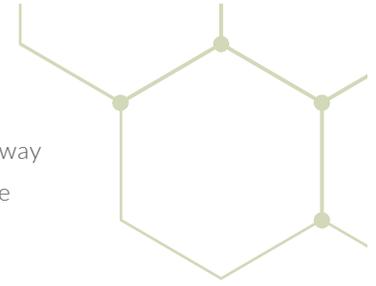


Marketing Funnel

A marketing funnel is a tried-and-true method for building a marketing strategy. It's a way to break down your customer's journey into different stages. The size of your audience narrows down with each step, resulting in a shape that resembles a funnel.



Awareness

GETTING TO KNOW YOU.

The first stage is basic awareness of your brand. Before people can engage with you, they have to know you exist. Think about this like meeting a new person.

AWARENESS

Consideration

LET ME THINK ABOUT THAT.

Once a potential customer encounters your brand, they're hopefully considering doing business with you. But it takes multiple marketing touch points to get them there. Think about this like you're asking someone out on a date.

CONSIDERATION

Conversion

COUNT ME IN.

After a few marketing touch points, a potential customer may be ready to take action. Encourage them by providing value and showing how you can help them. Think about this like asking someone to marry you—it's a big deal.

CONVERSION

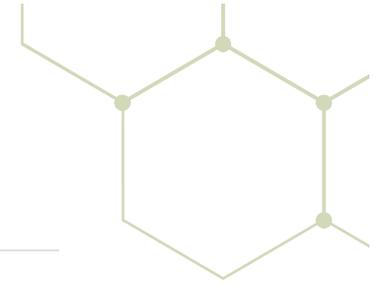
Loyalty

I REALLY LIKE YOU.

At this stage, you're dealing with active customers. But you need to give them reasons to stick around—and maybe even tell their friends about you. Think about this like keeping your spouse happy and committed.

LOYALTY

Awareness



Strategy

FULL-MARKETING AUDIT

Assesses the current state of the business' marketing and what should happen to be more effective.

FULL-MARKETING STRATEGY

A wholistic plan for your business' marketing execution across all relevant digital channels.

Messaging

MESSAGING STRATEGY

Create clear messaging for your brand by defining the right words and tone to use so that your digital marketing will be focused and effective.

KEYWORD RESEARCH & CONTENT PLANNING

Research key topics and terms based on client feedback and popular search results, with suggestions for content direction.

Brand & Design

BRAND DEVELOPMENT

Assess and create a new brand identity for your company.

BRAND GUIDE

Create a brand guide document outlining proper usage of brand elements.

DIGITAL COLLATERAL DESIGN

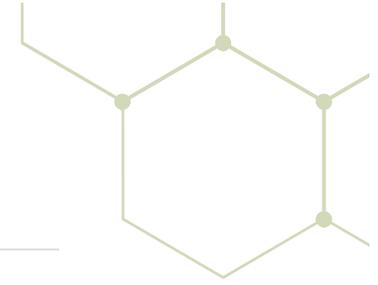
Create collateral such as eBooks, whitepapers, and infographics to supplement the marketing strategy.

PHOTOGRAPHY & MEDIA SELECTION

Create a catalog of approved photographs and templates for use on digital channels.

AWARENESS

Consideration



Website

WEBSITE DESIGN & DEVELOPMENT

Full-scale, customized WordPress website creation.

LANDING PAGE DEVELOPMENT

Development of a custom WordPress landing page for use in sales and marketing campaigns.

WEBSITE MAINTENANCE & UPDATES

Ongoing functionality and security maintenance of WordPress sites.

LOCAL SEO SETUP

Assessment and implementation of local search engine directories.

Social Media

SOCIAL MEDIA AUDIT

Assess applicable social media accounts and provide concrete recommendations for improvement.

SOCIAL MEDIA STRATEGY & SETUP

Develop an in-depth and actionable

social media plan followed by setup of social media accounts.

SOCIAL MEDIA MANAGEMENT

On-going social media content creation and platform engagement monitoring.

Content Marketing

CONTENT AUDIT

Full-scale, customized WordPress website creation.

BLOGGING STRATEGY

Development of a custom WordPress landing page for use in sales and marketing campaigns.

BLOGGING MANAGEMENT

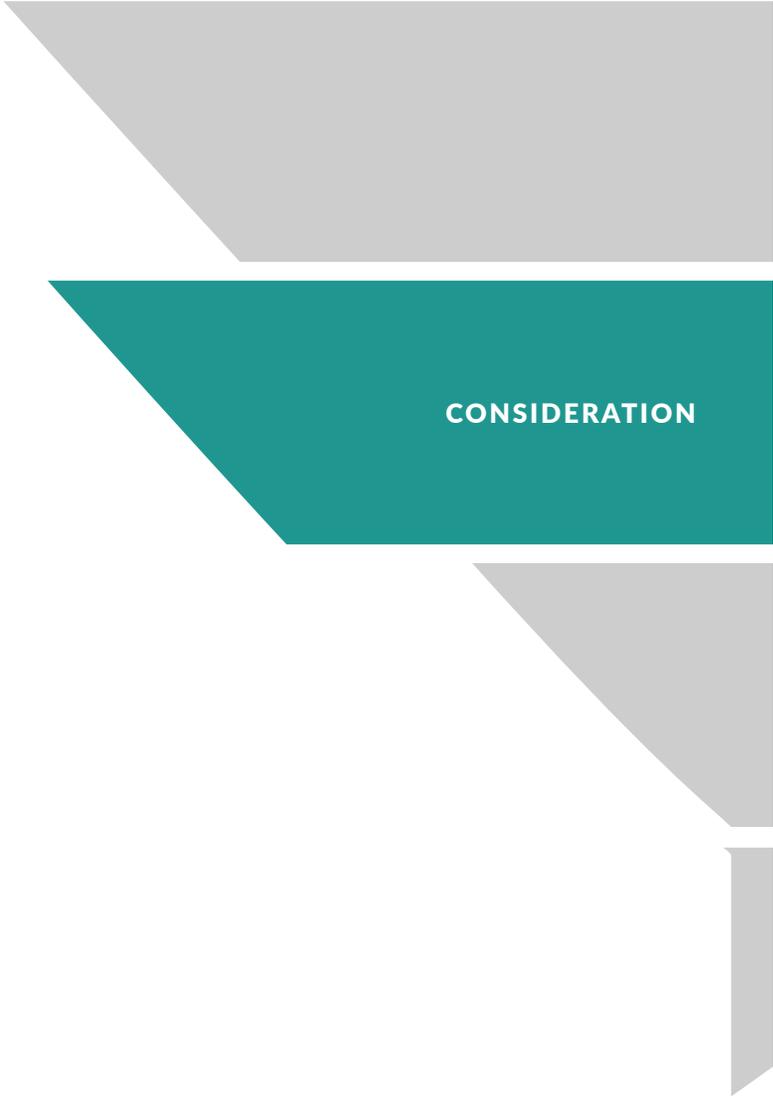
Ongoing functionality and security maintenance of WordPress sites.

PODCAST STRATEGY & SETUP

Outline a year-long podcast strategy with episode topics and a starter kit for beginning a podcast.

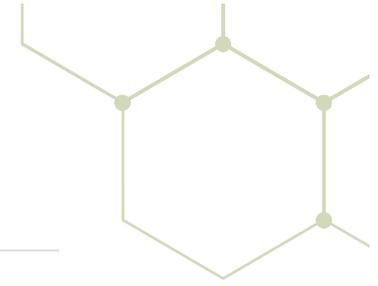
VIDEO CREATION & EDITING

Development of video content for online distribution.



CONSIDERATION

Conversion



Digital Ads

PAID AD STRATEGY

Create a series of Google and/or social media ads for content promotion, along with consulting for target audience.

PAID ADS CREATION & MANAGEMENT

Create and manage a series of ads for content promotion, along with engagement monitoring.

Lead Generation

LEAD MAGNET CREATION & DESIGN

Write, design, and publish a relevant lead magnet on client website to grow their email list.

LEAD CAPTURE AUTOMATION

Set up of lead capture form and connection to your email database.

Email Marketing

EMAIL MARKETING AUDIT

Review of existing email content and suggestions for improvements.

EMAIL MARKETING STRATEGY & SETUP

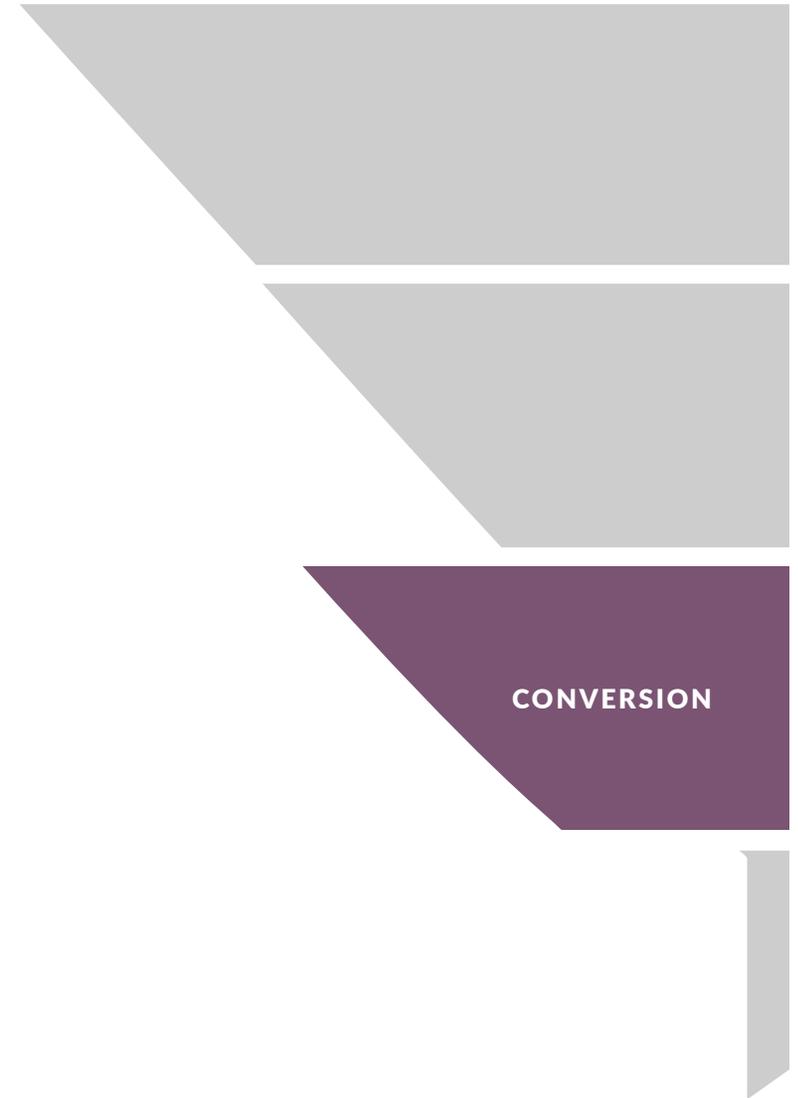
Create a year-long email plan with keyword-focused topics, subject lines, sending strategy, and connection to marketing tools.

EMAIL DESIGN & MANAGEMENT

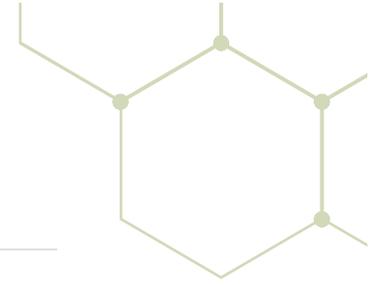
On-going creation and scheduling of planned email marketing content, along with engagement monitoring.

EMAIL MARKETING AUTOMATION

Write, design, and schedule automated email sales and nurture campaigns within an email marketing platform.



Loyalty



Data & Analytics

ANALYTICS DASHBOARD

Setup and access to an automated data dashboard with metric insights.

WEBSITE HEATMAPS

Dynamic report of where visitors click on your website.

WEBSITE PERFORMANCE REPORTS

On-going reports for website performance and updates.

Reputation Management

CUSTOMER SERVICE & TESTIMONIALS

Develop a feedback process to build customer loyalty.

ONLINE REVIEW MANAGEMENT

Analysis of current online sentiment based on customer reviews.

