

Detailed Information on our Proprietary Marketing Package

Service	Features	Benefits
Website	<ul style="list-style-type: none"> • Custom built • Responsive/mobile-friendly • 6 pages • Hosting included • Video included (we create or you create) • Modern look • User-friendly • Easily navigable • Backups included • Yours to keep and own 	<ul style="list-style-type: none"> • People interested in your business will have a place to go to learn as much as they want about who you are, what you offer, and how you operate. • They will find what they are looking for quickly and easily no matter what type of device they are using. • Having a website that is professionally designed makes a business look credible and helps potential customers to feel safe while doing business with them.
1 new content piece per month (blog post or video)	<ul style="list-style-type: none"> • Every month, we create a new blog post or animation video to promote the important aspects of your business. • Content type is alternated – One month blog post, next month video, etc. • The content messaging is drawn up from the information we collect up front about the business. 	<ul style="list-style-type: none"> • New content is a crucial part of any good marketing strategy. • Providing regular new content helps businesses rank higher in search engine results, making it easier for potential customers to find them. • New content also helps businesses shine on social media, in that they have new material to be posted and shared.
500 guaranteed YouTube ad views per month	<ul style="list-style-type: none"> • This is a video paid advertisement that will show on YouTube before other videos. • This is paid for by us. • We make sure at least 500 people see it per month in your area. 	<ul style="list-style-type: none"> • A tremendous number of people are watching YouTube videos on a daily basis, and this ad makes sure the business gets exposure to new people every month.
Facebook posting	<ul style="list-style-type: none"> • We schedule posts to your Facebook page. • 8-10 posts per month • The content messaging is drawn up from the information we collect up front about the business. 	<ul style="list-style-type: none"> • Posting regularly on Facebook makes a business more visible and also helps them appear more credible. • Whenever a potential customer sees your Facebook page, they will see that it is kept current with recent posts. • People that have already “liked” your page will see your posts in their NewsFeed and be reminded of what you offer.
Twitter posting	<ul style="list-style-type: none"> • We schedule posts to your Twitter account. • 4-5 Tweets per month • The content messaging is drawn up from the information we collect up front about the business. 	<ul style="list-style-type: none"> • Businesses will benefit by having regular posts scheduled on this enormously popular platform. • Twitter posts can help businesses achieve higher search engine rankings and contribute to the “lively web presence” that Google recommends. (See SEO below)

LinkedIn posting	<ul style="list-style-type: none"> • We schedule posts to your LinkedIn account. • 8-10 posts per month • The content messaging is drawn up from the information we collect up front about the business. 	<ul style="list-style-type: none"> • Millions of people use LinkedIn every day, and posts will get exposure to other people on the platform. • These regular posts will help a business stay top-of-mind to all of their connections.
1 email marketing blast per month	<ul style="list-style-type: none"> • Client provides the email list. • We execute 1 email marketing blast per month to the client's email list. • The client can provide the content, or we can provide it -- whichever the client prefers. 	<ul style="list-style-type: none"> • This email marketing blast is a key component of a good strategy and is important for staying top of mind with people the business has engaged with in the past. • Whether receivers open the email or not, they will at least be reminded of the brand by seeing the message in their inbox.
Google remarketing ads	<ul style="list-style-type: none"> • Recent visitors to the website start to see ads from the business on other websites and mobile apps that are part of the Google Display Network. • The Google Display Network is the largest audience-reach ad platform on Earth. • For this to work, client must have a credit card connected to a Google ad account for direct charges from Google. • Also, a daily campaign spending limit must be set. We suggest spending \$1 per day for most small businesses. • Advertisers only pay when someone clicks on their ad. All other appearances of their ads are completely free. 	<ul style="list-style-type: none"> • Recent website visitors will be reminded often of the business and its offerings. • This is an excellent mechanism for staying top of mind, as well as trying to attract a conversion by making a special offer. • The remarketing ads for the business will show thousands of times for free every month, as there is no charge for impressions. Advertisers are only charged for clicks. • These ads show on the Google Display Network, which is the largest audience-reach advertising platform on Earth.
Facebook remarketing ads	<ul style="list-style-type: none"> • Recent visitors to the website start to see ads from the business on Facebook. • For this to work, client must have a credit card connected to a Facebook ad account for direct charges from Facebook. • Also, a daily campaign spending limit must be set. We suggest spending \$1 per day for most small businesses. 	<ul style="list-style-type: none"> • Recent website visitors will be reminded often of the business and its offerings. • This is an excellent mechanism for staying top of mind, as well as trying to attract a conversion by making a special offer. • These ads show on Facebook and Instagram.
Testimonial generation	<ul style="list-style-type: none"> • We provide a phone number for clients to give to happy customers 	<ul style="list-style-type: none"> • Testimonials are always important for converting customers, and this audio/video/content generation

	<p>who can call to easily leave an audio testimonial.</p> <ul style="list-style-type: none"> • We use audio recording to make a video which can be shared through social media and placed on client's website. 	<p>method is highly effective for showing credibility and gaining customer conversion.</p> <ul style="list-style-type: none"> • These testimonial videos will look great on websites and in social media.
SEO optimization	<ul style="list-style-type: none"> • We work with clients to make sure there is a practical SEO strategy guiding their website and content optimization. • We adhere to the basic advice and guidance given by Google for businesses to gain search engine exposure: Keep a lively web presence and create content. 	<ul style="list-style-type: none"> • Clients will be partnered with a Google-certified expert for how to get more exposure in search results. • We focus and deliver the ingredients that follow Google's own advice for increased search engine exposure: Keep a lively web presence and create content.
Mobile optimization	<ul style="list-style-type: none"> • Websites we make are all "responsive," which means they are very mobile-friendly. • We can alter and tweak the appearance of web pages especially for mobile devices without affecting their appearance on desktops and other computer devices. 	<ul style="list-style-type: none"> • All web pages and content items will look great and be user-friendly on mobile devices, such as iPhones and Android phones.
Analytics tracking and reporting	<ul style="list-style-type: none"> • We setup Google Analytics and provide regular reporting on the amount of traffic the website is receiving. • With our Analytics setup, we can dive deep to understand many things about how visitors interact with the site, including the basic "A-B-C's": Acquisition (where traffic came from), Behavior (how people behave/engage), Conversion (are they taking the actions business owners want them to take, such as filling out a form or looking at certain pages). 	<ul style="list-style-type: none"> • Clients will receive regularly scheduled reports that give results on things like website traffic, social media activity, and advertisement views and engagement. • Reports can be received on a weekly or monthly basis, whichever is preferable by the client.
Unlimited expert consulting	<ul style="list-style-type: none"> • Our clients can always reach out to us by email to ask any type of marketing questions. 	<ul style="list-style-type: none"> • The world of Internet Marketing can be confusing and overwhelming and should not be navigated properly without an expert who knows the pitfalls and overall landscape. • We are the partner you can rely on to ensure you are on the proper course towards your business goals.