes weekly news and product push
- Adding Contacts from webinars, trade shows etc

BYOD Solution for Modern Classrooms 11/30/2023 17:09:14 Opened 31 % Replied 0 % Clicks 0 % Delivered 14k / 15k	RUN 4K HDMI WITHOUT WIRES! 11/08/2023 23:29:24 Opened 28 % Replied 0 % Clicks 3 % Delivered 14k / 15k	Your Perfect Bar/Restaurant System in One Complete Solution! 10/27/2023 23:23:41 Opened 36 % Replied 0 % Clicks 0 % Delivered 14k / 15k	Thank You for Visiting Us at CEDIA Tech Summit! 10/26/2023 18:51:16 Opened 83 % Replied 0 % Clicks 4 % Delivered 23 / 24	Flexible 4K Video Walls with FREE App Control 10/20/2023 22:12:34 Opened 37 % Replied 0 % Clicks 1 % Delivered 14k / 15k	Join us GITEX GLOBAL 2023! 10/16/2023 22:47:43 Opened 38 % Replied 0 % Clicks 0 % Delivered 2k / 2k	Turn Any Display Into a Video Wall! 10/06/2023 23:34:24 Opened 33 % Replied 0 % Clicks 5 % Delivered 15k / 15k
Get Ready for a New School Year with our Classroom-In-a-Box Solution! 07/28/2023 18:22:51 Opened 29 % Replied 0 % Clicks 0 % Delivered 15k / 15k	Missed InfoComm23? Quick Recap from Our Team. 06/30/2023 18:33:00 Opened 31 % Replied 0 % Clicks 0 % Delivered 15k / 15k	Pleasure to Meet You during InfoComm23! 06/28/2023 20:11:34 Opened 53 % Replied 0 % Clicks 6 % Delivered 272 / 273	7 Days till InfoComm 2023! Visit Key Digital @ Booth 3043! 06/07/2023 23:08:27 Opened 31 % Replied 0 % Clicks 0 % Delivered 13k / 12k	You're Invited to Key Digital Booth at InfoComm 2023! 05/26/2023 09:19:31 Opened 33 % Replied 0 % Clicks 0 % Delivered 15k / 15k	Solutions for Multi-format, Multi-device or BYOD AV Systems 05/09/2023 07:28:11 Opened 33 % Replied 0 % Clicks 0 % Delivered 15k / 15k	Flexible Solution for Multi-Purpose Gyms and Athletic Facilities 04/25/2023 20:21:06 Opened 32 % Replied 0 % Clicks 0 % Delivered 15k / 15k
Thank You for Meeting Key Digital Team at ISE 2023 02/22/2023 23:40:48 Opened 64 % Replied 0 % Clicks 18 % Delivered 48 / 47	ISE 2023 Day 4: Essential BYOD and Presentation Switchers 02/03/2023 16:40:42 Opened 31 % Replied 0 % Clicks 0 % Delivered 15k / 15k	ISE 2023 Day 3 Highlights: Newest Extenders! 02/02/2023 17:24:22 Opened 30 % Replied 0 % Clicks 0 % Delivered 14k / 15k	ISE 2023 Day 2 Overview from the Show Floor 02/01/2023 16:23:17 Opened 32 % Replied 0 % Clicks 0 % Delivered 15k / 15k	ISE 2023 Day 1 Highlights from the Key Digital Booth 01/31/2023 17:11:13 Opened 32 % Replied 0 % Clicks 0 % Delivered 15k / 15k	Going to ISE 2023? Visit Key Digital in Booth 2M-650! 01/27/2023 20:39:41 Opened 31 % Replied 0 % Clicks 0 % Delivered 15k / 15k	Visit Key Digital at ISE 2023 - Booth 2M-650 01/13/2023 20:22:58 Opened 32 % Replied 0 % Clicks 1 % Delivered 15k / 15k
How to run HDMI/USB-C 4K over 50m CAT5 with a Simple Wallplate Kit 12/01/2022 21:56:12 Opened 43 % Replied 0 % Clicks 1 % Delivered 2k / 2k	IN-STOCK! 4K HDMI and USB-C over CAT5 Wallplate Kit with Auto Switching 11/18/2022 23:26:31 Opened 34 % Replied 0 % Clicks 0 % Delivered 13k / 12k	Succeed In Your Next Conference or Huddle Room Install 11/10/2022 23:32:40 Opened 41 % Replied 0 % Clicks 5 % Delivered 2k / 2k	Nail Your Next Conference or Huddle Room Install 11/04/2022 22:23:43 Opened 33 % Replied 0 % Clicks 1 % Delivered 13k / 12k	How-To: 2 Mirrored 4K Video Walls with App Control and 5 Video Wall Modes 10/28/2022 22:37:22 Opened 41 % Replied 0 % Clicks 3 % Delivered 2k / 2k	How-To: 2 Mirrored 4K Video Walls with 5 VW Modes and App Control 10/20/2022 17:49:12 Opened 35 % Replied 0 % Clicks 1 % Delivered 13k / 12k	IN-STOCK! 4x4 4K HDMI Seamless Matrix with Multi-View Tiling 10/06/2022 23:12:18 Opened 36 % Replied 0 % Clicks 1 % Delivered 13k / 12k

Exciting 2023 Milestones

2023 Highlights: Showcasing Key Digital Systems' Top Products



Discover a year of breakthroughs as Key Digital proudly presents new and updated products, marking significant strides in AV solutions.

From the powerful **KD-WP8-2** web-UI-programmable IP control wall plate keypad to the revolutionary **KD-4KWHCEX** HDMI 4K 60Hz wireless extender kit, our innovations redefine the industry.

Join us in celebrating 25 years of excellence, and stay tuned for more exciting developments in 2024!

Click the button below and read our full **press release** for an exclusive insight into our 2023 milestones.

[Key Digital marks 2023 milestones](#)

How can we improve open and clicks rate for Email Marketing?

Interactive Content for AV Systems

- **Engage Distributors:** Use polls, surveys, and quizzes in emails.
- **Create Urgency:** Add countdown timers for special promotions.
- **Target:** Limited-time discounts or exclusive product releases.
- **Action-Oriented:** Encourage quick responses and orders from distributors
- **Craft emails with engaging content, and titles high graphics quality, into the point,**

PR Strategy with Clyne Media

- Every week, we team up with Clyne Media to come up with ideas for press releases. We plan ahead, keeping a two-month schedule ready. Our topics vary from real-life case studies to updates on our newest products.

Schedule	TOPIC OF THE MONTH				
	Newsletter Topic	Solution	By Systems	By Product	Clyne Media Outreach in Progress
9/4/2023		Pro4x1X-2?			KD-pro4x1x-2 - Released
DeWayne 13 Clyne in Progress 15 Clyne Released 110					
Pavs-magna Intern 2 Texas Road House- Rest Chain Masha Tsinberg Pig beach BBQ-Louisville Intern 2 BMG (dealer) Masha Tsinberg Next Wave Tek- School boardroom AV over IP Masha Tsinberg mosaic PR (end users) Masha Tsinberg Ban-Koe Av over Ip and Presentation (SCENIC RIVER)	ISE/ DIY AVoIP System Intern 2 ISE/ KD-4kWHCEX Intern 2 ISE/ WP8-2 with Q-SYS Certified Plugin Intern 2 EDID Blog Series Intern 2 TPG communications use of KD gear Masha Tsinberg Trend Piece on specific soultions with 3 testimonial- Eduaction or board room Intern 2	2023 Products Recap Intern 2 12 Days of Christmas Intern 2 4K Wirless Extender kit Intern 2 Total 2.0 Road Show Intern 2 Wall Plate PR KD-EXWPSTx Kevin Bedoya 7. HDBaseT Extender Sets Kevin Bedoya one or two "big picture" Infocomm PR's Masha Tsinberg	Cedia tech summit -Released Bars & restaurants AV over IP Compass Control - Released Eaton Carson Spring - Released D-IP922ENC-II, KD-IP922DEC-II		

Press Releases & Clyne Media

Effective Use of Press Coverage:

- Gained 180 pieces of press coverage.
- Leveraged in social media posts and announcements for case studies and new products.
- Distributed for the AV industry groups via Meltwater outreach.
- Monthly releases through Meltwater wires.



636K
Print Circulation

Summary

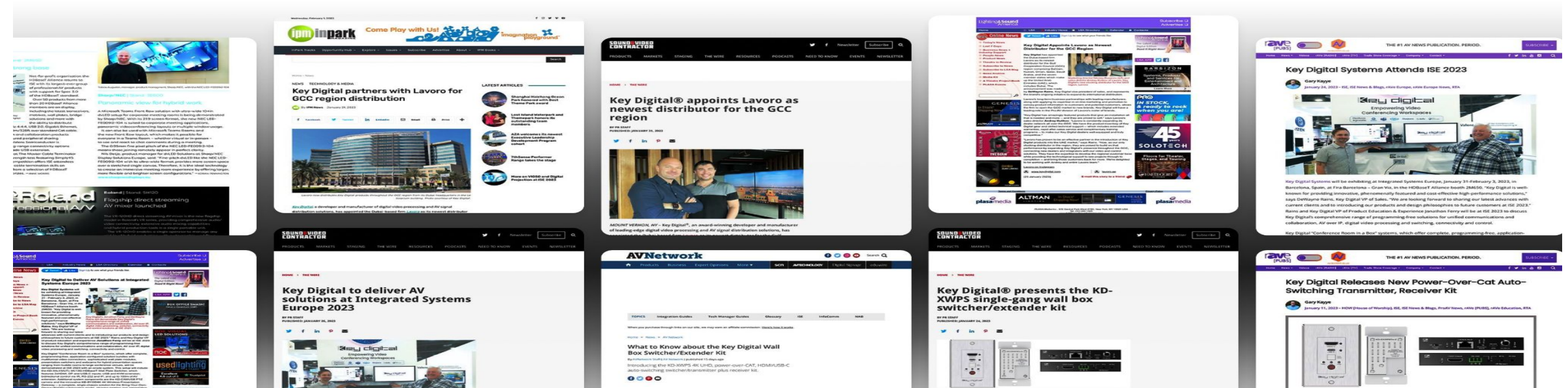
180
Pieces of Coverage

Total number of online, offline and social clips in this book

455M
Audience

Combined total of publication-wide audience figures for all outlets featuring coverage

2023 Coverage



RSS & Press Releases.

- RSS hits are when people post about our press releases
- Others posting about our PR’s brings more attention to the company and website
- Sources that people trust with a big following such as Commercial Integrator, AVNetwork, rAVe pubs

Featured Press Releases



Product PR

Key Digital® enables DIY AV over IP configuration with System Builder



Product PR

Key Digital marks 2023



Key Digital® Introduces KD-4KWHCEX Wireless 4K HDMI Extender
 ... , receiver, power supplies, IR sensor, IR emitter, antennae and mounting hardware. About Key Digital : Established in 1999, Key Digital® ...
 Jan 11, 2024 3:00 PM
www.worshipfacility.com

Key Digital marks 2023 milestones
 ... -UI-programmable IP control wall plate keypad and enhancements to the powerful yet free iOS Key Digital App for system control, Key Digital® ...
 Dec 28, 2023 2:22 PM
www.bahrainindustrypress.com

Product PR

Key Digital celebrates t discounts



Key Digital marks 2023 milestonesGlobeNewsWireToday at 12:17pm UTC
 ... Key Digital marks 2023 milestonesGlobeNewsWireToday at 12:17pm UTC ...
 Dec 28, 2023 12:47 PM
pr.cbslakecharles.tv

Key Digital® introduces KD-FIX418A-2 4K HDMI Fixer
 ... Key Digital® introduces KD-FIX418A-2 4K HDMI Fixer ...
 Dec 21, 2023 8:09 PM
www.svconline.com



Key Digital celebrates the 12 Days of Christmas with daily discounts
 ... Video Wall Processor Tuesday, December 19 For more information: Key Digital: keydigital.com Key Digital 12 Days ...
 Dec 4, 2023 4:28 PM
lifestyle.pierrecountry.com

Case Study PR

Key Digital® componer Systems for Happy's Sp



Key Digital® introduces KD-4KWHCEX wireless 4K HDMI extender
 ... antennae and mounting hardware. The KD-4KWHCEX has an MSRP of \$499.00. Links Key Digital KD-4KWHCEX 4K HDMI Wireless Extender Kit PR Staff ...
 Dec 1, 2023 1:47 AM
www.svconline.com



How can we increase our case studies for press releases and for more marketing exposition for?

To strengthen our bond with distributors and get them excited about participating in case studies and marketing initiatives, here are a few ideas:

- 1. Loyalty Discounts:** Let's show our appreciation by offering discounts on their future orders. The more they work with us and share their success stories, the more they save.
- 2. Customized Marketing Kits:** We can create personalized marketing kits for our distributors. These kits will include materials with both our logos, like brochures, graphics and videos, so they can easily showcase their solutions and case studies with Key Digital, (now we will have more available content as we hired a specialized graphic designer)
- 3. Cooperative Marketing Campaigns:** Joining forces with our distributors can be powerful. By teaming up on marketing campaigns, we can share costs and make a bigger impact. This will help us both get more exposure and generate more leads, while also share the cost of campaigns.

Live Streams (Coffe with Key- KD Live)



Live Stream	Live steam #	Total Views
KD Live	14	279
Coffe with Key	11	314

How we can make it more Engaing and raise views:

- Find efficient way to start streaming live
- Targeted Paid Advertising prior for the livesream events
- Exclusive Content and Offers for Live Viewers

- **We regularly review our monthly stats, checking how well our newswire and online campaigns are doing. After comparing with Google and social media results, we've decided to shift more budget from Meltwater and step away from meltwater and invest more into our website, Google ads, and social media, especially LinkedIn, for better results.**



14.4K

\$8K

1.75M

448.00



97

atal Link Clicks

Key Digital AV over IP systems can be sized to suit any application. An HDMI to IP encoder per source feeds the managed switches, and an IP decoder per destination display converts the desired source signal back to HDMI to feed monitors and projectors. USB 2.0 routing follows AV source / display selection logic of many of four USB keyboard or mouse devices simultaneously routed to a single host computer / encoder. A KD-IP1022-II AV over IP

Led by the "Father of DVD," Mike Teinberg, Key Digital® is an InfoComm, CEDIA, CES, and NAHR award winning manufacturer of professional distributed video.



KD-IP922-II_ENC_DEC.jpg

The second-generation KD-IP922-II (Encoder and Decoder front and back shown), and the visually identical KD-IP1022-II encoders and ...**More**



KeyDigital_KD-IP922-II_and_KD-IP1022-II.docx

Key Digital® introduces next-generation AV over IP systems at reduced pricing

[Download Here](#)

Related Links

[Key Digital Home Page](#)

<https://keydigital.org/>

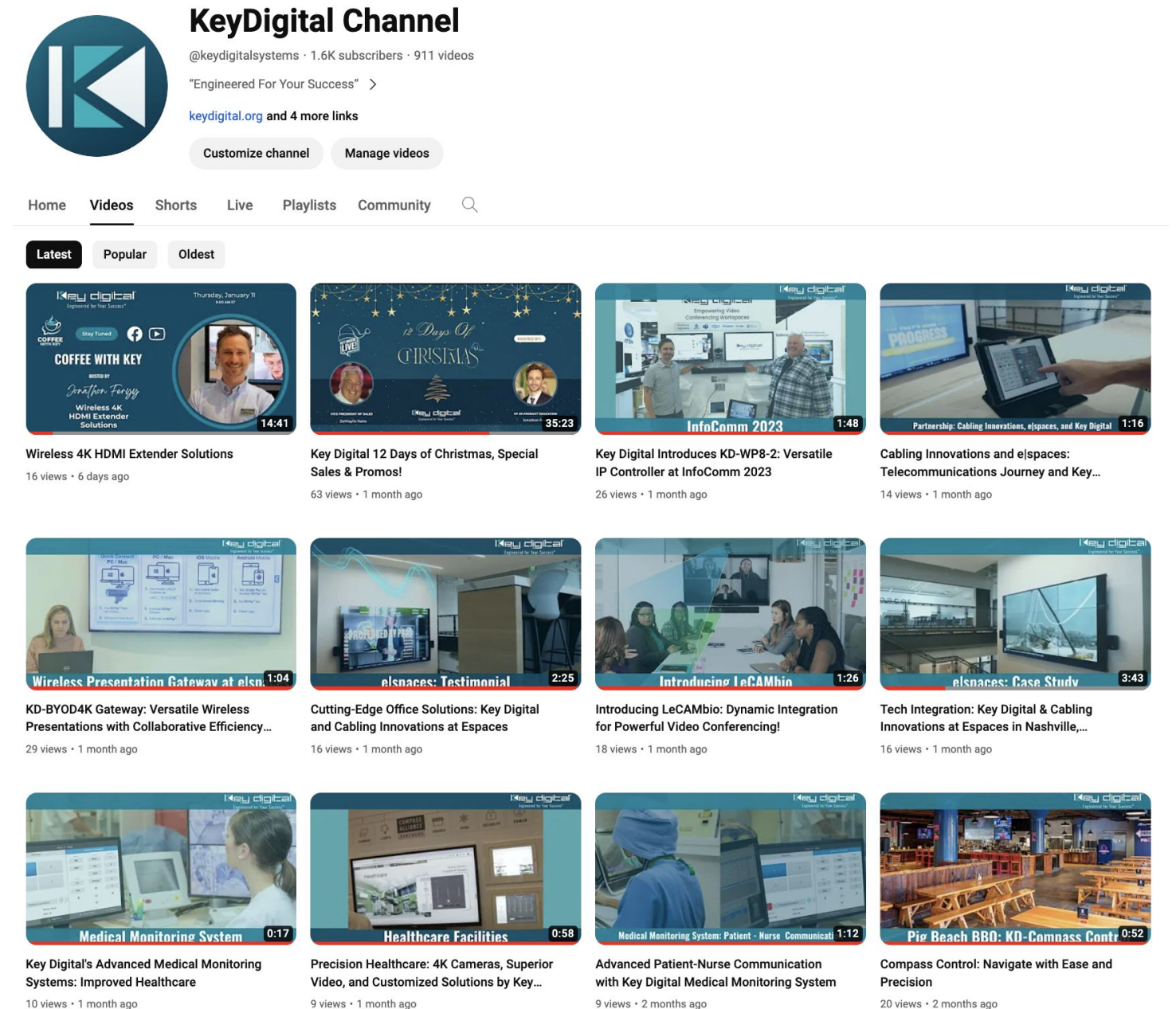
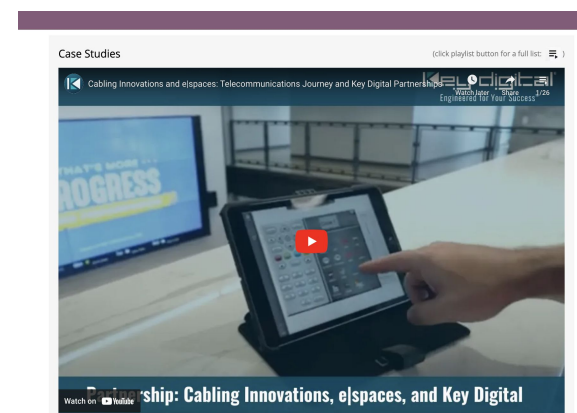
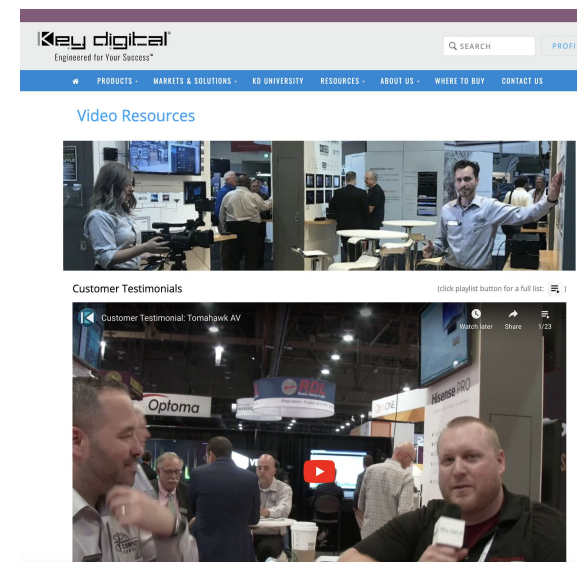
[Key Digital Press Releases](#)

<https://keydigital.org/resources/pre...>



You Tube Revamp & Video Resources update

- Video resources page on our website comes from Youtube.
- We are Re-organize and updated all the you tube video with our new logos and Introduction, Also we are optimization SEO for youtube content for better ranking by updating and adding keywords to (title, video descriptions)



App Downloads

In 2023, the KD App saw an incredible 799% increase, the Compass App a phenomenal 1780% jump, and our third app grew by 221% compared to 2022.

Recommendations for Next Year:

1. Leverage Data Analytics: Use analytics to understand user behavior better and tailor features and marketing efforts for all apps, ensuring sustained growth.

2025 App Downloads

Month	Compass Control	Key Digital App	KDCAM
January	24	54	83
February	25	38	88
March	31	91	64
April	27	35	65
May	28	35	62
June	108	40	54
July	31	33	57
August	19	54	67
September	39	91	56
October	42	117	72
November	57	74	65
December	40	56	58
Total 2022	471	718	791

2026 App Downloads

Month	Compass Control	Key Digital App	KDCAM
January	129	10200	84
February	69	1200	70
March	61	72	130
April	1,000	71	142
May	38	51	164
June	31	53	202
July	44	52	231
August	1400	73	324
September	53	71	271
October	1100	1300	259
November	39	54	324
December	270	302	340
Total 2023	4234	13499	2541

Monthly Newsletters

- 1 Product or announcement per month gets distributed in D-tools magazine.



Solutions Industry Pricing Resources



KD-Pro4x1X-2

4 Input Pro Series HDMI Auto Switcher with Web UI



Solutions Industry Pricing Resources

Key digital® Key Digital KD-WP8

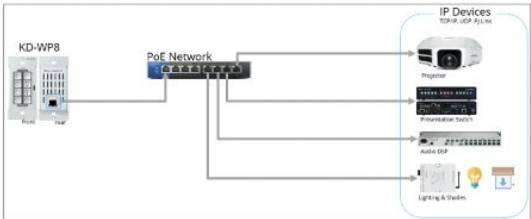
8 Button Web UI Programmable IP Control Wall Plate Keypad with PoE for KDPlug & Present™, Compass Control® Pro, and Third-Party Systems via Open API

- Key Features:** Installs cleanly with PoE network switch or PoE injector (not included). Fits U.S. single-gang wall box. Brushed aluminum decora plate included.
- Supported Technology:** Add KD-CX800, KD-MC1000, or KD-IP822/922/1022 master controllers for native control of IR, RS-232, or voltage relay devices. Integrate with any number of KD Master Controllers.
- Benefits:** Web GUI walkthrough of network settings, project import & export, button configuration, event programming and virtual event keypad access. Up to 10 commands on button press and release/repeat, for up to 20 events per button and 160 events total.
- Compatibility:** Virtual keypad GUI options accessed by PC software and iOS app.
- 3 year limited warranty included.** USA based tech support, product design, and engineering.

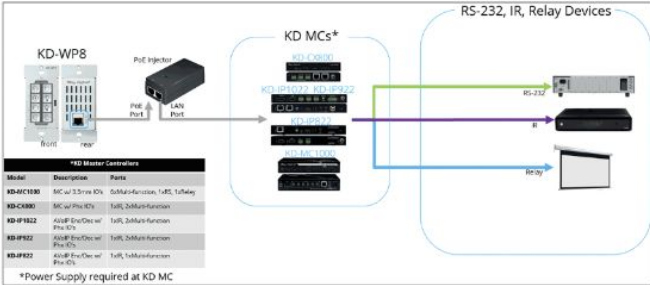
Markets: The KD-WP8 is designed for applications that need to integrate control of multiple devices, using a simple interface like an iPad. The KD-WP8 is perfect for classrooms, museums, Houses of Worship, hotels, ballrooms, and can meet your corporate needs as well.

Read more about this product [here](#) and check out our [website](#) for more of our products!

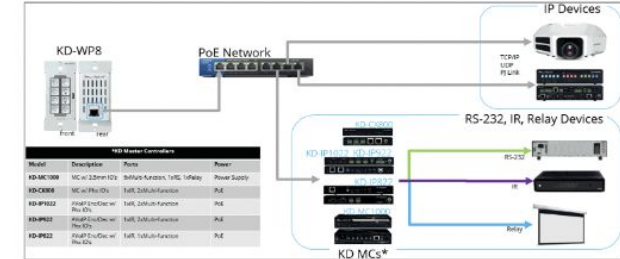
IP Device Control - For IP Control, KD-WP8 sends commands directly to the devices via the network. No Master Controller necessary.



No network switch Required - KD-WP8 is powered by PoE Injector with connectivity to Master Controller. For IR, RS-232, and Relay control, KD-WP8 sends command string and burst info to KD Master Controller.



IP, IR, RS, Relay Control - For IP Control, KD-WP8 sends commands directly to the devices via the network. For IR, RS-232, and Relay control, KD-WP8 sends command string and burst info to KD Master Controller.



Solutions Industry Pricing Resources

Key digital



KD-4KWHCEX

HDMI 4K 60Hz 100 ft Wireless Extender KIT with IR

- Key Features:**
- 100ft / 30m wireless HDMI signal extension
- 4K Signals with HDR, HDCP2.2
- Utilizes 5G WiFi Technology for reliable transmission
- IR Signal Extension for source control

INTRODUCTION

KD-4KWHCEX is a wireless HDMI extender kit with support for resolutions up to 4K. The innovative technology behind KD-4KWHCEX reliably extends HDMI signals with the latest standards - up to 3840x2160 resolution, HDR, 4:4:4 chroma, and deep color - for an effortless solution ideal for temporary and permanent installation in presentation spaces, outdoor AV setups, and all environments where running a new wire is not possible.

KD-4KWHCEX features an HDMI pass-through port for connecting a local monitor or sending audio into an AV receiver. Additionally, the included IR sensor and emitter allow for control of the connected HDMI source devices such as cable boxes or streamers.

FEATURES

- Wireless Extension:** Great for temporary setups or installations where new wiring is not possible.
- 4K Resolution Support:** Up to 3840x2160 24/25/30/60hz at 4:4:4 (signals up to 18Gbps bandwidth) and backward compatible.
- Signal Distance:** 100ft / 30m extension with optimal quality. Up to 164ft / 50m capable in ideal environments.
- 5G WiFi Technology:** Transmits through walls and ceilings with minimal range loss and maximum resistance to wireless interference.
- IR Control Extension:** Sensor at Rx unit collects IR signals from device remote to control source equipment at Tx unit with IR emitter.
- HDMI Pass-Through:** Ideal for local monitor or connection into AV receivers
- Surround and 2ch Audio Support:** Pass-through port supports up to Dolby®, DTS™ (formats up to 5.1/6.1). 2ch audio maximum support via wireless extension to Rx unit.

Signatures

- Our email signatures are another way to throw in some added promotion with every email we send to people the staff communicate with on a daily basis, we do it for all our event ot new products updates

July	IP922-II
August	QSYS Plug-in Partnership?
September	QSYS Plug-in Partnership?
October	QSYS Plug-in Partnership?
November	MLV4x4 & VW4x4proK
December	12 Days of Christmas



2024 Plan to Improve Signatures

Continue to constantly change with extra push of older products in inventory and new events or products

Visit Key Digital Team at ISE 2023 - 1/31-2/3
HDBaseT Alliance Booth #2M650 • Barcelona, Spain

integrated
systems
europe



Programmable IP Wall Plate Keypad
Integrates into the Q-SYS Ecosystem via Certified Q-SYS plugin.
Now available for download via Q-SYS Designer Asset Manager.
KD-WP8-2 [EXPLORE PRODUCT](#)



Next Generation of Our Flagship 4K AVoIP Systems is Here!
4K AVoIP Encoders and Decoders with POE, Built-in Pre-Amp & Audio De-Embed



4K
HDMI
AUDIO
DE-EMBED

KEY DIGITAL
APP READY

[EXPLORE PRODUCTS](#)

KD-IP922ENC/DEC-II

4x4 HDMI Seamless Matrix with Multi-View Tiling



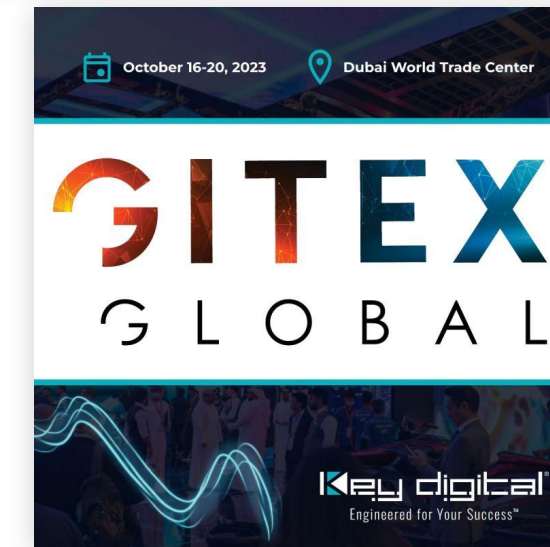
KD-MLV4x4Pro

[VIEW PRODUCT](#)

4K runs up to 115 feet with included Rx Extenders over CAT5e/6

Trade Shows

- Organizing and planning everything that goes into a trade show
- Including booking flights, hotels, and dinners for staff
- Promoting, planning walls, filling out paperwork, packing items to ship
- Trade shows are where we get majority of our leads and is our chance to show people who are interested in our industry what we have to offer

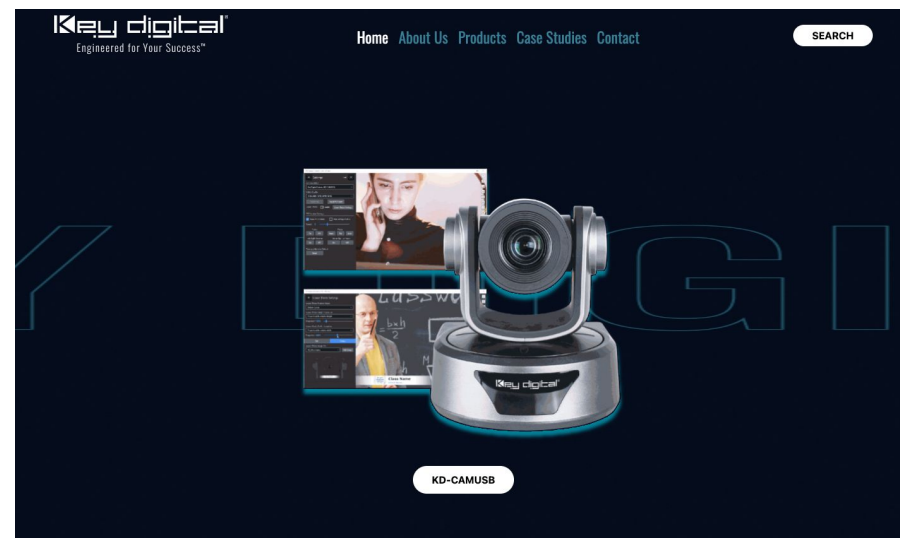


Plan to improve Trade shows

HOPEFULLY attend more smaller ones through the year, working on finding student videographers and photographers for future shows

Next Year :Hire A New Web designer from Dubai before the end of January :

We started interviewing candidates and run evaluations tasks for home page design creating.



ABOUT US

Company Overview

Established in 1999, Key Digital® designs and engineers intuitive digital A/V connectivity and control solutions that embody excellence. Key Digital delivers reliable, superior-quality, easily-implemented, versatile, high-performance products for corporate, education, government, house-of-worship, bar & restaurant, digital signage and residential A/V applications.

Founded by innovator Mike Tsinberg, holder of over 40 digital video and HDTV patents, Key Digital designs and engineers its products in-house at its USA headquarters in Mount Vernon, New York. The result of meticulous research, development and testing, Key Digital products showcase the company's extensive, unparalleled technical knowledge and expertise, as well as its market-driven approach, serving as a partner to consultants, designers, and system integration firms in the A/V industry. Key Digital works as its clients' extended engineering team, developing customized solutions for specific applications. Key Digital is an InfoComm, CEDIA, CES, and NAHB award-winning manufacturer.

Key Digital, Engineered For Your Success™

LEARN MORE



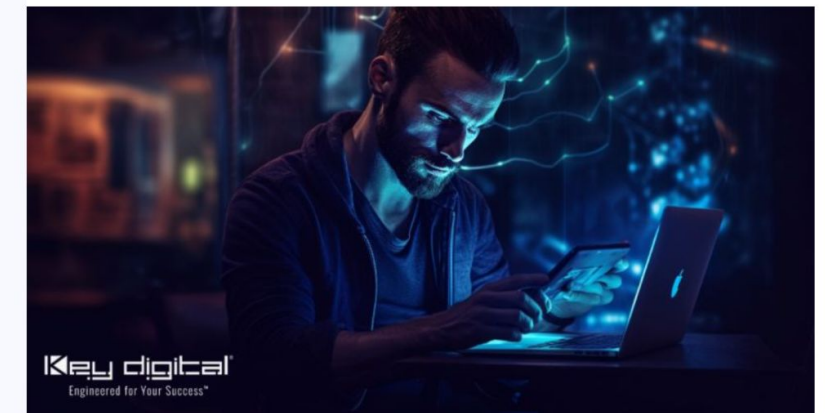
COMPANY OVERVIEW

Key Digital, Engineered For Your Success™

Established in 1999, Key Digital® designs and engineers intuitive digital A/V connectivity and control solutions that embody excellence.

Key Digital delivers reliable, superior-quality, easily-implemented, versatile, high-performance products for corporate, education, government, house-of-worship, bar & restaurant, digital signage and residential A/V applications.

Read More →



WHAT WE DO

Key Digital



Products

Key Digital products showcase the company's extensive, unparalleled technical knowledge and expertise, as well as its market-driven approach, serving as a partner to consultants, designers, and system integration firms in the A/V industry.



Markets Solution

Key Digital works as its clients' extended engineering team, developing customized solutions for specific applications. Key Digital is an InfoComm, CEDIA, CES, and NAHB award-winning manufacturer.



Where to Buy

North America Inquiries, Europe, Asia Pacific, GCC Region, Africa. Key Digital Online Shopping Portal is Amazon.com and Authorized Online Resellers

Overall Marketing Goals

- **More professional and high quality Social Media Content:** Shift focus to real stories from case studies. Less product graphics, more practical industry tips, diverse videos, reviews, and in-depth case study content.
- **Website optimization and redesign:** Complete the new SEO-friendly website layout.
- **Enhanced Email Marketing Analytics:** Improve our email marketing tracking to directly correlate marketing efforts with sales outcomes.
- **Increased Focus on Case Studies:** Produce more case studies to showcase real-world applications and success stories.
- **Update all Distributor Key Digital products on their websites**
- **Transitioning from Meltwater to Sales-Driven Strategies:** We're reallocating our budget towards more direct sales-boosting channels, specifically focusing on Google Ads and LinkedIn campaigns.



Thank You
Masha@keydigital.com