

HOW CAN DIGITAL MARKETING HELP MY BUSINESS



IN THE DIGITAL AGE, YOUR ONLINE PRESENCE IS YOUR STOREFRONT. WE HELP BUSINESSES LIKE YOURS CUT THROUGH THE NOISE AND CONNECT WITH THE RIGHT AUDIENCE. WE OFFER:

- **Strategic social media management to engage your audience.**
- **Expert SEO to improve your search engine rankings.**
- **Effective paid advertising to drive targeted traffic.**
- **Compelling content creation to build brand loyalty.**

Digital marketing provides significant value and a strong return on investment (ROI) for businesses. Digital platforms allow for **highly specific targeting** based on demographics, interests, behaviors, and location. This ensures that marketing efforts reach the most relevant potential customers, **minimizing wasted resources**. The ability to target specific audiences and track results leads to a **higher ROI**, as marketing efforts are focused on the most promising leads.

SEARCH ENGINE OPTIMIZATION (SEO)

By optimizing your website for search engines, you'll climb the rankings, putting your business in front of customers actively seeking your products or services. Enjoy increased visibility, establish credibility, and generate a steady stream of organic leads, all while achieving a higher return on your marketing investment. Let SEO be the cornerstone of your digital growth strategy.

INITIAL SEO AUDIT & CONSULTATION - \$350

A comprehensive analysis of your website's current state, designed to identify areas for improvement and create a roadmap for better search engine visibility. Includes web speed and performance check, security check, initial keyword analysis, content analysis, image optimization, and a detailed report with actionable recommendations.

ONGOING SEO SUPPORT

ENHANCEMENT		GROWTH		EXPANSION	
Keyword Optimization	20	Keyword Optimization	35	Keyword Optimization	50
Max Page Optimization	7	Max Page Optimization	15	Max Page Optimization	20
URL Optimization	Yes	URL Optimization	Yes	URL Optimization	Yes
On-Site Blog Posts	1	On-Site Blog Posts	2	On-Site Blog Posts	3
Google Analytics Integration	Yes	Google Analytics Integration	Yes	Google Analytics Integration	Yes
Image Optimization	Yes	Image Optimization	Yes	Image Optimization	Yes
Guest Post / Link Building	Yes	Guest Post / Link Building	Yes	Guest Post / Link Building	Yes
Monthly Reporting	Yes	Monthly Reporting	Yes	Monthly Reporting	Yes
Social Bookmarking	No	Social Bookmarking / Posts	Yes / 3	Social Bookmarking	Yes / 5
Business Directory Submission	No	Business Directory Submission	No	Business Directory Submission / Articles	Yes / 2

BOOK AN APPOINTMENT

GOOGLE/SOCIAL MEDIA AD MGMT.

Google and social media ads offer businesses unparalleled opportunities to reach targeted audiences and drive measurable results.

Google Ads capture users actively searching for specific products or services, ensuring high-intent traffic directly to your website. Social media ads leverage detailed demographic and interest data to pinpoint ideal customers, fostering brand awareness and engagement.

Combined, these platforms provide a powerful, data-driven approach, allowing businesses to precisely control their messaging, track performance, and ultimately, maximize their return on advertising investment by converting online interactions into tangible sales and customer loyalty.

SET UP & PLANNING - \$400

Includes set up of your Google Ads Account, Meta Business Manager, etc. In addition this includes initial research and planning for the eventual ad roll out. In the set up phase between 2-3 custom landing pages/funnels will be designed and deployed. This also includes multiple custom ad copies (text & images).

ADMINISTRATIVE SERVICES + BUDGET

Retargeting Campaign Setup

Daily Campaign Monitoring and Continuous Optimization

Leads Tracking Setup (Forms, calls and chat)

Bid & Budget Management

A/B Testing

Strategy Development & Market Research

Monthly Performance Calls

Monthly Detailed Reporting and Insights

Display/Performance Max Campaign Setup (Images and Videos will be provided by the client)

Dedicated Account Manager

[BOOK AN APPOINTMENT](#)