

THE RAWR AGENCY

DIGITAL MARKETING PACKAGE

The RAWR Agency is a full-service Advertising & Marketing firm. Think of us as your outsourced marketing department. We focus on your leads, so you can focus on your customers. Over the years we have developed this package for small businesses to help accelerate your online presence and drive new business.



MONTH ONE SERVICES



Logo Design*

We will design 3-5 new logo identities for your business. Includes 2 rounds of revisions. Final artwork copyright belongs to you. Will include original files and common file types.



Corporate Identity Suite Design*

We will create 2-3 design concepts for Business cards, letterhead and envelopes for your business. Includes 2 rounds of revisions. Will include print ready files and original artwork.



Website Design*

We will design and build a fully responsive (mobile friendly), custom website with a Content Management System. Standard website package includes pages for Home, About, Services, Blog, Contact. Includes Google Analytics.



Explainer Video

We will create a 60 second whiteboard, animated explainer video including script writing, voiceover and animation to use on paid, organic and social media channels

*Optional, If Needed

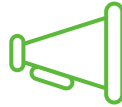




Social Media Profiles (Setup & Design)



We will setup your 4 primary social media accounts and create a custom designed profile and header image to showcase your business..



Press Release (Writing & Distribution)

We will create a 400 word press release and distribute it to Local & State media outlets as well as national digital news publishers.



SEO Audit

We will perform a comprehensive technical analysis of your current website to evaluate search engine friendliness and online visibility. A competitive analysis and customized roadmap will be produced to prioritize your SEO action items.



Onsite Optimization

Following an SEO Audit, we will attack the roadmap to fully optimize your site for your target keywords to produce improved search engine rankings and online visibility.



Web 2.0 Optimization & Creation

We will create up to 40 web 2.0 profiles for content syndication. These improve your SEO social signals and extend your reach into the niche social media communities.

MONTH TWO & ONGOING SERVICES



ONLINE VISIBILITY MANAGEMENT

- **Social Content Management**

We will find and/or create 2-3 relevant content posts per week and syndicate them to each of your 4 social media profiles.

- **Reputation Management/Review Monitoring & Collection**

We will monitor the web for mentions of your brand and website in order to protect your reputation. We will assist with conflict resolution on any negative brand issues. We will install a customer review widget on your website to enable the collection of moderated feedback. Negative reviews remain private for internal mitigation. 4 and 5 Star reviewers will receive an automated share request to post to public sites such as Google +, Facebook and Yelp. Positive reviews are also syndicated to your social profiles (syndication requires social content management). Additional reviews will be requested monthly via email campaigns to monitor customer sentiment.

- **Web Directory Management**

We will create and manage your business listings across a network of 300+ web directories (sites such as Google Maps, Yelp, Yellowpage.com, etc) to ensure complete, accurate and compelling information.

SEARCH ENGINE OPTIMIZATION - OFFSITE PROGRESSIVE SEO

We will manage your offsite citation building process and create new backlinks to keep your website visible in the top of the search engines. Once we have acquired top rankings for your top keywords, we will build progressive landing pages to expand your reach for other keywords and/or cities to continue your organic ranking growth.

45%

CONSUMERS WHO FEEL
SOCIAL MEDIA
INTERACTION INCREASES
LIKELIHOOD OF PURCHASE

92%

CONSUMERS THAT READ
ONLINE REVIEWS
BEFORE SELECTING A
BUSINESS

93%

ONLINE EXPERIENCES
BEGIN WITH A SEARCH
ENGINE

PAID SEARCH & SOCIAL MARKETING



SOCIAL & SEARCH

93%

MARKETERS USE VIDEO
FOR ONLINE MARKETING

92%

MARKETERS USE
FACEBOOK ADVERTISING

70%

RETARGETED USERS
ARE MORE LIKELY TO
CONVERT



facebook

FACEBOOK

More than 1.4 billion people use Facebook to connect with what matters to them, and more than 900 million visit every day. We will create and manage a targeted campaign that will reach your audience based on their location, age, interests and more.



You Tube

YOUTUBE

YouTube is the second largest search engine with over 3 Billion monthly searches. It's larger than Yahoo, Bing, Ask and AOL combined. We will create and manage a targeted video campaign that will reach your audience based on their location, age, interests and more.

AD ROLL

Retargeting, also known as remarketing or haunting ads, keeps your brand in front of website visitors after they leave your site. We will create and manage a retargeting campaign to improve conversion, repeat business and customer loyalty.



Google
AdRoll

SUCCESS TRACKING

REPORTING

We provide complete transparency through a live web-based dashboard and automated weekly e-mail reports.

LEAD TRACKING: FORMS & CALL TRACKING

We use dynamic call tracking & form tracking software to identify which sources and campaigns are producing leads.

SALES: E-COMMERCE

SEARCH ENGINE RANK TRACKING

Weekly reports on your SEO ranking progress

REVIEW NOTIFICATIONS

Daily notifications of all reviews across the web to monitor reputation

BRAND MENTIONS

Daily notification of your brand mentions to identify consumer opinion and brand visibility

TWITTER LEAD NOTIFICATIONS

Keyword twitter lead generation tool that identifies consumers who Tweet their intent towards a product, service, or content related to your business. Then, on your behalf, we present potential customers with a targeted, personalized incentive designed to influence their purchase decision.

100%

TRANSPARENCY &
ACCOUNTABILITY
WITH RAWR



ADDITIONAL OPTIONS

DIGITAL MARKETING





93%

MARKETERS PRACTICE
EMAIL MARKETING
METHODS

10X

EASIER TO CONVERT
EXISTING CUSTOMER
INTO REPEAT OR UPSELL

CLIENT RETENTION

MARKETING AUTOMATION

Utilize our powerful marketing automation tools to streamline and effectively market on multiple channels (such as email, sms, fax, social media, etc). Increase operational efficiency and grow revenue faster by automating repetitive tasks.

E-MAIL MARKETING

We can create custom email campaigns to send to your current client base, or acquire marketing lists to solicit new business

CUSTOMER LOBBY

We can integrate a predictive repeat customer marketing system (email & direct mail) complemented with an automated review collection system

RESULTS





ASK FOR YOUR **ZERO COST** ONLINE VISIBILITY SNAPSHOT REPORT

COST SAVINGS

View us as your outsourced Marketing Department. Leverage a team of experienced professionals for a fraction of the cost of hiring in-house.

LEAD GENERATION

Experience an increased volume of form submissions, phone calls, walk-ins and sales.

BRAND AWARENESS AND PROTECTION

88% of customers start their search for a business on the internet. What's being said about your brand is important. Gain access to valuable customer feedback and brand security.

TRANSPARENCY

Trust is earned through transparency. We provide complete visibility into all campaigns and our reporting tools clearly identify lead sources and marketing investment ROI.

FLEXIBILITY

No Long-Term Contracts. We ask for a 90-day commitment which enables us to implement our systems and processes. After the initial 90-day period, our terms are month-to-month. We're confident in our ability to continuously deliver successful results.



THE RAWR AGENCY

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