

Total Marketing Package

Growth Tier

BUILD A STRONG FOUNDATION, CONVERT MORE LEADS, AND KEEP GROWING

Ready to attract qualified leads and turn them into long-term clients? Our Growth Tier gives you the marketing strategy and tools you need to drive results—and keep improving month after month.



Start Strong: Building A Solid Marketing Strategy

We kick things off by making sure your marketing is set up for success. This means a tailored strategy that works for your business, your goals, and your clients.

➔ **Kick-Off Strategy Consultation:**
We'll dive into your business goals and create a plan to match.

➔ **12-Month Content Calendar:**
You'll get a full year of marketing ideas, so you always know what's next.

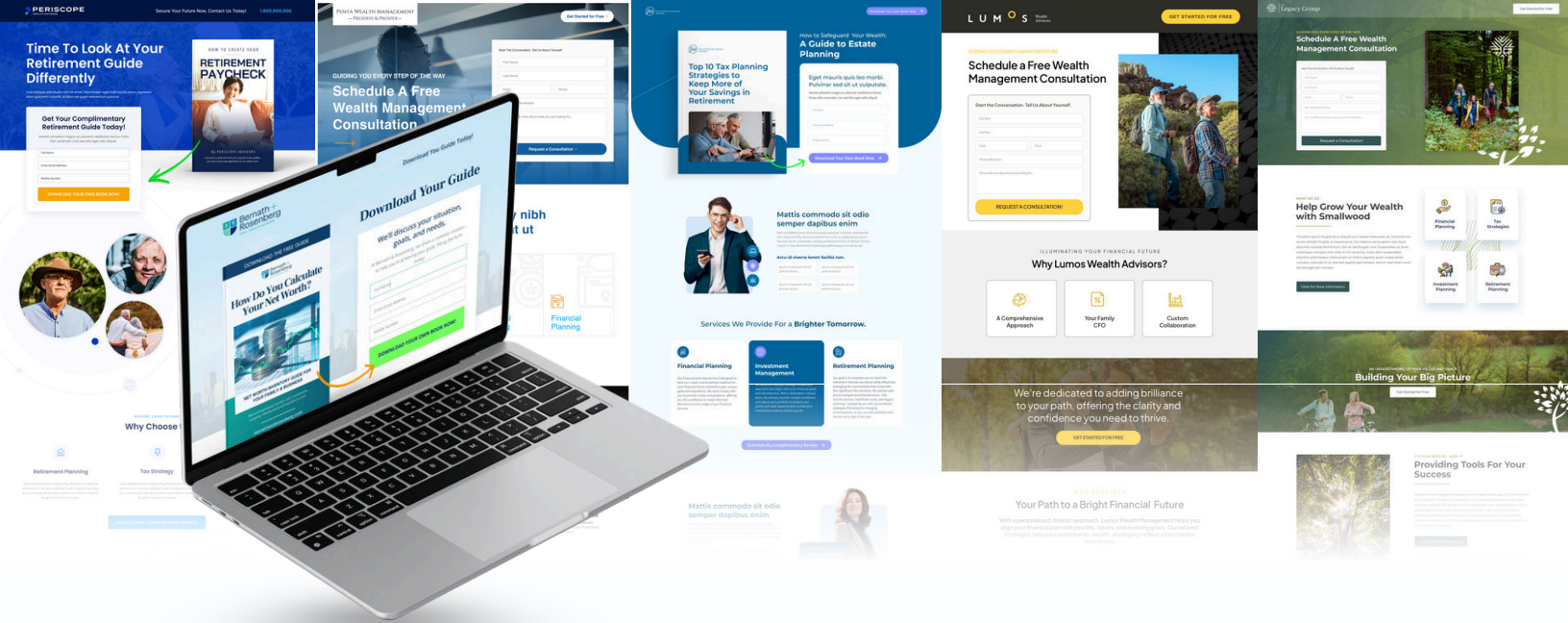
➔ **Social Media Branding & Setup:**
Your profiles will be optimized for maximum impact across key platforms.

➔ **Website Audit:**
We'll check your site to make sure it's ready to perform at its best.

Foundational Search Engine Optimization (SEO)

We ensure your website is fully optimized for search engines, AI tools, and user experience. This includes:

- ✔ Full Technical SEO Audit, AEO Audit, and Backlink Audit
- ✔ Core Web Vitals Review & Keyword Research
- ✔ Google Business Profile Optimization:
 - Personalized with your logo, photos, and other elements to help you appear higher in local search rankings.
- ✔ Integration with Google Search Console, Google Maps, Sitemap Submission
- ✔ Website Optimization:
 - Title tags, meta descriptions, and homepage copy for better ranking.
- ✔ Schema Markup & Monthly SEO Reporting



Lead Generation Made Easy: Custom Funnels That Convert

We build lead funnels that make it easy for people to find you, trust you, and take action. From capturing leads to turning them into clients, these funnels are built to work for you.

➔ **Appointment Funnel:**
A landing page that converts, thank-you page with calendar booking, and automated emails & reminder texts to keep leads engaged.

➔ **Lead Magnet Funnel:**
Offer a valuable download (like a white paper or e-guide) that hooks leads and then nurtures them with a tailored email campaign.

Keep the Wheels Turning: Ongoing Success With Measurable Results

With the right strategy and funnels in place, we keep things moving forward with regular check-ins and adjustments. You'll always know how things are going—and how to improve.

➔ **Monthly Article or Video:**
You'll get a custom piece of content (in your voice) every month, distributed across your website, email, social, and more. Videos include custom video script, editing, and deployment.

➔ **1 Weekly Custom Social Media Post:**
Long-form posts, images, short videos/reels—whatever it takes to get your message out there and keep people engaged.

➔ **Monthly Marketing Metrics:**
You'll receive clear reports on what's working (and what's not) so we can make adjustments and keep improving.

➔ **2x Month Strategy Calls:**
Regular check-ins with your dedicated account manager to stay on track and tweak things as needed.



Sustaining Growth With Ongoing Optimization

Your marketing efforts don't stop at launch. With continuous optimization and strategic adjustments, we ensure your brand stays competitive, your leads remain engaged, and your website keeps performing at its peak.

Our Growth Tier includes ongoing support through tailored ad campaigns, precise retargeting strategies, and a dedicated focus on strengthening your digital presence month after month. Our services keep your marketing working smarter, not harder.

Ongoing SEO

To ensure your site continues to perform at its best, we provide the following ongoing SEO services:

- ✓ Analyze Keyword Rankings & Google Analytics Analysis
- ✓ Backlink Profile Review & GBP Listings Review
- ✓ Google Posts Management & Rankings Monitoring
- ✓ GBP Reviews Response & Monthly Website Assessment
- ✓ Monthly Technical SEO Audits

Ad Creatives and Management for One Platform (Google, Facebook, LinkedIn, YouTube)*

We grow your professional network with a tailored outreach strategy designed to build meaningful connections. This includes:

- ✓ Ad Campaign Management & Account Setup
- ✓ Ad Copywriting & Graphics
- ✓ Weekly Optimizations & Monthly Reporting
- ✓ New Client Funnels, Retargeting for Videos or Blogs
- ✓ FB Pixel Installation & Website Event Setup
- ✓ Retargeting & Lookalike Audience Creation
- ✓ Advanced Analytics & Retargeting Strategies
- ✓ Daily Campaign Optimization & Tracking via Google Analytics

*Ads: Client must agree to a minimum of \$1k ad spend per month per platform.

*Additional platforms or LinkedIn campaigns can be added on to package.

STAY VISIBLE. STAY COMPETITIVE.