

create

SOCIALLY.COM



Digital Marketing Products

DREAM. CREATE. SHARE.

Search Engine Optimization (SEO)

Search Engine Optimization, commonly referred to as SEO, ensures your business ranks high on search engines like Google and Yahoo when a consumer is looking for a specific product or service.

We'll call you to discuss your desired goals related to your Web site, the geographic areas you wish to reach, and the demographics of your desired customer. Our specialists take it from there. We conduct SEO tasks related to site keywords, page titles, headings, page descriptions, and many more ways to make you stand out from the crowd.



SEO: STATS FOR NERDS



33%

of organic search clicks go to the first result. *(SocialTimes)*

61%

of global Internet users research products online. *(Interconnected World: Shopping and Personal Finance)*

60%

of all organic clicks go to the organic top 3 search results. *(Business2Community)*

50%

of all mobile searches are conducted in hopes of finding local results, and 61% of those searches result in a purchase. *(Search Engine Watch)*

14.6%

SEO leads have a 14.6% close rate, while outbound leads (such as direct mail or print advertising) have a 1.7% close rate. *(Search Engine Journal)*

FIND YOUR FIT: SEO PACKAGES

Do It Yourself:

All of our Web site packages come with **SEO TOOLS** and **TECH SUPPORT**.



TOOLS INCLUDED IN WEB SITE SETUP

Local Organic Search:

Our team will discuss your desired reach and take it from there. Using our built in tools, we will conduct SEO tasks related to key words, page titles, page descriptions, headings and other ways to make your site stand out.



Regional Organic Search:

For an even bigger reach, our team will discuss your desired reach and take it from there. Using our built in tools, we will conduct SEO tasks related to key words, page titles, page descriptions, headings and other ways to make your site stand out. Content is King, so we'll write 1,000 words to help optimize your site. Up to 15 pages optimized.



Organic Local SEO Package (\$325.00 one time investment)

Local SEO marketing or local search optimization is the process of optimizing your owned digital and social properties to generate traffic from location based searching.

15 minute consultation to determine goals of site, geographic reach, targeted demographics

- Keyword Research
- Page titles
- Headings
- Page Descriptions
- Google+ Page Setup (Get your business included in search, Google+ and Google Maps)
- SEO for up to 15 website pages

[[Purchase Local SEO Package](#)]

Regional Organic SEO Package (\$649.00 one time investment)

Regional SEO marketing or regional search optimization is the process of optimizing your owned digital and social properties to generate traffic from location based searching.

15 minute consultation to determine goals of site, geographic reach, targeted demographics

- Keyword Research
- Page titles
- Headings
- Page Descriptions
- Google+ Page Setup (Gets clients business included in search, Google+ and Maps)
- Up to 15 pages Optimized
- Up to 1000 words of fresh content

[[Purchase Regional SEO Package](#)]

Google Advertising

Search engine giant Google offers its paid AdWords service to businesses who wish to enhance their Internet marketing efforts. Our SEO specialists will guide you through the AdWords process, taking care of subjects like account creation, campaigns, budgets, networks, mobile device targeting, geographical targeting and much more.

AdWords

Google Search

I'm Feeling Lucky

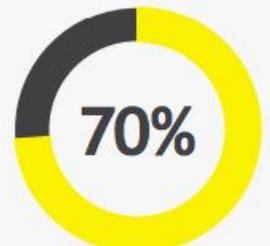
GOOGLE ADWORDS: STATS FOR GEEKS



of Internet searches performed today use a local keyword. *(SE Leads)*



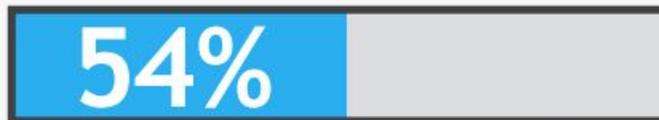
of consumers who search for a type of local business on a mobile device call or go to that business within 24 hours. *(Google Mobile Movement Study)*



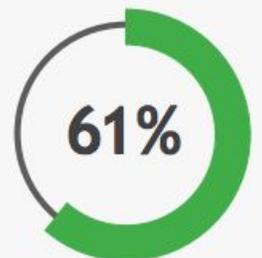
of households now use the Internet when shopping locally for products and services *(The Kelsey Group; ConStat)*



of those searches convert to a phone call or visit to the physical location *(SE Leads)*



of Americans have substituted the Internet and local search for phone books *(comScore)*



of searchers consider local results to be more relevant than standard search results *(Resource.com)*

FIND YOUR FIT: ADWORDS PACKAGES

Basic Google AdWords:

Ideal for small local campaigns

17,500
target impressions



Premium Google AdWords:

Ideal for medium volume, local campaigns

45,000
target impressions



Premium Plus Google AdWords:

Ideal for larger volume, local campaigns.

67,000
target impressions



Elite Google AdWords:

Ideal for larger volume, regional campaigns.

90,000
target impressions



PRICE INCLUDES COST OF GOOGLE ADS AND MANAGEMENT

Google Advertising Campaign Management (3 Month Term Contract, Auto Renews)

We will:

- Create an account with Google AdWords unique to your business
- Create campaign(s) specific to your business and goals
- Choose networks (Google vs. Entire Google network)
- Choose device types to advertise on (desktop, mobile, or both)
- Choose geographic locations / areas to target customers and display your ad

Manage campaign(s)

- We provide a monthly performance report that lets you measure campaign performance.

Package differences below reflect the difference in ad spend. Cost listed includes the ad spend and campaign management for each client account per month.

If you choose to increase your ad spend, this is evaluated on a case by case basis and comes at an additional cost above and beyond their existing monthly ad spend based on your selected increase.

[1. Google AdWords Basic | \\$249.00 per month for three months](#)

- 17,000 target impressions (the number of times your ad is displayed)

[[Purchase AdWords Basic Package](#)]

[2. Google AdWords Premium | \\$449.00 per month for three months](#)

- 45,000 target impressions (the number of times your ad is displayed)

[[Purchase AdWords Premium Package](#)]

[3. Google AdWords Premium Plus | \\$549.00 per month for three months](#)

- 67,000 target impressions (the number of times your ad is displayed)

[[Purchase AdWords Premium Plus Package](#)]

[4. Google AdWords Elite | \\$749.00 per month for three months](#)

- 90,000 target impressions (the number of times your ad is displayed)

[[Purchase AdWords Elite Package](#)]

Facebook Advertising

Billions of people are on Facebook, so you can be sure that we'll find you an audience.

We'll discuss with you your target market demographics, the geographic area you wish to reach, and all other vital details to get your campaign kicked off.

Expect a monthly consultation and report detailing exactly where your hard earned marketing dollars are going.

FACEBOOK ADS: PROVEN PERFORMANCE



of businesses had a **3x** or greater return on ads spend



NINETY-TWO PERCENT

of people trust word of mouth referrals from friends or family



of businesses had a **5x** or greater return on ads spend

facebook

has over **1 Billion** active users and **600 Million** active mobile users



Facebook brags a **35%** lower cost per conversion than other online marketing

FACEBOOK MARKETING OPTIONS

Premium Facebook Advertising:

Our team will discuss your target demographics, geographic areas and other vital details to get your campaign kicked off.



For an even bigger reach, you can increase advertising budget to target more viewers

Premium Plus Facebook Advertising:

Our team will discuss your target demographics, geographic areas and other vital details to get your campaign kicked off.



Ideal for larger campaigns and bigger reach.

PRICE INCLUDES COST OF FACEBOOK ADS AND MANAGEMENT

Facebook Advertising (3 Month Term Contract, Auto Renewals)

Program differences below reflect the difference in ad spend. Cost listed on the pricing guide includes the ad spend and campaign management. (3 Month Term Contracts that auto renew)

1. Premium Facebook Ad Program | \$150.00 per month for three months

- Initial 30 minute consultation call
- Determine Location, Demographics, Interests, Audience
- One display ad

We provide a monthly performance report with a 15 minute consultation call.

[[Purchase Premium Facebook Ad](#)]

2. Premium Plus Facebook Ad Program | \$250.00 per month for three months

- Initial 30 minute consultation call
- Determine Location, Demographics, Interests, Audience
- One display ad

We provide a monthly performance report with a 15 minute consultation call.

[[Purchase Premium Plus Facebook Ad](#)]



Online Reputation Management



EIGHTY-FIVE PERCENT

of customers expect businesses to be active in social media (*Vocus*)



83%

of marketers indicate that social media is important for their business. (*Social Media Examiner*)

Social media has a

100%

higher lead-to-close rate than outbound marketing.

(*State of Inbound Marketing*)



Restaurants with 3.5 stars on Yelp are **63%** more likely to be full than those with just 3 stars - a half star difference!

facebook 

IS THE MOST POPULAR SOCIAL NETWORK.

(*Nielson*)

Reputation Management (3 Month Term Contract, Auto Renews)

Online Reputation Management | \$250.00 per month

Below are various means we can use to assist in raising your online image. We will work with you to evaluate what options would be beneficial.

- Monthly scan and report for reviews and public sentiment
- Respond to consumer reviews on Yelp, Trip Advisor...etc.
- Suppression campaigns

These are used to launch other properties that could assist in helping to push down any negative information online, also putting out more positive and current updates and information. (Press Releases, blogs, landing pages....etc.

- SEO campaigns
- Social media campaigns
- Help facilitate new reviews
- Develop graphics for QR code flyers, stickers, banners...etc.

[[Purchase Online Reputation Management](#)]



MONTHLY WEBSITE & MEMBERSHIP PACKAGES

Content on websites is critical to engage new and existing customers and attract the interest of search engines like Google and Yahoo. We offer several options for managing content.

BASIC MONTHLY HOSTING

Includes hosting, ability to make unlimited edits to your website, email accounts, storage, upgrades to the platform and Live Chat Support. [Excludes: phone support, e-commerce, customer relationship management tool, email marketing, marketing tools]

PRICE:

\$19.99/month

MONTHLY MAINTENANCE & MANAGEMENT PACKAGE

Includes hosting, ability to make unlimited edits to your website, e-commerce, email accounts, storage, email marketing, customer relationship management tool, SEO and social media tools and upgrades to the platform. Most importantly, all clients receive unlimited technical support managing their website or any other part of the platform. Technical support is available 24/7, excluding major U.S. holidays.

PRICE:

\$60/month

MANAGED MONTHLY MAINTENANCE & MANAGEMENT PACKAGE

Some clients would prefer to have changes on their site made for them rather than make the changes themselves with tech support. This package includes everything that comes with the Monthly Maintenance & Management Package plus up to 10 hours per month of editing and content management done on your behalf, as well as a free Premium Responsive Layout every year. If you would prefer to save time instead of money, this may be the best option for your business or organization.

PRICE:

\$149/month

SUCCESSFULLY ENGAGING
YOUR CUSTOMERS THROUGH
WEB CONTENT IS CRUCIAL FOR
BUILDING RELATIONSHIPS.



We take great pride in the services we provide, and in the exceptional role our team plays in using Digital Marketing Products to help you sell more products and services to customers who are searching for what you offer. We are honored to partner with your business.

Together, we celebrate your success now and into the future. When you partner with our team, you are truly part of our family.

To Your Success,

create
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