

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.

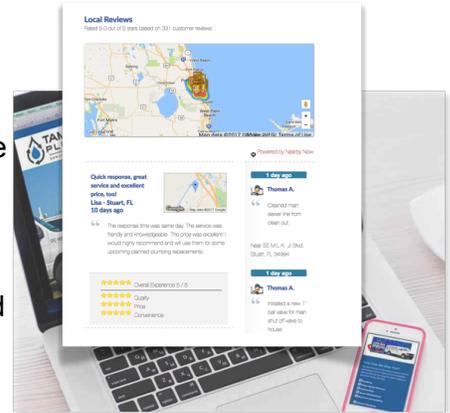
Our goal is to help you increase your sales and grow your revenue by fully maximizing your lead flow online. Below is a visual we call "The Digital Dominance Method"™. It outlines our roadmap to help you fully maximize your lead flow as you grow your window treatment or awning business.





EVERY PACKAGE 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. **Foundations** members choose from one of four pre-made and SEO-ready templates. **Scale** and **Outshine** members get a new and improved version of your website on your domain (www.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 & Consistently Posted Geo-Modified Content. We will be implementing LeadBoomerang on your behalf to help in both of these areas.

- Consistently Posted 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 LeadBooerang. 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 the good reviews on your website and social media profiles.



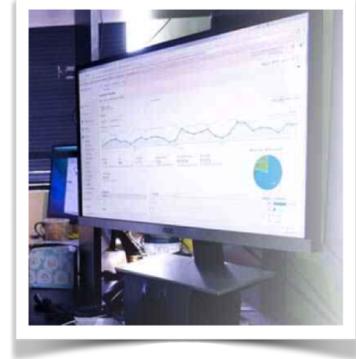
Pay-Per-Click Campaign Management (optional) — There are few things more powerful than the combination of effective design, strong copy, SEO & Google AdWords. Let's face it, you





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.



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 webforms 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:

- 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.





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.

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PACKAGES

Service	Foundations	Scale	Outshine
Price	\$197/mo	\$997/mo	\$2497/mo
New Website	✓	✓	✓
Basic SEO	✓	✓	✓
Google Setup	✓	✓	✓
Call Tracking (Website & GMB)	✓	✓	✓
LeadBoomerang	✓	✓	✓
Review Request Automations	✓	✓	✓
Lead Capture System	✓	✓	✓
SMS Capability	✓	✓	✓
Custom City Pages		✓	✓
Conversion Optimization		✓	✓
Monthly Content		✓	✓
Reputation Management		✓	✓
Opportunity Pipeline		✓	✓
Missed Call Text-back		✓	✓
Keyword Tracking		✓	✓





Window Treatment **MARKETING**PROS

Map Listing & Directory Optimization		✓	✓
Business Reviews		✓	✓
Paid Ads (Google, FB)			✓
Brand Awareness Ads			✓
Retargeting			✓
Google Map Ads (GMB)			✓
Additional pages			✓
Custom Automations			✓
Link Building			✓
Chat to SMS			✓
Daily Social Media Posts			✓
Email Boomerang			✓
One-Time Onboarding Fee	\$1000	\$1000	\$1000
Website Launch Timeline	14 days	30 days	30 days

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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.

Foundations members get a choice of 4 pre-made SEO-friendly websites to choose from, and we'll launch it with your logo and colors in 14 days. **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.



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

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 24+ 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.

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 - Once design, development, content and on-page SEO work is complete, the only way to get your site to rise above the competition is by building authority and relevance with quality inbound links. We will systematically develop inbound links from quality sources on your behalf via Competitive Link Acquisition, Article Distribution, Video Distribution and a variety of other sources.

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 My Business (a.k.a. Google Map Listing), Bing Local Listing, Yahoo Local Listing, Yelp, CitySearch, Angie's List, Judy's Book 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.

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 Marketing – We will leverage your existing social media profiles on Facebook, Twitter & Google Posts. As part of this service, our team will be consistently posting to the major social media sites on your behalf on a daily basis. The majority of the posts will be informational





in nature, e.g., “How to Pick a Window Treatment Company in Your City” or “How to Select the Right Awning.”

eMail Marketing – With our email marketing service we will manage your ongoing campaign efforts by sending a monthly e-newsletter to your client base on your behalf.

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