

**PROGRAM OVERVIEW**

# **INTERNET MARKETING & SEO OVERVIEW**

Maximize your leadflow by getting your marketing right!

**Window Treatment Marketing Pros**

# PROGRAM OVERVIEW

We look forward to working with you to take your online marketing efforts to the next level, with a strong focus on SEO, Conversion, Maps Optimization & optional Paid Search.

Our goal is to help you increase your sales and grow your revenue by fully maximizing your lead flow online. Below is a visual we call "The Digital Dominance Method"™. It outlines our roadmap to help you fully maximize your lead flow as you grow your window treatment or awning business.



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# EVERY PROGRAM INCLUDES:

**New Website** - Our program starts with the foundation of your Internet marketing strategy which is your website. If you don't have a website that is built to convert visitors to callers then none of your Internet marketing efforts will bear fruit. **Scale** and **Outshine** members get a new and improved customized version of your website on your domain (yoursite.com). The new site will be mobile responsive and optimized for both SEO & Conversion.

**Basic SEO (Search Engine Optimization)** - The key to an effective SEO strategy for your window treatment or awning business is fresh, unique content.

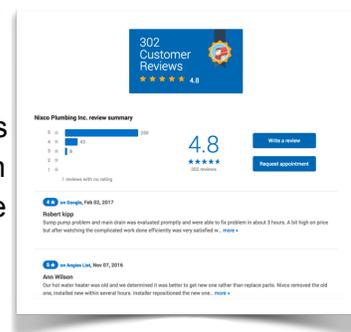
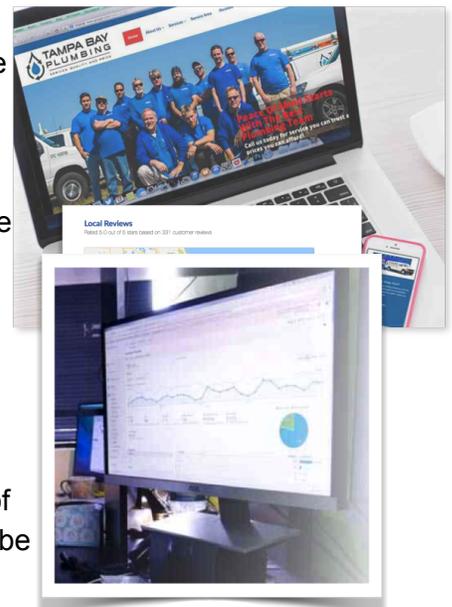
**Check In & Review Request System** - Two of the cornerstones of our strategy are Online Reviews & Geo-Modified Content. We will be implementing LeadBoomerang on your behalf to help in both of these areas.

- Geo-Modified Content - Our team will geo-tag pictures of products that you provide to us, which will enhance your local authority.
- Review Request Automation – We will set up and train your staff to use LeadBoomerang. As installs are completed, your staff will be able to send an already prepared email and SMS text to the customer, requesting a testimonial that can be easily posted on one of the popular online review sites such as Google, Yelp, Angie's List, etc.

**Reputation Management, Monitoring & Syndication** - Your online reputation is critical to the success or failure of your internet marketing efforts. To that end, we will be putting a reputation management system called Lead Boomerang in place to alert you as new reviews are posted (Good, Bad, or Indifferent). This way we can be aware of and address the occasional negative review & syndicate the positive reviews to share the good word. Our "positive review" syndication tool will be set up to automatically post good reviews on your website and social media profiles.

**Marketing Automation with Smart Forms (Lead Boomerang)** - One of the keys to a strong ROI from your online marketing is how effectively you can convert inquiries to "booked jobs". We've found that leads followed up within 5 minutes or less are 10 times more likely to book. With that in mind, we developed "Smart Forms" which will immediately follow up on your web forms via Phone (Direct Connect), Voice Mail & SMS text message.

**Track, Measure & Quantify** — The goal of this program is to help you grow. In order to ensure we are delivering on that objective and to help you quantify the results of our efforts we will put the following tracking mechanism in place:



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- Traffic & Search Trends - We will install Google Analytics on your website so that you can see exactly how many people are visiting on a monthly basis, what words they typed in to get to the site, what pages they went to, etc. You will receive this report every month via email.
- SEO Page Placement Report - We will set up a report with the core keywords that we are looking to obtain placement for and systematically track that placement on Google, Yahoo and Bing.
- Call Tracking - We will set up call tracking and recording broken down by SEO vs. PPC. With this tracking in place, we will be able to determine exactly how many inbound calls are coming into your office monthly via the Internet and drill down by SEO vs. PPC. You will even be able to listen to these calls to truly quantify the results & ROI.

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# OUR TEAM

Hiring a company to take care of your Internet marketing services is a hard job. Making a wrong decision could be a costly mistake for your company. You can rest assured that you have chosen the right team.

We have a track record of success and only work with window treatment or awning companies. This is important because we know the industry and have the knowledge to take your business to the next level and have done this time and time again for companies across the US.

We are a **strong team of Internet marketing professionals** who have a passion for digital marketing and love to help window treatment or awning businesses grow. We'd be proud to be a part of your future success.

**We've also won Top SEO awards from SEOBlog.com three years in a row!**



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# MARKETING PROGRAMS

Service	Scale	Outshine	Rocket Fuel
Price	\$1497/mo	\$2997/mo	\$4997/mo
New Website	✓	✓	✓
Basic SEO	✓	✓	✓
Google Setup	✓	✓	✓
Call Tracking (Website & GMB)	✓	✓	✓
LeadBoomerang	✓	✓	✓
Review Request Automations	✓	✓	✓
Lead Capture System	✓	✓	✓
SMS Capability	✓	✓	✓
Monthly Content Credits	2	4	4 <sup>^</sup>
Social Boomerang Access	✓	✓	✓
City Pages	✓	✓	✓
Reputation Management	✓	✓	✓
Opportunity Pipeline	✓	✓	✓
Missed Call Text-back	✓	✓	✓
Keyword Tracking	✓	✓	✓
Map Listing & Directory Optimization	✓	✓	✓
Business Reviews	✓	✓	✓
Paid Ads (Google, FB)*	✓	✓	✓
Brand Awareness Ads	✓	✓	✓

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Google Map Ads (GMB)	✓	✓	✓
SuperLocal SEO Grid		✓	✓
Retargeting Ads		✓	✓
Display Ads (youtube, gmail, search partners)		✓	✓
Email Boomerang	Addl \$99/mo	✓	✓
<b>Weekly Social Media Posting</b>		✓	✓
Custom Automations		✓	✓
Link Building		✓	✓
Chat to SMS		✓	✓
Content Calendar		✓	✓
Additional Keyword-targeted content		✓	✓
City Blitz			✓
Postcard Boomerang	Available addon	Available addon	✓
Aggressive Link Building			✓
Media Day			✓
Full Social Media Campaign			✓
Monthly Newsletter			✓
Geofencing Ads			✓
Helpdesk Ticket Turnaround	<b>2 Days</b>	<b>1 Days</b>	<b>8 Hours</b>
Program Duration	<b>12mo</b>	<b>12mo</b>	<b>12mo</b>
One-Time Onboarding Fee	<b>\$1000</b>	<b>\$1000</b>	<b>\$1000</b>
Additional Locations (ea) <sup>§</sup>	<b>\$795/mo</b>	<b>\$795/mo</b>	<b>\$595/mo</b>
Website Launch Timeline <sup>^</sup>	<b>30 days</b>	<b>30 days</b>	<b>30 days</b>

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# IS YOUR BUSINESS A GOOD FIT FOR OUR ALL-INCLUSIVE SERVICES?

Our all-inclusive marketing services work best with **companies who have the systems and processes in place to take on a larger volume of customers.**

We are not against working with small companies; however, you must be ready and willing to grow. We want to ensure you will not become overwhelmed and stop services due to the inability to handle growth.

## **Startups & Solopreneurs**

If you're a new company or doing less than \$350k a year, your best option is our Scale Program. This one-year program gets your online presence up and running, and positions your business for success.

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# FREQUENTLY ASKED QUESTIONS

[What is the cost to get started?](#)

[Which program should I go with?](#)

[How long are your agreements?](#)

[Can you use my current website?](#)

[Can I add services \(ala-carte\) to Scale?](#)

[What ala-carte services do you offer?](#)

What other services are there beyond Outshine?

What about social media?

How long does it take to rank my site?

Do I have to give you my passwords?

We have multiple locations - can you help with all of them?

Will you work with my competition?

**What is the cost to get Started?** - Month one cost is the first month's program fee plus \$1000 setup fee. This is due before the kickoff call.

Scale - \$2497 then \$1497/mo

Outshine - \$3997 then \$2997/mo

Rocket Fuel - \$4997 then \$3997/mo

## Which program should I go with?

There are a few factors here, most obvious being budget. Don't spend more than you can afford, but don't choose the cheapest program just to save money. Remember, competitors are probably doing this too, and you won't win the title with the worst equipment.

The easiest way to figure out what you should be spending is to use an estimation tool like ours. Here's a link to the tool:

Here's a video on how to use it:

You'll need a few numbers to get this to work.

- Number of installs for last year and your estimated number of installs for this year
- Average job value
- Closing rate (how good are you at closing once you get someone on the phone?)

As a loose overview, here are the decision criteria for our programs

**Scale** - startup companies doing less than \$500k/year

**Outshine** - established companies that want to grow from \$500k to \$1.5-2 million

**Rocket Fuel** - established companies doing 1.5M or more and want to leverage their success into more brand exposure (and more leads!)

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## How long are your agreements?

All of our programs require a 12 month commitment.

## Can you use my current website?

We rebuild every website from scratch. Scale and Outshine clients get a custom-built website with your *look and feel*. We will not use or take over a current website, even if it was “just built”.

**Can I add services (ala-carte) to Scale?** - Yes, of course. In fact, we encourage you to do that. You can also opt to speed up the Roadmap process; just ask us!

## What ala-carte services do you offer?

The following ala-carte services are for our clients only. We do not offer ala-carte services to the general public/non-clients.

- Email Boomerang
- Social Media / Newsletters
- Additional call tracking numbers
- Graphic design for special advertising (flyers, postcards, mailers, etc)

**What other services are there beyond Outshine?** - In addition to the services in Outshine, we also offer these addons:

- Social Media posting and strategy (via our Social Boomerang tool)
- Targeted direct mail
- Newsletters
- Database Reactivation campaigns
- Review Booster

Note: We do not offer these services to non-program clients.

**What about social media?** - We offer our own tool, Social Boomerang, as a part of all programs. This is a DIY tool that lets you post all your social media updates from one platform.

We do offer 2 upgraded social media programs but only recommend purchasing them if you're on Scale or Outshine..

**How long does it take to rank my site?** - This is a bit of a tricky question, as there are a lot of other factors involved, including the amount of competition you already have, how long your site has been up, the quality of your SEO before we take over, and geographic challenges related to your particular location.

**§We have multiple locations - can you help with all of them?** - Yes. We charge an additional \$795/mo per location. Locations should be in the same general area or region. If locations are across vastly different areas, a separate website and marketing campaign may be required for each. There are additional price breaks if you have more than ten locations.

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**Will you work with my competition?** - We believe in the saying '*A rising tide raises all ships*'. There is plenty of business in most metropolitan areas and all companies will grow with a solid marketing plan behind them. With that in mind, we do limit our client numbers to 3 max per region. We do offer exclusive agreements as well, presuming we do not already have an existing client in that area. Ask for pricing if interested.

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# SERVICES DEFINED - WHAT DOES THAT MEAN?

**New Website** - Our program starts with the foundation of your Internet marketing strategy - your website. If you don't have a website that is built to convert visitors to callers then none of your Internet marketing efforts will bear fruit.

**Scale and Outshine members** get a new and improved version on your website on your domain (www.yoursite.com). All websites will be mobile responsive and optimized for both SEO & Conversion.

^ launch time starts after onboarding form is submitted in completion.



**Basic SEO** - All websites, at launch, are optimized for the search engines, to include custom page titles, descriptions, and headings for your business and service area.

**Google Setup** - We will set up the following Google properties to make sure your website traffic and efforts are being tracked. Google Analytics, Google Search Console, Google Tag Manager.

**Call Tracking** - We put custom phone numbers on your website and GMB profile so that you can accurately track each lead as it comes in, and know where it was generated.

**LeadBoomerang** - Our custom-built lead tracking system that gives you sales pipelines, email blast capability, chat functionality and a lot more. Three versions available depending on program chosen, or can be purchased without a marketing program.

**Lead Capture System** - Every lead that comes in through your website or GMB profile is tracked in LeadBoomerang so you can easily contact and close those deals!

**SMS Capability** - Texting open rates are north of 98%, so it makes sense to send important updates to your clients and potential customers. For instance, an appointment reminder.

**Advanced SEO** - In addition to the Basic SEO that's done on your site, our experienced team will use a wide variety of tactics to send ongoing positive signals to Google that your website is the best option. Higher rankings for more keywords means a waterfall of leads.

**Custom City Pages** - Pages built with specific city, town, or municipality info on each. These pages create very warm leads and climb the search engine rankings quickly.

**Conversion Optimization** - Our 25+ years of experience in the digital marketing industry has led us to really know what makes customers engage and set appointments. It's not just about a pretty website, it's about converting them into customers!

**Monthly Content** - Every month we generate custom content that helps your website grow as well as improve keyword rankings.

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**Opportunity Pipeline** - Know where every potential customer is inside our sales pipelines. Plus, drag and drop customers from one stage to another and send them customized messages as they make their way through!

**Missed Call Text-Back** - Every time someone calls your business, they get some sort of response. If you answer, of course they talk to you. But if you aren't able to answer, or they hang up before the call connects, we'll send them a customized text message asking them how you can help. This service **saves leads from going to competitors**.

**Keyword Tracking** - All the keywords you want to rank for are tracked in our SEO software system so you can see your gains over time, giving you a better picture of your overall digital footprint across the web.

**Link Building & Authority Development** - Build authority and relevance by getting links from other websites. We will systematically develop inbound links from quality sources on your behalf.

**Map Listing & Directory Optimization** - One of the keys to getting ranked on the Google Map in your area is to be listed with consistent information on the important online directory sites. Our team will claim, optimize and build out your map and directory listings on popular map / directory sites such as Google Business Profile (a.k.a. Google My Business), Bing Local Listing, Yahoo Local Listing, Yelp, and many other local directories. We will also do the necessary work to clean up any Name, Address & Phone Number inconsistencies on these online directory sites.



We will work diligently toward top page placement on Google, Yahoo and Bing in the Organic (non Pay-Per-Click) section of the Search Engines for the window treatment or awning related keywords in and around your service area.

**Business Reviews** - You meet on Zoom with your account rep to go over your account, what's working, and what the best next steps are to 'move the needle' for your business.

**Pay-Per-Click Campaign Management** - There are few things more powerful than the combination of effective design, strong copy, SEO & Google AdWords. Let's face it, you want high-quality leads on a consistent basis and you need results sooner than later. By rolling out an effective pay-per-click campaign we can start to generate highly qualified leads right out of the gates as soon as your new website is complete.

There are a lot of moving parts involved in running an effective PPC campaign. We will manage the entire process for you, including setting up the ad groups, selecting the proper keywords, writing effective text ads and mapping everything to the most compelling landing page. On an ongoing basis we will review and update your text ads, keywords, bids and landing pages to maximize conversion and return on investment.

**Brand Awareness Ads** - These ads 'get more eyeballs' on your brand. They're great for additional brand exposure and recognition.

**Retargeting** - Targeting people that have already been exposed to your brand, whether through a website visit or other method. This warmer audience has a higher potential of coming back to your site and setting up an appointment or picking up the phone. Plus, retargeting ads are fairly low cost!

**Google Map Ads** - A secret weapon of many local businesses - getting into the '3-pack' as an additional result can lead to a nice boost to your leadflow.

**Citation Development** - Citations are mentions of your business around the web. They count as links (or votes) for your business, so the more you have, the higher your opportunity to rank for local searches. Highly recommended service for any small business wanting a quick win.

**Chat to SMS** - Live Chat to your website is a great way to help drive more leads from your current visitor traffic. Having a chat box & agent on your website is proven to increase the leads via your site by an average of 35%. This option seamlessly integrates with the Lead Boomerang system.

**Email Boomerang** - Another secret weapon - This service collects email addresses from people that visit your website but don't engage. A great way to build your list with interested customers.

**Advanced Content** - The key to an effective SEO strategy for your window treatment or awning business is fresh, unique content. Our copywriting team will write unique content for your top window treatment or awning services and sub-cities in your service area. We will then incorporate that fresh content into the website with proper on-page optimization.

**Social Media Self Management** - Our SocialBoomerang system gives you access to our content library where you can select and publish pre-made content, or create your own content and post it to the major social media sites without our help!

**Social Media Posting** - This paid addon includes our custom-written content, graphics, and video - plus access to our SocialBoomerang system where you can approve posts and add your own. You'll have access to a social media expert to talk strategy and promote specials or other offers you want more people to know about!

**Social Media Management** - More than just posting, this addon takes your social media presence to overdrive. You will have a dedicated Social Media Manager who will study your business, your competition, and your target market to create a holistic approach in improving your social media presence. Expect to work closely with your managers in creating content assets and promotions for your social media accounts.

**eMail Marketing** – With our email marketing service we will manage your ongoing

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campaign efforts by sending a monthly e-newsletter to your client base on your behalf.

**Google Stacking** – An authoritative SEO technique where we build assets that Google loves because they're on their platform. This includes a YouTube channel, GBP website, Google Sheets, Docs, and more.

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