



# AYR DIGITAL

Smart Strategies. AI-Powered Results.  
Your Digital Success Starts Here.

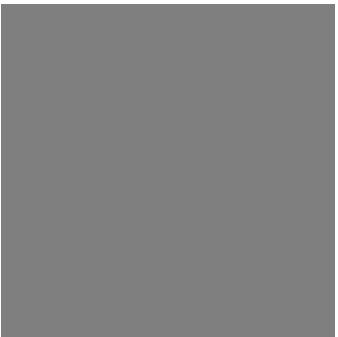
**Built for small teams.  
Designed to scale.**

# WELCOME MESSAGE

We started Ayr Digital to help small and mid-sized teams punch above their weight. With the right strategy, tools, and partners — they can scale without the usual pain.

**— Founder, Ayr Digital**

# ● ABOUT US



## **Strategy-Driven. AI-Enhanced. Results That Scale.**

Based in Canada and working globally, we help small and medium-sized teams grow through smart strategy, AI-powered delivery, and flexible, data-driven execution. Our remote-first model gives you elite performance without the bloated overhead.

We're here to help you grow - efficiently, intelligently, and at scale.

## Mission

We help businesses grow with AI-powered marketing, measurable results, and trusted partnerships

## Vision

To be the go-to digital partner for SMBs – helping teams grow with expert strategy, scalable solutions, and a commitment to digital excellence.



# MISSION & VISION



# The Problem SMBs Face



## **The Expectation Gap**

SMBs are expected to keep up with modern digital marketing — but they're under-resourced, overwhelmed by complexity, and underserved by traditional agencies.



## **The Cost of Doing It Alone**

Hiring in-house is expensive. Big agencies feel bloated and inflexible. Freelancers lack consistency and oversight.



## **What SMBs Actually Need**

What small and mid-sized teams need is a partner that delivers strategy, execution, and optimization — without the overhead or friction.

# Built for Ambitious SMBs

## Who Demand Speed, Strategy, and Results.

We deliver full-funnel strategy, execution, and optimization – powered by AI and backed by global talent.

Our flexible delivery model gives clients agency-quality outcomes without the overhead. Whether you're launching a campaign, scaling growth, or filling gaps in your internal team, we plug in fast and drive results – with clarity, speed, and zero fluff.

**We use AI as a force multiplier – not a replacement.**

It helps us deliver smarter strategy, faster execution, and continuous optimization, while our team ensures it's always human-approved.

# OUR SERVICES



We help small and mid-sized teams grow with strategy-first, AI-powered marketing. From SEO to paid media to B2B lead gen, our services are designed to plug in fast, scale smart, and drive results that matter.

## Who we are

**Ayr Digital is a full-stack, remote-first agency focused on scalable solutions for ambitious businesses.** We combine AI-powered execution with strategic thinking to deliver fast, clear, and measurable outcomes.

## Digital Strategy & Integrated Campaigns

Roadmaps, audits, and channel planning built around your goals. We align tactics to business outcomes and make your marketing work smarter from day one.

## Search Engine Marketing

SEO, paid search, and paid social campaigns that increase visibility and drive qualified traffic. From on-page to Google Ads, we optimize for real growth – not just clicks.

## B2B Marketing

ABM, lead nurturing, and multi-channel strategies that connect with real decision-makers. We help B2B teams generate demand, not just leads.

# OUR SERVICES



From storefronts to campaign attribution, we deliver everything growth-focused teams need to convert, optimize, and improve continuously — without the bloat of big agencies or the chaos of freelancers.

## Who we are

**We're a digital growth partner — agile, AI-powered, and always aligned to your outcomes.** Whether you're scaling fast or just getting started, we plug in with the tools, talent, and strategy to make your marketing move

## E-Commerce

We specialize in creating user-friendly WooCommerce and Shopify websites that drive sales, reduce cart abandonment, and enhance customer loyalty.

## Web Design & Development

Conversion-focused websites built for speed, mobile, UX, and SEO — powered by WordPress, Webflow or custom stacks. We design and build to make every click count.

## Marketing Analysis & Attribution

Clear dashboards, campaign reporting, and full-funnel attribution tracking. Know exactly what's working, what's not, and where to scale next.

# WHY CHOOSE AYR DIGITAL

Your strategic partner built for modern marketing teams.



## Strategy-First Execution

Every service starts with a plan. We align your digital tactics to **business goals** — so your budget works harder and smarter from day one.



## AI-Enhanced, Human-Led

Our global team leverages AI to **move faster and optimize** continuously — with expert oversight ensuring everything is on-brand, on-message, and human-approved.



## Built for Growing Teams

Our model is lean, flexible, and built for modern SMBs. No bloated retainers or drawn-out timelines — just real work that **drives results**.



# WHAT IS AI-POWERED MARKETING?

*Efficiency, insight, and scale – enhanced by AI*



At Ayr Digital, AI isn't a gimmick – it's a tool we use to move faster, work smarter, and deliver better results.

From market research to ad targeting, content generation to campaign testing, AI helps us streamline your marketing and maximize ROI – while keeping the human touch where it matters most.

How we use AI at Ayr Digital:

**Strategy:** Competitor insights, persona modeling, SEO gap analysis

**Content:** Draft generation, tone control, image prototyping

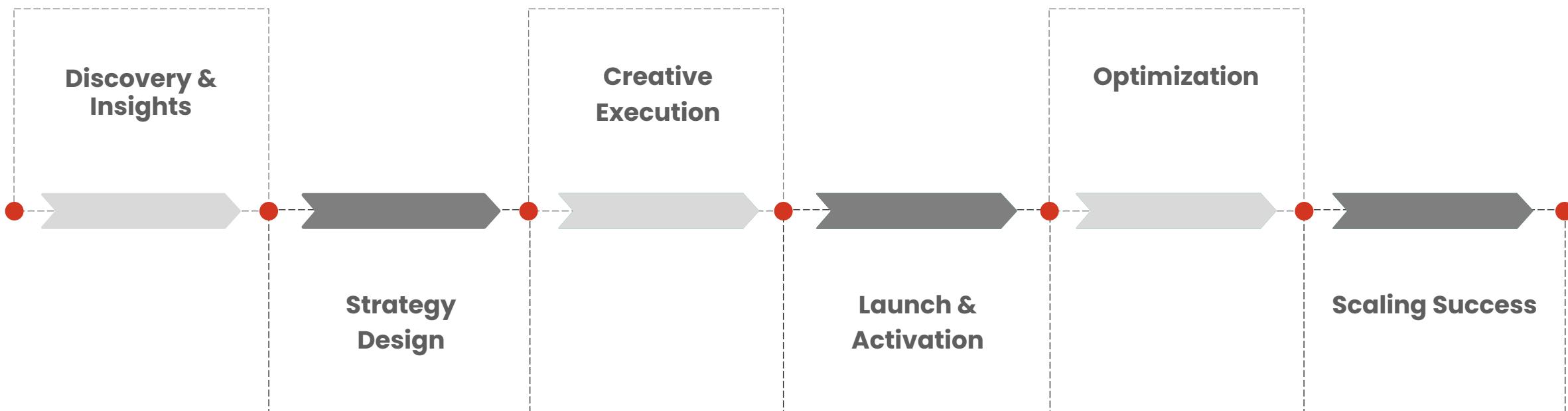
**Campaigns:** AI-enhanced targeting, performance testing

**Ops:** Reporting automation, SOP building

All AI use is led by humans, reviewed for quality, and aligned to your business goals.

## ● OUR DELIVERY PROCESS

We make digital delivery seamless. Our step-by-step process takes you from insight to impact — efficiently, collaboratively, and always aligned to your business goals.

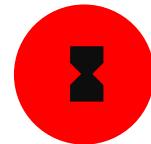


# HOW to WORK with AYR DIGITAL



Flexible, scalable, and tailored to your goals.

At Ayr Digital, we offer flexible ways to collaborate – from one-off projects to ongoing partnerships. Whether you need a full-service team or strategic support for your in-house marketers, we tailor our engagement model to fit your goals, budget, and internal capacity.



## **Project-Based Engagements**

**For one-off, clearly scoped needs.**

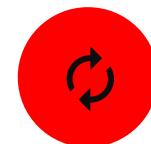
Launch a new website, run a campaign, or request a strategic audit – delivered fast and on budget.



## **Supplemental Marketing Team**

**We enhance your in-house team.**

Ideal for lean marketing departments that need support across strategy and execution.



## **Retainer Partnerships**

**Ongoing strategy + execution.**

We act as your dedicated digital team, meeting monthly to drive performance, reporting, and continuous growth.



# OUR GLOBAL DELIVERY NETWORK

***Built for Reach. Aligned for Results.***

Our model is global by design. We partner with expert creatives, marketers, and technologists across 5 continents — all aligned to Ayr's delivery standards, tools, and oversight.

# Your Journey with Ayr Digital

- Starts Here.



## Step 1: Book a Discovery Call

***Let's get to know each other.***

We'll learn about your goals, current challenges, and what success looks like for your business



## Step 2: Get a Custom Proposal

***Tailored to your goals.***

We'll deliver a personalized scope of work, timelines, and pricing aligned to your goals and growth stage



## Step 3: Kick Off & Grow

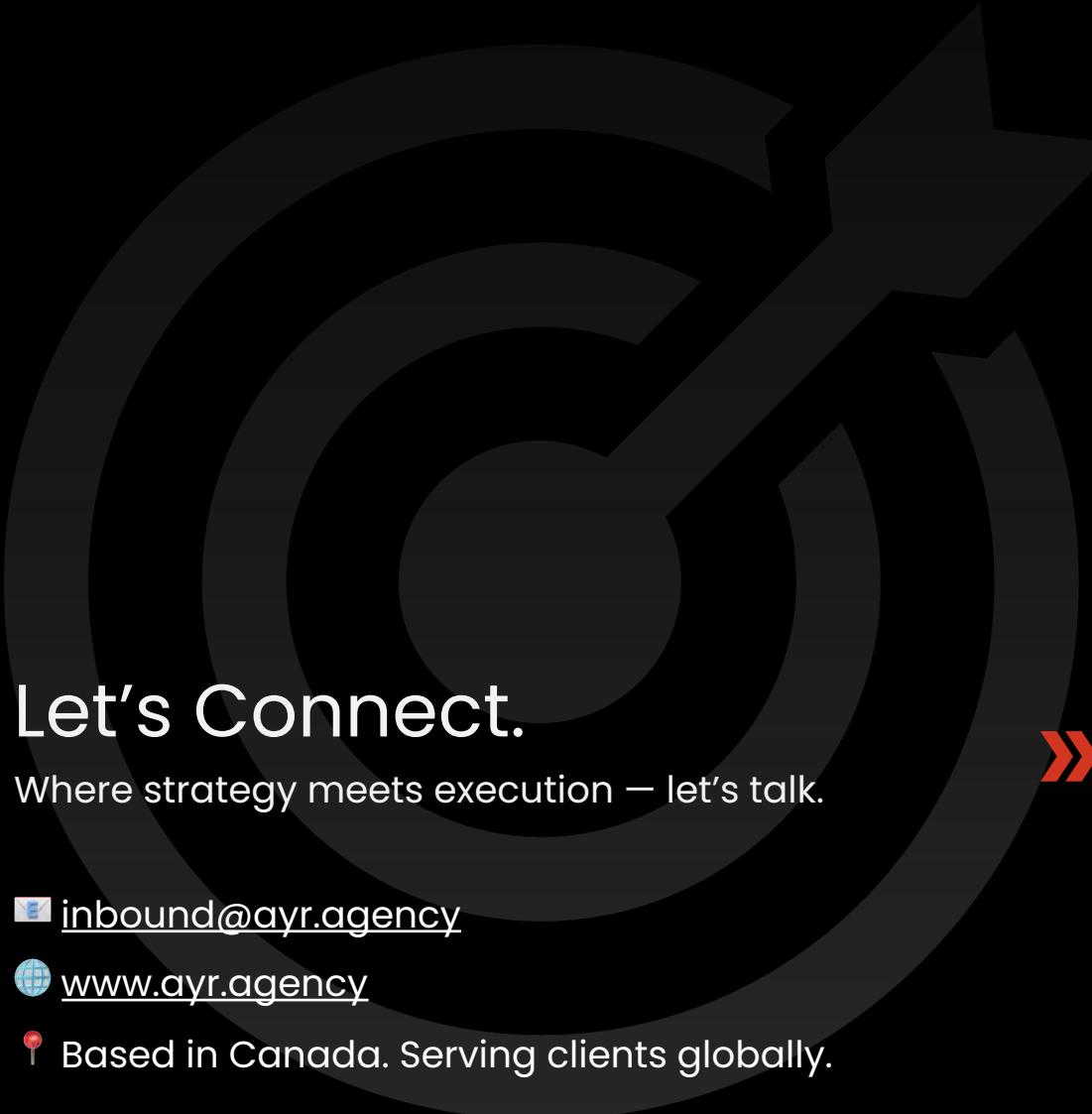
***We hit the ground running.***

We onboard your team, finalize the plan, and begin strategy and execution – quickly, clearly, and collaboratively.

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02

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## Let's Connect.

Where strategy meets execution – let's talk.

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 [www.ayr.agency](http://www.ayr.agency)

 Based in Canada. Serving clients globally.

