

TRIGGERING BUYER ACTIONS ON-DEMAND

*Using Paid Traffic To Instantly
Develop Customers...*



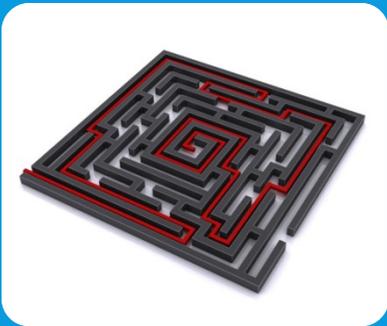
PROBLEM:

- **Barriers to Growth:**
 - Little Online Interaction
 - Poor Local Search Visibility
 - Sporadic Lead Generation
 - 'Noisy' Traditional Methods
 - Reluctance to Adapt

*The cause of these problems rests with
the tools and strategy you are using...*

SOLUTION:

- Leverage Paid Traffic:
 - 1) Use Any Number Of Traffic Sources
 - 2) On Demand Access To Potential Customers
 - 3) Hyper-Targeted (Location & Context)



*Good Advertising Pays For Itself Many Times Over And Is **Repeatable**...*

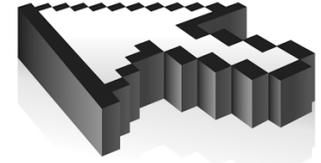
DEFINE THE ONLINE CUSTOMER PROFILE:

- **Develop The Profile Of Your Best Customer**
 - Who Are They?
 - What Online Spaces Do They Use?
 - What Is Their “Big Worry?”
 - Which Search Terms Do They Use To Find Services?



*Understanding Your Customer Profile
And Why They Book With You Is KEY!*

WEBSITE REQUIREMENTS:



- **Your Gateway & Landing Zone**
 - Hosts Your Landing Pages
 - Makes Contact Easy
 - Promotes Client Testimonials
 - Blog and Original Content

Each Campaign Has It's Own Landing Page, And Direct Call-To-Action

RECOMMENDED PLATFORMS:

- **Social Media**

- Facebook Offers the Relationship Opportunity
 - Near-Real Time Interaction
 - Significant Local Reach
- Advertising Factors
 - Unprecedented Audience Targeting
 - Low Cost of Entry
 - High Local Reach
 - Relatable and Meaningful Offers



RECOMMENDED PLATFORMS:

- **Google Ads**

- Offers the Greatest Local Search Opportunity
 - Customers locate your business profile, which is matched based on their search text and location
- Advertising Factors:
 - Significant for Local Reach
 - Medium to High Cost
 - Reliable (**Best Advertising You Can Buy**)



RECOMMENDED VEHICLES:

- **Paid Search Engine Optimization**
 - Target the keywords used by local buyers;
 - Searching for what your business provides
 - Campaign Goals
 - Run for one to three months+
 - Local position page 1, upper page placement
 - Cross promote Facebook and offers specific landing pages
 - Place visitors into funnel to receive consultation or related gateway services.

NEXT STEPS:

1. Create The Customer Profile
2. Select Optimum Traffic Source
3. Set Monthly Ad Budget
 - **Pilot Advertising Campaign**
 - Deployment In As Little As Seven Days
 - Proven Methods & Tactics
 - Cost-Effective Lead Generation

We Only Needs One Quick
Call To Get Started...

FEE SCHEDULE:

I will deploy and manage your advertising campaign.

Base hourly rate is \$125 per hour.

Setup & Deployment:

- Customer Profile \$447
 - Analyze Your Local Buyer Dynamic
- Facebook Ad Setup \$399
 - Base Fan Page Setup
 - Site Landing Page Setup
- Google AdWords Setup \$349
 - Account Setup
 - Site Landing Page Setup
- Search Engine Optimization \$550
 - Priced per Keyword per Month
 - Site Landing Page Setup

FEE SCHEDULE: SPECIAL OFFER

Power Bundle \$1,097 *Best Value!*

- Setup All Systems

Management & Budgets:

Client Choses Monthly Advertising Budget

Paid Advertisement Management 13.5% of Budget

CONTACT

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