

We'll Put a Plan Together and Execute It.

PLAN OF ACTION

This service is free of charge. Feel free to look through the Action Plan we create, make edits, changes or suggest additions. Every step will be laid out for you to guide you on your journey with either us or another agency.

STEP 1

First Contact

After a meeting, call or even a few emails back and forth, we take a look at your logo, site and marketing strategy (or lack thereof) and create a budgeted Action Plan proposal for your business, company or organization.

STEP 2

Use Our Packages as a Guide

Our specific packages for branding, site development and marketing should be used as a guide to frame what you want to pursue. The truth is that the final package we create for each client is a hodgepodge of marketing services under our umbrella depending on each business's unique goals, needs and competitive advantages.

That's it! After we hear from you, we'll put an Action Plan together that includes a quote for you to review.

WHAT EACH PLAN INCLUDES:

We Take a Look At:

- Messaging and the use of brand elements
- Website design and conversion rate
- SEO opportunities
- Call-to-action placement and lead capture
- Design and brand voice
- Email marketing campaigns
- Print materials and design
- Social media profiles
- Social media ad campaigns
- AdWords and pay-per-click campaigns
- Opportunities for client generation and advertising
- Lead generation strategy
- And much more depending on your unique business

Competitor Research

- When we evaluate your marketing position and strategy, we take a look at some industry competitors to compare performance. The goal is not for your business to copy competitors, but rather to understand where your business can gain a competitive edge.
- For example, if your competitor has a poor brand image or social media presence, you can capitalize in investing in these areas and engaging clients they may be missing.
- We look at competitor email marketing campaigns, Google AdWords Campaigns, digital marketing materials, websites, blogs, and content to find the areas you may be falling behind or can invest in for a competitive edge.