

# Marketing Action Plan



Content



Email



LinkedIn



Paid Advertising



SEO



Social Media



Video



Web



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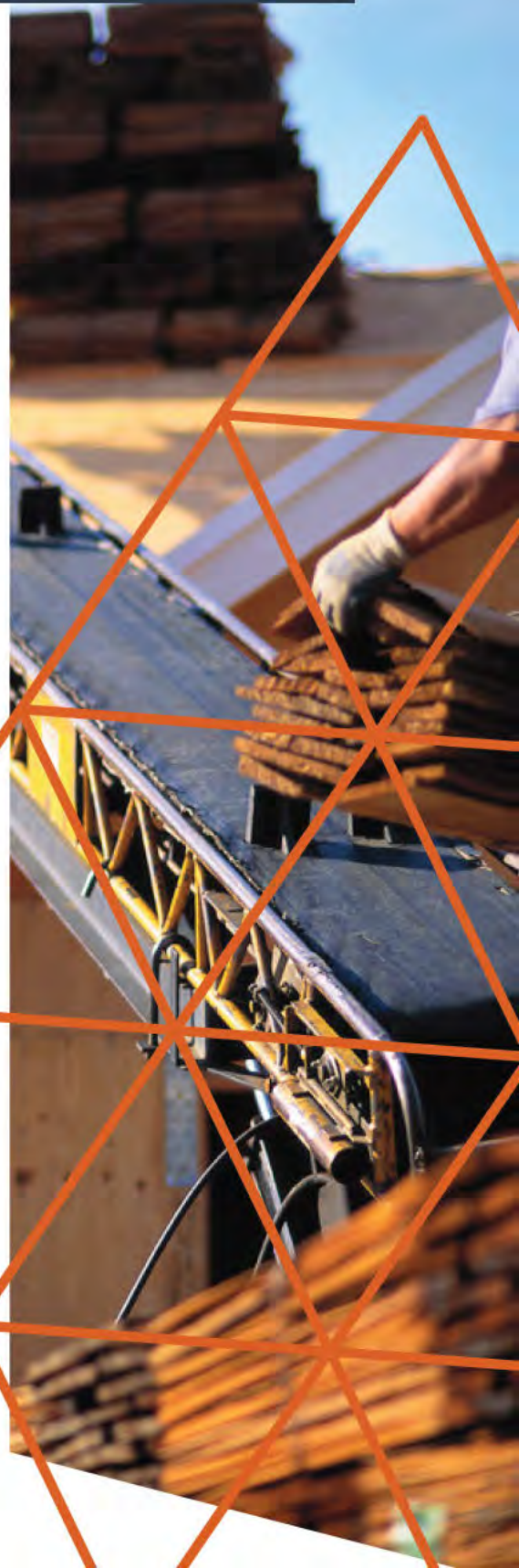
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# Content Marketing Action Plan





# Content

A well thought out content strategy is an invaluable sales tool and serves effectively as the tendons and ligaments of a well-executed marketing funnel. **Content connects** the bones of your entire strategy and holds it together. Whether you're talking about email marketing, social media, SEO or PPC, the underlying strategy is heavily dependent on how your content is structured.

Content marketing ultimately fits into a broader integrated marketing strategy and commands a strategy of its own. It's much more than creating, distributing and sharing content in order to engage your audience, generate leads, and improve branding. It's the backbone that supports your funnel and the channels that bring in qualified traffic. It **will help you with lead scoring** and refining your acquisition efforts as a business.

A content marketing strategy can help [REDACTED] reach other marketing and organizational goals like:



Traffic  
Building



Email  
Marketing



Conversion Rate  
Optimization



Social  
Media  
Marketing



Using [REDACTED] as an example, there are four main arms of content that [REDACTED] should be focused on:



**Site  
Buildout  
of  
Services**



**Case  
Studies**



**Knowledge  
Base / Wiki for  
the product  
advertised**



**Blogs**

Each of these are built around driving leads and interest for [REDACTED] and their core competencies in the channels that would be most successful for a B2B innovation such as the [REDACTED] product line. We will cover the channels each initiative fuels, the tools used and the processes that need to occur to build out each arm of content.



**“A well thought-out content strategy is an invaluable sales tool”**

# Services Pages

██████████ has a vast array of products with a vast array of services, but what's interesting about this is that there is very little coverage other than a list of brand links.

**This is a missed opportunity** for both your core digital marketing and acquisition efforts as well as your offline sales team.

Every service that ██████'s core competencies provides is an opportunity for SEO, PPC, offline sales, Email marketing, and Social Media. This requires digital representation- especially with SEO. **Each core service is a keyword opportunity**- an opportunity to rank for Google. It should be a part of each core service's main navigation. This is a great example from ██████







A mega menu in the site's main navigation would be prime for both sales and SEO. Sales could provide coverage to individual product lines and use pages in follow up emails. Every page would be SEO optimized using SEMRush and writing for both search engines and target users.

Remember, every service that [REDACTED] offers is an SEO opportunity. Your competitors have larger sites that dive deeper into explaining their services than [REDACTED] currently offers and that puts your business at a direct disadvantage.



**CAPABILITIES**



**SAFETY**



**EFFICIENCY**







# Knowledge Base



## Support

[REDACTED] can support their offline sales with online resources in a number of ways that will also provide coverage in digital marketing initiatives. One of these resources would be to **develop an online wiki/ knowledge base** of how to use their software and any core questions that the sales/business development team regularly run into.



## Tools

**I**nitially, this should be servicing your existing clientele and providing SEO coverage, but over time, could **become an immensely valuable tool** to both your sales cycle and customer service team.



## Efficiency

**R**educing the amount of time it takes your support team to answer queries is tantamount to a [REDACTED] business like [REDACTED] being able to efficiently and effectively manage client and prospect queries. A wiki/ knowledge base is the most effective way to do this and can also **fuel SEO and other digital marketing initiatives** by providing assets that don't really exist in the space yet.





## How-To's

Using [REDACTED] as an example, this would walk your clientele through every step of utilizing your services by using walkthroughs in both text and video. You can utilize tools like Loom to **easily facilitate how-to videos**, but anything that dives into your core service explanations should be professionally produced in an 'explainer video' format.



[REDACTED]  
**T**his is a much different space, but [REDACTED] is a leader in [REDACTED] analysis and [REDACTED] analysis and they've developed a robust wiki for their users, support, and sales to call attention to when needed: [REDACTED]  
[REDACTED]



## Documentation

**T**To kick things off with [REDACTED], there are a number of items that would need to be produced before this would be a usable resource. This has been **documented completely** in the Content and Production calendar under the 'knowledgebase' tab.

Sales can help fuel this initiative! We should be incorporating both sales and support to help build this resource out to address specific questions that both sales and support receive from customers on a regular basis.

**This can help save time-** your support and sales teams could just follow up with links to the article/video series.



The background of the page features a photograph of a construction worker in a red shirt and blue jeans, working on a dark shingled roof. The worker is using a long-handled tool. Overlaid on the image are several orange geometric shapes, including a large triangle on the right and a network of lines forming various polygons across the top and right sides.

# Case Studies

It's important to start taking the time now to reach out to existing customers- especially if sales receives compliments from your users. Case studies are a fantastic way to gate content for email marketing initiatives/list growth, social media and PPC campaigns. Here's one example of a great case study from Google and here's another for a coffee company.

Gated content motivates people to sign up through landing pages and this will help fuel acquisition efforts with email marketing, social media and PPC campaigns.

Until there is a list of potential customers to develop a case study off of, stacking [redacted] core competencies up against the competition as a case study would suffice. To see how this would play out in a full content marketing strategy, please look at the Content and Production Schedule's 'Content Schedule' tab.





# Blogs

Blogs are the great mainstay! They provide consistent coverage for SEO, are great pieces for social media and email marketing, and fuel lead generation from every step of the funnel. In this case, blogs should be SEO-focused (but still written for the user, not search engines). SEO and content will work hand-in-hand in this space to develop content. The workflow looks like this:

1. Develop keyword lists in SEMRush needing coverage with content
2. Take keyword list and use '██████████' to look at google queries surrounding the core keyword set to develop content
3. Write blog (500-800 words)
4. Schedule release via email and social media channels like
  - a. Mail Chimp
  - b. Constant Contact
  - c. Facebook
  - d. Twitter
  - e. LinkedIn
5. Content is distributed to following channels
  - a. LinkedIn
  - b. Social Media
  - c. Medium.com
  - d. Crunchbase.com
  - e. Content Distribution networks
    - i. Taboola
    - ii. Outbrain

Here's a great article on how [Buzzfeed sees its content work its way through the web](#).

You can see what month one would look like in the [Content and Production calendar](#) on the "content schedule" tab.



# White Papers

**W**hen you need to boost your B2B marketing, white papers allow you to show off your knowledge in a chosen field. 51% of businesses rely on content to research their buying decisions, so it's important to make sure that you are **pushing the right knowledge** towards your target user.

The key differentiator between white papers, blog posts, and long-form website content is the level of detail put into each piece. White paper efforts typically have significant value for their readers and as such, typically have something that they ask for in return. This typically looks like gated content where there's an exchange of information; requests for an email address, name, or even phone number are not uncommon in this space. In exchange for this thought leadership content, **you get to expand your database** and bring new possible leads into your funnel.

Here's how to develop successful white paper content:

## 1. Write a Catchy Title

People are busy and you have to make sure that you're taking the time to catch their attention in a sea of information. **Catchy titles serve as great hooks**. Keep it short and clear with enough information for a user to immediately discern what the content is about.

## 2. The Right Format

White papers should be clear and concise with a format that makes it easy to find and retain the most important information. Summarize key points in the beginning to hook the reader's interest. If your white paper is particularly long, divide it into sections. Remember, **this paper reflects your business acumen** in appearance as well as content.



### 3. Multiple Distribution Methods

A white paper is a calling card that showcases your knowledge and builds your company's reputation in the eyes of your target market. It's crucial to make sure that it's in the right places. Your website is an obvious home for gated content like white papers, but there are other distribution channels to make sure that your content is reaching as far as it can:

- a. Turn findings of white papers into speeches at key events and hand out copies as part of your presentation
- b. Use the white paper as part of a mailing campaign. While online content marketing is fast and effective, traditional approaches may open up new avenues for engagement
- c. Use it as a mission statement. If you are considering a pivotal shift in company approach, a white paper is a good way to initiate change, educate staff on new ideas and ways to achieve goals.

Below are 4 examples of some white papers we've done so you can see different ways they can be written and formatted:

1. <http://www.infinitymgroup.com/wp-content/uploads/2018/03/Reliance-IRS-White-Paper.pdf>
2. <https://www.infinitymgroup.com/wp-content/uploads/2018/09/ATS-MaximizeResultsQSRHiringProcess-Rev-5-17-17.pdf>
3. <https://www.infinitymgroup.com/wp-content/uploads/2018/09/SEPRansomewareWhitePaper.pdf>
4. <https://www.infinitymgroup.com/wp-content/uploads/2018/09/HowToCreateanInformationGatheringWebsiteWhitePaper.pdf>



# Email Marketing Action Plan



# Client Summary

**.com**

streamlines and simplifies the measuring and estimating process for by delivering accurate, affordable and timely takeoff reports. The takeoff reports are generated using the latest in and can also provide estimates based on blueprints. Additionally, the company offers contractors the ability to streamline quotes using advanced templates created in

## Products







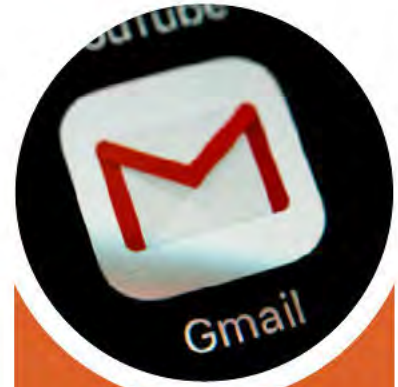
### EXISTING PRIMARY SUBSCRIBER ACQUISITION

Pay Per Click  
Campaigns  
Lead Generation



### CORE BRAND IDENTITY

Relatable, Average  
Joe, relaxed, easy  
and transparent



### EMAIL MARKETING OBJECTIVE

Develop an engaging and segmented inbound marketing campaign that provides clear and bold calls to action that move customers through sales funnels and gradually introduces relevant [REDACTED] over the customer's lifespan with the brand.





# Proposed Segmentation

██████████ will benefit greatly from segmented email lists and related campaigns. The recommended segmentation approaches have been outlined below:

## *Number of reports ordered*

- 0 to 3 - Beginner
- 4 to 6 - Intermediate (bonus reports are offered)
- 7+ - Expert

## *Customer lifespan*

- Under 12 months (1 year)
- 13 months - 24 months (up to 2 years)
- 25 months+ (more than 2 years)

## **Segmentation Notes**

As a ██████████ that targets active ██████████ it is imperative to simplify the service to ensure customers become well versed in the software so that it becomes an essential part of their workday.

Segmenting according to the number of reports ordered gives you an idea of where your customers are in your sales funnel. Understanding where your customers are in your sales funnels **empowers you to communicate relevant messages** based on their intent and needs, such as sending Beginners information on how and why they should harness the power of ██████████

Using a customer's lifespan with the brand as a foundation to your segmented campaigns enables you to send more relevant bonus reports, special offers, etc. It also works to **nurture those relationships** into long term customers.

# Existing Campaign Insights

## Campaign engagement

76,707

Emails Delivered (360 days)

Opened

10,790

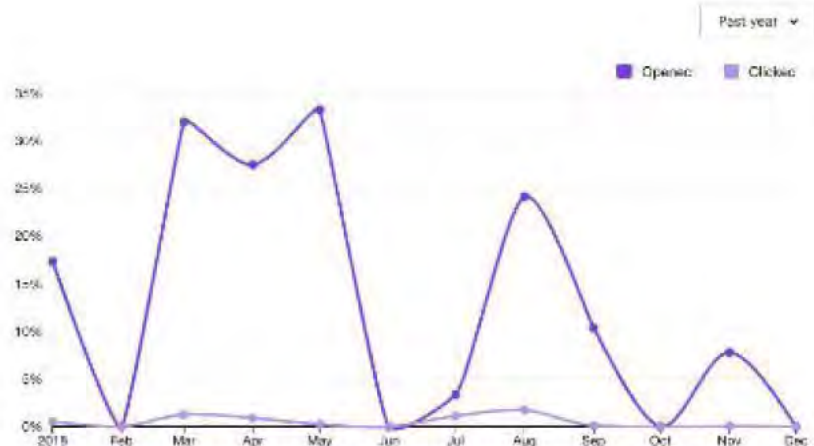
14.07% of Delivered

Clicked

339

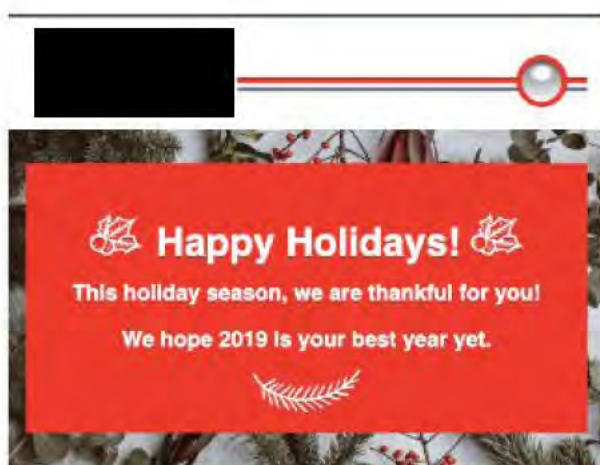
3.14% of opened

[View Reports](#)



In 2018, you sent 76,707 emails, of those emails 10,790 or 14% were opened. The clicked rate for your opened emails were 3.14%. The industry average open rate is 19.8% and the click through rate average for software and web applications is 2.05%.

The primary goal of this action plan is to **improve the number of opens** compared to sends as well as your clicked rate.



By making the following recommended changes to your emails you'll see a drastic shift in engagement.



- Avoid sending emails without a reason to interact with your brand (your holiday email is missing a reason to interact with you - why not send a poll on new year's goals for your customers to see how you can better serve them?)

- Use buttons and clear calls to action that push the action you want such as :

**START FREE TRIAL**

- Double check your links

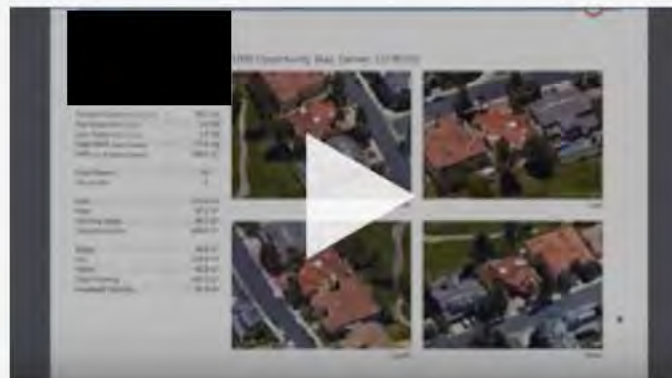
- Personalize your emails as much as possible. Many email service providers give you the ability to use your subscribers name simply by placing a token or code in the subject line or email itself - such as {{first.name}}. By using this feature you can personalize the email to strengthen engagement and nurture relationships with your subscribers.

- Keep your emails clean and distraction free to improve your engagement

**Welcome, [REDACTED]!**

Find out why 9 out of 10 contractors have switched to using [REDACTED] to generate estimates for their business

Our [REDACTED] measurement reports are the quickest and most affordable takeoffs in the market. Our [REDACTED] reports are drafted by expert CAD technicians and reviewed by a quality assurance professional, certifying absolute data accuracy on every report. Precision is paramount, and that's how we guarantee a 95% or better accuracy rate on every critical data point you need to submit a competitive bid. Be confident in your bids, and submit estimates that align to your profit goals.



**START NOW**

# Methodology

Based on where customers are in your funnel we recommend sending this type of content in various forms ranging from videos, tutorials, webinars, white papers, visual case studies, etc.

*Number of reports ordered*

## 0-3 Beginner

How to use [REDACTED] (highlight simplicity and convenience compared to apps)

Benefits of [REDACTED] and how to leverage for business

Establish relationship with client account managers (personalized emails)

## 4-6 Intermediate (bonus reports are offered)

[REDACTED] (how it saves time and promote use)

Offer free 2-week trial offer for [REDACTED]

How to use the more advanced features

Establish relationships with client account managers

## 7+ Expert

Send relevant updates to show you are constantly working on your tech

Introduce full suite of [REDACTED] products

Demonstrate “new ways” to use tech





# Customer Lifespan

Under 12 months (1 years)

Build relationships through proof that the tech works  
([case studies](#), guides)

Intro team in an offbeat way that matches the brand

13 months - 24 months (up to 2 years)

Share tips, tricks and shortcuts on how to use the tech (providing sample reports is a great start as well as sharing actual video tutorials using your software)

25 months+ (more than 2 years)

Newsletter, product updates, and industry changes

## Methodology Notes

Based on your market and need to establish relationships, introducing your full suite of software products gradually over the lifespan of your clients, gives you the ability to maintain your existing sales funnel while building loyalty and relevant engagement based on the actual intent of your customers.

In a nutshell, as you move customers from one order segment to another you are proving your value to them and earning their trust.



# Implementation

## Phase 1 - *Set up segmentation*

Setup MailChimp - add relevant tags (if needed), set up possible groups, etc

Develop segmentation rules and implement relevant code/logic as needed

## Phase 2 - *Email development*

Develop templates -

Designing and developing email templates make creating emails for your brand easy and fast. Typically, you'll want a template for company news and announcements, newsletters, and product spotlights. [Here's how to create an email template](#) in MailChimp.

Create emails and campaigns

Once you've created your templates, you'll simply use them to create actual emails/campaigns. Your templates will save you time while giving you the flexibility to tailor them to the content in each email. [Here's how to create an email](#) in MailChimp.

Setup automation campaigns

Automation campaigns are the emails your subscribers will receive after they perform an action or are added to a list. Automation emails have the best engagement rates, because they are emails that are relevant to your subscribers. Some examples of very common automation emails include abandoned carts, welcome series, and feedback/testimonial requests. [Here's how to setup an automation campaigns](#).

# Conclusion:

This Marketing Action Plan (MAP) was developed to build engagement, improve customer loyalty, and grow the business through upselling. By leveraging email segmentation and developing targeted campaigns, [REDACTED] can **expect to build and maintain relationships** with existing customers and leverage those relationship to reach the goal of increasing monthly subscriptions to their services.

After implementation for this MAP, emails and campaigns should be revisited and updated at least once a week to analyze and improve each email's individual performance. **Emails that perform well should be duplicated** and those that fall below expectations should be paused.





# LinkedIn Marketing Action Plan

# Call Notes

At [REDACTED] you are best known as [REDACTED]  
[REDACTED]; however, you own a number of other  
technology solutions for the [REDACTED] industry:



On our call, [REDACTED] discussed how, depending on the  
[REDACTED] business you are speaking too, you will represent  
yourselves as [REDACTED] etc.

Your stated goal is to generate 4x revenue (\$[REDACTED] Million) and  
gain more of the market share of the [REDACTED] and [REDACTED]  
sectors. You are very enthusiastic about the opportunity  
LinkedIn represents and you understand the need for a softer,  
slower sales process rather than direct selling.

The key area to penetrate is [REDACTED]. The Campaign can  
be US wide as well if requested. The target company size is  
medium to large [REDACTED] and [REDACTED] businesses.







## HOW TO: STEP-BY-STEP, AND RATIONALE

In this section we will give you step by step guided instructions how to create and run your own LinkedIn marketing strategy.

### Prerequisites:

- “Lead” LinkedIn Account - ideally [REDACTED]
- Purchase a LinkedIn Sales Navigator account through LinkedIn (\$79/mo. Subscription through LinkedIn)

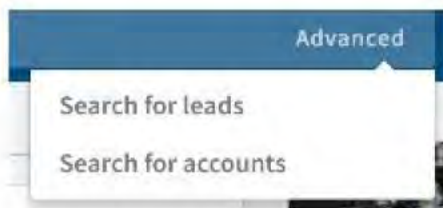
### Rationale:

- LinkedIn is a social platform that is best viewed as a large B2B Members Only Network environment such as a Chamber of Commerce. Business is predominantly generated and completed on a person to person basis; therefore, a significant representative of [REDACTED] will be best placed to generate relationships with their peers and decision makers. **This is essential for generating new sales opportunity.**
- A Premium account is needed because without it you have no commercial usage rights, and the ability to search LinkedIn is extremely limited. Your potential clients are highly likely to be premium members themselves and **the likelihood of them responding to a free account is lower.** Sales Navigator is the only LinkedIn tool that enables you to be laser focused on your targets and to be able to save your searches.



# Stage 1:

## Building your network in Sales Navigator - select 'Advanced Search For Leads'



- Definition of 'ideal' client profile
  - Location - e.g. Colorado
  - Relationship - e.g. 1st are people you are **ALREADY** connected with, 2nd are people your 1st Degree Network are connected with etc.)
  - Industry - e.g. [REDACTED]
  - Title - e.g. [REDACTED]
  - Seniority - e.g. [REDACTED]

Top filters Apply your sales preferences ☐

<b>Keywords</b> Enter keywords ...	<b>Past Lead and Account Activity</b> + Filter your leads/accounts	<b>Geography</b> Region ▼ [REDACTED] +
<b>Relationship</b> <b>2nd Degree Connections</b> × +	<b>Industry</b> [REDACTED] +	<b>School</b> + Schools someone studied at
<b>Profile language</b> + Profile languages	<b>First name</b> + Add a first name	<b>Last name</b> + Add a last name

Role & tenure filters

<b>Seniority level</b> <b>CXO</b> × + 2 more	<b>Years in current position</b> + Years in current position	<b>Years at current company</b> + Years working at current company
<b>Function</b> + Add functions	<b>Title</b> Current ▼ [REDACTED] +	<b>Years of experience</b> + Years working in their field



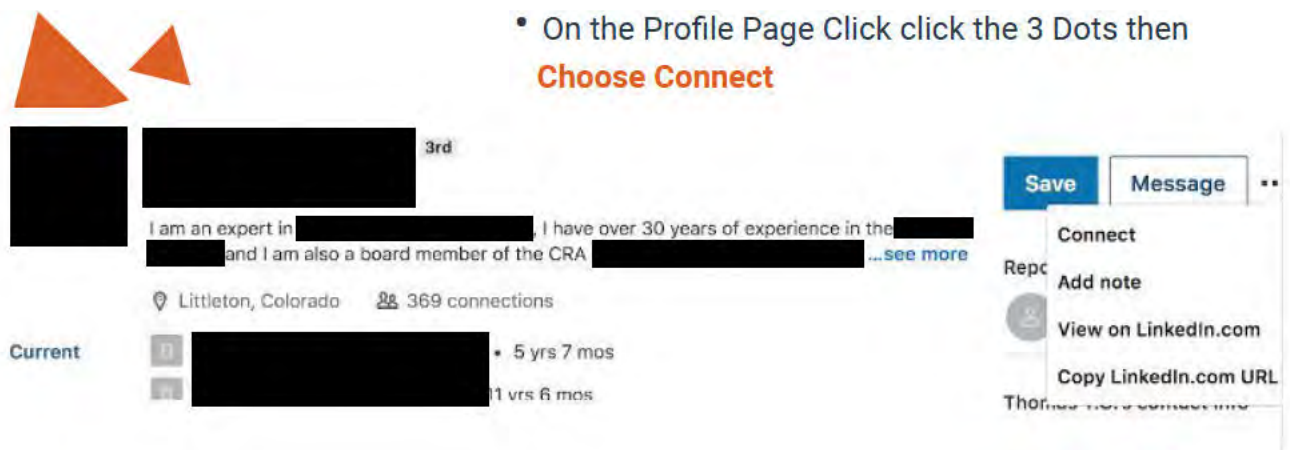
- **Save the search** - this will enable you to come back to your list in future. *(TIP - If you choose Remove Contacted Leads from Search from the Past Lead and Account Activity Filter, then the List will only show people you have not yet contacted!)*

Remove Saved Leads from search  
Remove viewed Leads from search  
Remove contacted Leads from search  
Search within Saved Accounts

- Visit the first profile, by clicking the profile name:



- On the Profile Page Click click the 3 Dots then **Choose Connect**



Write a personalised Invitation to Connect message - e.g. "Hi Thomas, I saw you were in the [redacted] industry as well so I figured I'd reach out to connect. [redacted]" - You'll notice this is very relaxed, **targeted but not salesy**. Custom invite messages like this are the highest converting.



Record on your tracker, spreadsheet, CRM - Here is a Link to a Loom Video showing you a Tracker Spreadsheet from my own campaigns: [redacted] (Side note, I accidentally said "Infinity Management Group" in the video instead of "marketing". That'll teach me to make videos before having my coffee!)

You should aim to regularly invite connections from your searches - we recommend **30 per day** as this will soon give you a full pipeline process plus above this figure the management of your correspondence can become unwieldy.



Send invitation



Include a personal message (optional):

Enter your custom message here.

Cancel

Send Invitation



# Stage 2:

## Engagement and Nurture



### 1. Monitor Your Inbox

Monitor your Inbox in your LinkedIn Account looking for Connection Acceptances:

For each acceptance that does not reply with a message (e.g. [redacted]), send a personalised **Thank You for Connecting** message - e.g. "Hey Andy, thank you for accepting my connection request, looking forward to speaking some time soon."

*On that note, I wanted to ask how you solve the problem of fast and accurate estimating. I am the Sales Director at [redacted] where we have a unique satellite-based system which gives you instant and accurate results. Please let me know if you would like to find out more.*

For each acceptance that does reply, engage in a conversation with the aim of **developing a sales opportunity**. A great approach is to first study the correspondent's profile and then hook into the sort of issues you know they face - such as speed and accuracy of estimating. **Using open questions** (what, why, where, when, how etc) **will get the conversation going** so you can introduce your solution e.g. - How long does it take to generate a typical estimate for a [redacted]?

Record / Update tracker, spreadsheet, CRM, etc

### 2. Follow Up Messages

Where there is no response to your Thank You message, wait 3 days and then send a follow up message, seeking to provoke a positive response so you can engage in conversation e.g. "Hi [redacted] I'm sorry we haven't had the chance to speak yet; maybe this isn't the best time for you?"

I just wanted to invite you to look at our unique system for estimating; it will save you hours of effort: [https://\[redacted\].com/](https://[redacted].com/)

Happy to chat and explain how this works."

Where there is a response to any of your messages develop your conversation and record - Update tracker, spreadsheet, CRM etc



### 3. Do This Every Day

This needs to be a daily process of invitations, subsequent messages, etc.





#### 4. Farewell Message

We recommend doing 2 follow up messages followed by what we call a “farewell message”. This message goes something like this:

“Hi Jim, I haven’t heard back from you after my last few messages so I assume you’re as busy in March as I am. No worries though. If you feel like reaching back out, here’s my contact info below.

Cheers!

[contact info here]”

We find that **the farewell message converts really high** because you’re essentially doing a slight push away and letting them know you’re not going to bug them anymore. This actually entices them to reply more often than not. Also, some people don’t check their messages on LinkedIn for a couple weeks so sometimes they log in and see you were respectful in the way you sent your messages and they feel bad for missing them **so they reach out to you**. This is a great place to be in from a sales point of view.

Lastly, there’s the 30 day re-engagement message which goes something like this:

“Hey Jim, I was talking with a colleague today about [insert topic here] and it reminded me of something I saw on your profile when I looked at it last. Anyway, it made you pop in my head so I just thought I’d reach out and say hi.

Hope all is well!”

This message is great to ping them 30 days later. The message isn’t salesy. It’s just re-engaging. And if they ask what you saw on their profile that came up in convo, **simply take a look at their profile** and talk about something interesting you see on it. This is great for rapport building and getting a sales conversation started.



#### 5. Rationale

A structured, repetitive process is the most effective method for developing a targeted, active and engaged **network from which you can fill a sales pipeline**. It is essential to be diligent and focused in order to ensure you do not miss any opportunities.



# Stage 3

## Brand, Presence and Authority (BPA)

It is true that People buy from People. They buy from trusted people who have authority in their field. The more you are seen as being an expert in your field the more **success at converting opportunity** you will have. This is not developed immediately.

A content strategy is needed that adds value to your readership and network; that drip feeds your brand and **develops the sense of authority** in your products or services.

A mixed approach with posts, articles, messaging and LinkedIn Group content is needed to **effectively develop** your BPA.

A post is a short piece that is seen in your connections news feed, **I recommend 2 per week:**

60 • Edited  
HELP 60 people... THAT'S MY GOAL this year. Help 50 add or transition into the industry.  
AND WE HAVE an awesome platform to plug you into that's design ... see more



"The more you are seen as being an expert in your field, the more **success at converting opportunity** you will have."

An article is a longer published piece that stays on your profile and whose link can be readily included in messages, I recommend 1 per week (Here is a Link to this Top Tips Article of mine: [redacted])



### My Top 5 LinkedIn Tips

[redacted] Published on LinkedIn

Tip 1 - Profile, Profile, Profile Does your Profile stand out from your competitors? Your Profile is your Shop Window. If it is unattractive or doesn't identify your Uniqueness then the shopper is likely to walk on by and not see the amazing things you do! Top 5 Common Issues: 1. Poor or Inappropriate Personal Picture 2. Standard Blue Header Background Image 3. All you Offering in your Title, instead of 1 or 2 key USP's 4. Poor Description



# Stage 4:

## Promoting Your Business

LinkedIn culture and members are sensitive to direct sales messaging and promotional posting. Therefore, promotion is **best done via messaging** where you already have engaged and nurtured connections.

This then brings the importance of **tracking your connection responses** via a spreadsheet or CRM into sharp focus.

Your existing 1st degree network should be segmented into targets for each promotional message and tracked through your pipeline. In your case, segmenting into [REDACTED] etc.

**Remember to save** your Sales Navigator Searches so you can reuse them.

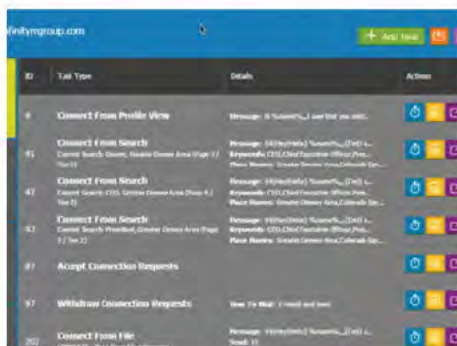




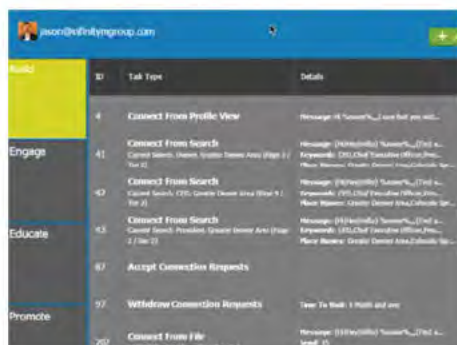
# STRATEGY SUMMARY

LinkedIn is a rich source of new business if it is approached correctly. Person to person communication is essential. Relationships need to be built, engaged and nurtured before any form of promotion is attempted. By using a structured and iterative process which is fully tracked and recorded, it is possible to create an effective pipeline of opportunity which will deliver new sales and clients on a regular and increasing basis.

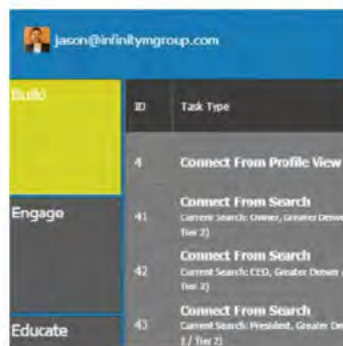
However, this is time consuming and requires a high degree of attention and diligence. To run your LinkedIn Marketing manually will easily take 20 hours per week but will give you the new client base you need to grow.



ID	Task Type	Details	Actions
4	Connect From Profile View	Message: Hi [Name], I saw that you were...	[Icons]
41	Connect From Search	Current Search: Greater Denver Area (Page 1 / 1)	[Icons]
42	Connect From Search	Current Search: CEO, Greater Denver Area (Page 1 / 1)	[Icons]
43	Connect From Search	Current Search: President, Greater Denver Area (Page 1 / 1)	[Icons]
47	Accept Connection Requests		[Icons]
97	Withdraw Connection Requests		[Icons]
202	Connect From File	Message: Hi [Name], I saw that you were...	[Icons]



ID	Task Type	Details	Actions
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42	Connect From Search	Current Search: CEO, Greater Denver Area (Page 1 / 1)	[Icons]
43	Connect From Search	Current Search: President, Greater Denver Area (Page 1 / 1)	[Icons]
47	Accept Connection Requests		[Icons]
97	Withdraw Connection Requests		[Icons]
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42	Connect From Search	Current Search: CEO, Greater Denver Area (Page 1 / 1)	[Icons]
43	Connect From Search	Current Search: President, Greater Denver Area (Page 1 / 1)	[Icons]

However, if you choose to have us run your LinkedIn for you, we have **developed an automated system** that we manage for you that has a ton of features you can use.

Please **watch this 7 min video below** to see all of the things our system is capable of and how/why we use it.





# Paid Advertising Marketing Action Plan





# Digital Advertising Strategy Overview

1. Website/Landing Page Recommendations
2. Conversion Tracking
3. Inbound Leads Strategies
4. Promotional Brand Awareness Ad Serving (with Inbound Leads)
5. Digital Sales Funnel Building & Remarketing
6. Sample Report







# 1. Website/Landing Page Recommendations

Our recommendation would be to condense efforts of your marketing funnel so that we can get a little clearer view of visitor habits across all website properties.

We can utilize cross domain tracking across all of your segmented properties, but we'd recommend to move the external landing pages over to your website as either a page that is only seen on the very first visit, or a page which is hidden from your navigation. Even if not hidden from the navigation, with the "free account with 1 trial offer" messaging, this is **something that you could promote across your properties** for better website conversion ratios, and increased content on the website which would assist your SEO efforts as well.

It will give you the ability to have one source for all properties to measure performance from all lead sources.



## 2. Conversion Tracking Recommendations

### eCommerce Conversion Tracking

eCommerce Conversion Tracking: If website visitors “convert” but never give you revenue, then they never really converted at all. Both within paid advertising efforts, as well as across all marketing efforts, it is essential that we all have an understanding of what elements are providing the most repeat revenue for your business.

- ➔ Implementation: This is completed by turning on eCommerce conversion tracking and then injecting the Google javascript ecommerce tracking code to fire when a purchase has been completed. Settings on the eCommerce code are to track multiple vs. one so that you can see all transactions.

### Google Tag Manager Implementation

The Google Tag Manager would give the freedom to structure an extensive amount of conversions as well as allows us to build engaged audiences. You can do things such as track clicks, video views, page scrolls, pages viewed counts and set these actions up as a conversion or goal. It would eliminate the need for us to come to your team for efforts of setting up or changing anything on the website for us to structure out very comprehensive campaigns and conversion tracking.

- ➔ Implementation: This is a fairly easy process of placing javascript code in the header as well as a second line of code following the first <body> tag of each page.





### **Restructuring of Conversions**

We'll want to make sure that all conversions are properly structured so that information feeding to Google Ads and other digital mediums is reporting correctly and nothing is providing skewed data.

### **Good Data Means New Clients**





# 3. Inbound Leads Strategy

## Google Search Text Ads

Although many promotional ad serving efforts we'll recommend will additionally provide inbound leads, they are often considered to be more so brand awareness advertising. Both will drive inbound leads as well as strengthen your awareness among targeted markets, and in turn increase performance of your paid search text ads and organic search statistics as well. For our inbound lead strategy as part of our recommendation, we'll keep this section specific to Google Search Text Ads (Which we can additionally include Bing as well), and dive deeper into target promotional ad serving in the next section. There's nothing more relevant than someone who is searching for what you offer...

### Review of Past Efforts - Google Ads

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#### Overview:

Overall, your campaigns are structured well and bringing in relevant visitors. Your landing pages ([https://\[REDACTED\]](https://[REDACTED])) have great compelling information with the free account with one trial report achieving efficient conversion ratios. As mentioned above, we'd recommend taking this same content and keeping it on your primary website so that all information is consolidated in one place.





## Areas of Improvement



### Negative Keywords

For the most part, what is coming in from your campaign are fairly relevant. We did identify a few things and would review in more specific detail. **One example** was that we saw a few “**██████████**” related to vehicles. If not already, this could be blocked by listing all car brands and makes into the negative keywords.

### Expansion of Keyword Targeting

With an initial keyword research effort, we’ve identified nearly 400 keywords (only broad match to date) as compared to your current 146 with varying match types, we’d be able to expand keywords to approximately 1,200 keywords. By casting a wider net with still very relevant keywords, this will allow you to **achieve a cheaper average cost per click** overall. Note: Keyword research additionally includes cement, blueprint and other search demand outside of areas you’re currently focused on just pertaining to **██████████**



### Benchmark Filtering

We’ll dive into this a little bit more in our specific recommendations, but by subdividing efforts of converted keywords, you’ll be able to **focus dollars on keywords** which are consistently converting at a desired CPA (Cost Per Acquisition - Defined based on your goals such as phone call, form fill, eCommerce purchase, etc.) benchmark, not allowing the keywords which are not receiving as much traction or as high of conversion ratios to drag down performance of your better performing elements.





## Areas of Improvement



### eCommerce Conversion Tracking:

This is your largest gap in understanding the true value of your current advertising efforts. It's quite possible that many of the persons who are signing up for a free account are not actually relevant, but they're willing to sign up for a free account with the landing page just to explore further, but won't necessarily become long time paying customers. By establishing eCommerce tracking in your efforts, you'll be able to **attain more information as it pertains to your advertising** and marketing efforts with relation to average value of a customer delivered by varying source/medium(s). Additionally, we'll be able to generate re-engagement campaigns of those who have paid for reports in the past, but have not utilized the system in a period of time to work to drive more repeat business from your customers. Lastly, take for example "██████████" keywords which are converting at around a \$10 level. This is fantastic, although if these same conversions are not leading to further transactions and review as highly as other keyword areas are, this would be extremely important information to have.

### Conversion Tracking:

It seems as though your conversion tracking is setup fairly well utilizing the landing pages, it is not clear to me if certain conversions are duplicates by the same user. We would want to make sure that conversion tracking is setup so that we can truly **understand the monetary value** of conversions by counting only 1 per person for initial CPA and then counting many with eCommerce tracking.



# Search Text Ads Campaign Structure and Implementation

## A. Keyword Research:

- i. Google Keyword Planner:
  - a. Build structured outline based on the varying ways persons are searching for your offerings.
  - b. Competitive Analysis: Analyze competitors' websites for key content which could drive relevant visitors.
- ii. Analysis of Google Search Console: Could help identify other potential keyword targets of what is being driven to your website via organic searches.
- iii. Negative Keyword Implementation: Identify irrelevant searches while completing desired targeted keywords and implement prior to launching campaign.
- iv. Sort Keywords into an ad group plan
- v. Import plan as a new campaign.
- vi. Sample Plan of Initial Research:

Ad Group	Est Clicks	Est Impressions	Est Cost	Est CTR	Est Average CPC
	1,768	56,229	\$ 3,543.43	3.10%	\$ 2.00
	1,497	33,645	\$ 2,343.16	4.50%	\$ 1.56
	1,374	21,883	\$ 3,036.77	6.30%	\$ 2.21
	906	8,278	\$ 1,551.36	10.90%	\$ 1.71
	243	12,155	\$ 688.06	2.00%	\$ 2.83
	122	3,634	\$ 291.51	3.30%	\$ 2.40
	68	3,909	\$ 184.11	1.70%	\$ 2.72
	32	1,520	\$ 82.69	2.10%	\$ 2.55
	16	845	\$ 42.65	1.90%	\$ 2.65
	16	372	\$ 25.01	4.20%	\$ 1.58
	15	386	\$ 34.42	3.90%	\$ 2.32
	13	363	\$ 32.19	3.70%	\$ 2.40
	13	688	\$ 38.17	1.90%	\$ 2.95
	11	344	\$ 25.65	3.10%	\$ 2.42
	7	252	\$ 14.93	2.80%	\$ 2.15
	6	259	\$ 13.36	2.40%	\$ 2.16
	6	436	\$ 15.30	1.40%	\$ 2.52
	5	147	\$ 13.82	3.10%	\$ 3.06
	1	63	\$ 2.94	1.70%	\$ 2.68
	0	30	\$ 1.33	1.50%	\$ 2.97
	0	15	\$ 0.91	1.90%	\$ 3.09
Campaign total	6,121	145,451	\$ 11,981.78	4.20%	\$ 1.96



## B. Settings:

- i. **Geographic Settings:** You want to make sure that you select advanced options on geographic settings and select target persons in your desired target location and exclude persons from outside of your selected target area to ensure that visitors are **coming from your desired** geotargeting.

### a. Screenshot

Locations

Select locations to target ⓘ

☐ All countries and territories

☒ United States and Canada

☐ United States

☐ Enter another location

🔍 Enter a location to target or exclude [Advanced search](#)

For example, a country, city, region, or postal code

^ Location options

Target ⓘ

☐ People in, or who show interest in, your targeted locations (recommended)

☒ People in your targeted locations

☐ People searching for your targeted locations

Exclude ⓘ

☐ People in, or who show interest in, your excluded locations (recommended)

☒ People in your excluded locations

CANCEL SAVE

- ii. **Bidding & Pacing:** We utilize a 3rd party bidding tool which on average delivers 50-75% more clicks than the bidding tools within Google Ads. It takes 1-2 weeks for the system to measure demand in different dayparts, and then from then on, once the bids are driven down, they are automatically adjusted every half hour to keep up with market trends and changes to maintain a continuous lower cost per click for your set budget. This system additionally manages pacing for a desired budget and if there is any shortage or overage, those amounts are automatically applied to the next month allowing the campaign optimizer to focus her/his time on making changes to the campaign vs. worrying about or wasting time on hitting a budget each month. For your own technological purposes you can check out [REDACTED]. Their prices range from \$200/mo - \$1900/mo.



## C. Text Ad Creatives:

You want to make sure that at a minimum, you have 3 ads in any one ad group. We structure ads so that the top headline is extremely relevant to that ad group, and then secondary headlines and descriptions represent features, benefits, calls to action.

- i. **Ad Extensions** (Can be added to ads in the Ads & Extensions section of Google Ads):
  - a. **Phone Call Extension:** We've noticed that the majority of calls which come from phone call extensions tend to be irrelevant calls placed on a mobile device. Call lengths tend to be under 30 seconds and made by mistake. It's certainly something we are happy to test for you, but if we notice that same trend, we'd recommend not including phone call extensions on ads since you are charged for them, and they tend to not be good leads.
  - b. **Sitelink Extensions & Callout Extensions:** Great ways to not only highlight aspects of your service offering, but they additionally help your ad take up more space on the search engine, leading to a higher CTR.
  - c. **Location Extension:** A fantastic extension if you have at minimum 25 reviews on Google with 4.5 stars and up. It'll automatically show your star rating within your advertisement. We attempted to find your Google ratings but cannot locate your Google My Business listing.
  - d. **Promotion Extension:** With your free account with one free report download offer, you can include a promotion extension in your ads to draw attention to that offering.
  - e. **Price Extension:** Especially since you're slightly lower than the competition on pricing (██████), I'd recommend to test including your product pricing in your ads.
  - f. **App Extension:** On my end, I'm not aware of an app version of your product, but if you do develop one in time, we can include an app extension for app downloads straight from your ad.

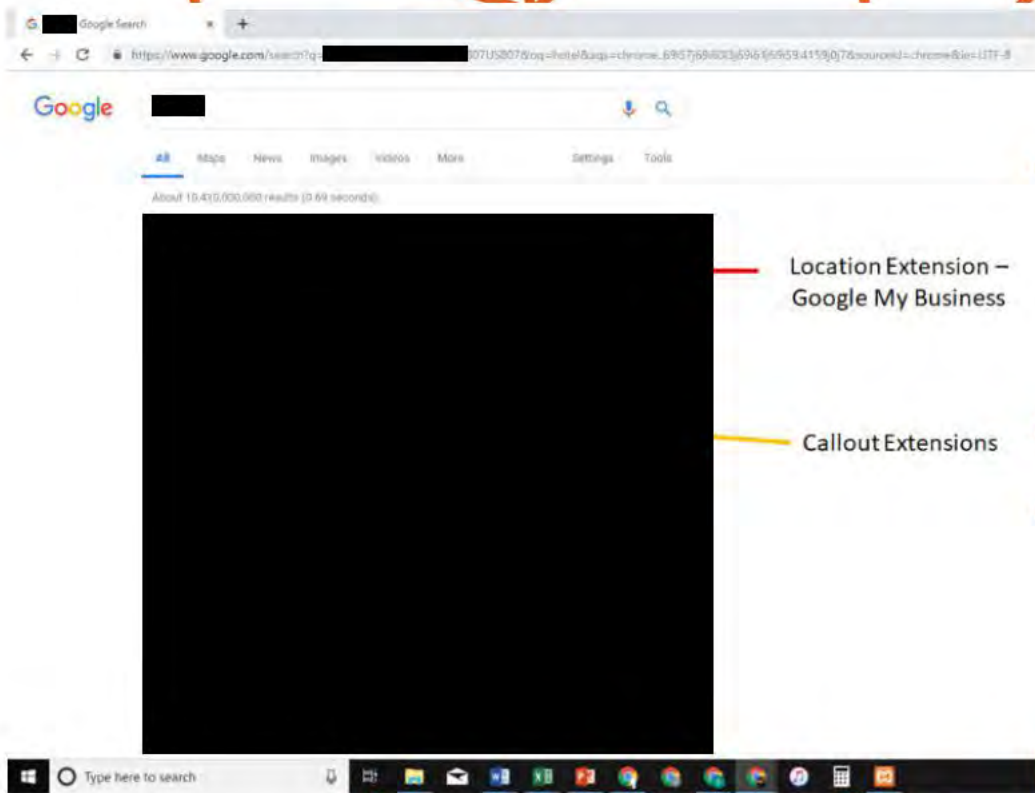
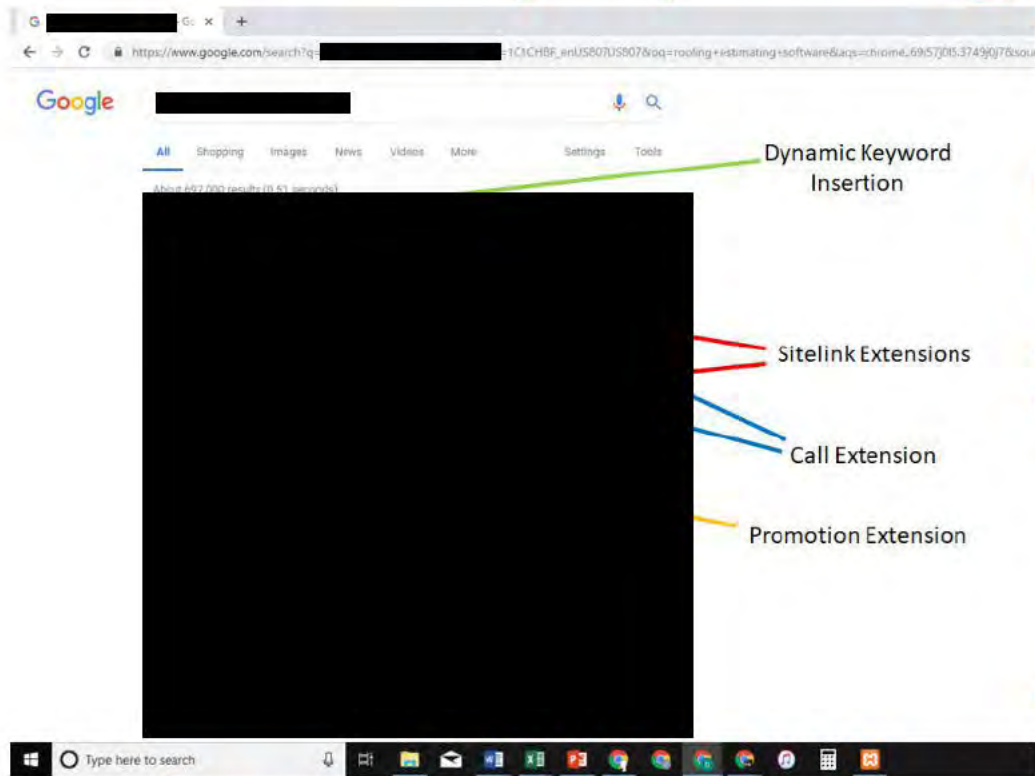


ii. **Dynamic Keyword Insertion:** We often times include dynamic keyword insertion within the ads. This technology by utilizing the code {KeyWord:"[REDACTED]"}, replaces the text of your advertisement with what someone typed into the search engine. This technology tends to have one of two impacts. 1. It leads to **increased CTR's (Click Through Rates)** and conversions by making your ad 1 to 1 relevant to what someone was searching for (so long as what they were searching for is relevant), or 2. CTR's are increased, but conversions drop if there are irrelevant searches occurring. This is something we would test with ad A/B split testing (testing different elements of an ad) to determine the effectiveness of this tactic.

a. **Example:** As an example of something you can do with dynamic keyword insertion it is my understanding that you're not allowed to utilize "Pictometry" within any promotional content. With dynamic keyword insertion, we can target "pictometry" related keywords, and then actually have "pictometry" show up in your ad content.



### iii. Ad Visual Examples:





## D. Benchmark Filtering (Converted vs. Exploratory Campaigns):

One technique we utilize is to build two exact matching campaigns to start. If it were a fresh build with no historical data, all keywords would be placed in the Exploratory Campaign with the Converted Campaign being empty. In your case, you'd have a jump start with historical data to implement keywords from the initial start in the Converted Campaign. This allows to manually **filter converted keywords** to then focus dollars on those keywords to see if they meet the desired benchmark. If not, then you can drop the keywords off forever, if they do, then you keep them. Initially, we typically begin with both campaigns in a shared budget group, but over time, with enough converted keywords, you can break the budgets apart putting more spend to the keywords you know will reach the benchmark you desire and having a place to still explore new trends and keywords to identify if they'll convert.

## E. Peel & Stick Method:

Certain ad groups will demand a larger percentage of the budget, allowing other areas to be somewhat ignored which if more impressions were delivered, **could generate more opportunities**. We often times take ad groups out of one campaign and generate a new exploratory/converted campaign structure to set a specific budget. Additionally, for reasons of relevancy as well as average cost per click, we will break apart a campaign and ad groups into multiple campaigns. Keywords is another area where we may apply a similar tactic. If certain keywords with particular identifiers (think "[REDACTED]", are taking up too many impressions out of the "[REDACTED]" ad group, then this is a segment which we would pull out and create a new ad group, or even to a new campaign.

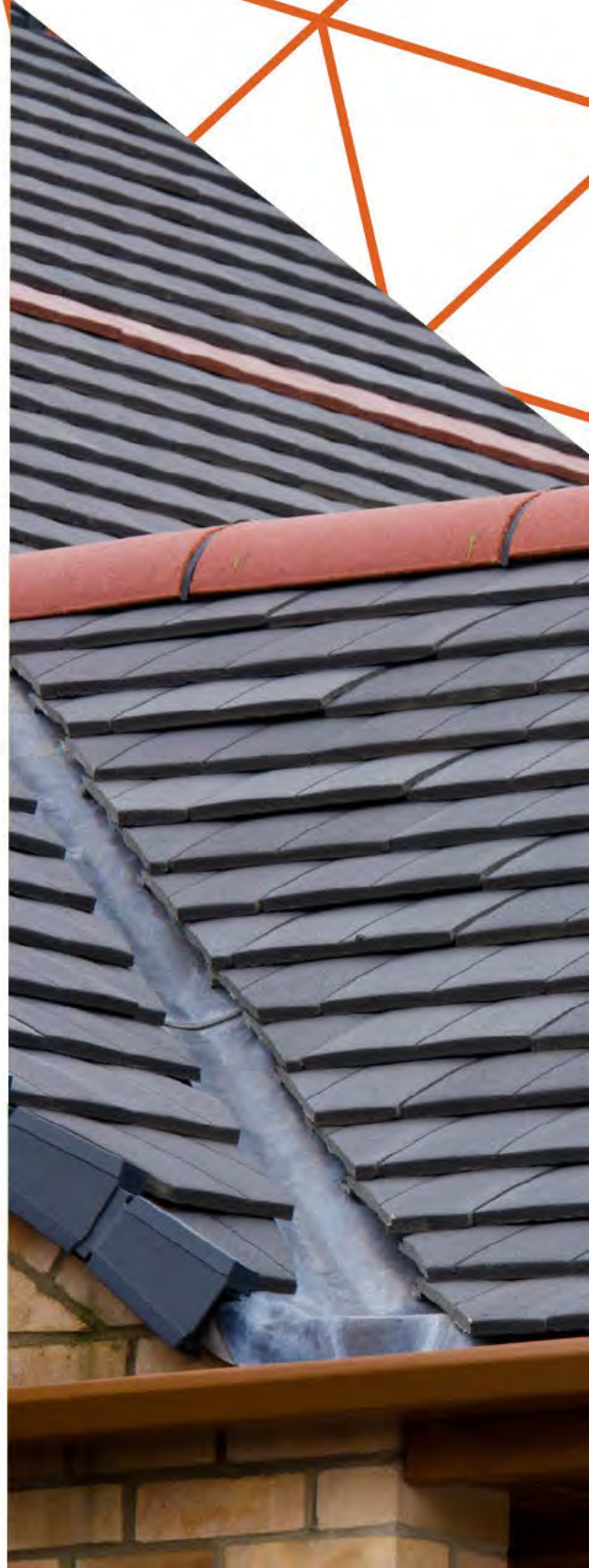
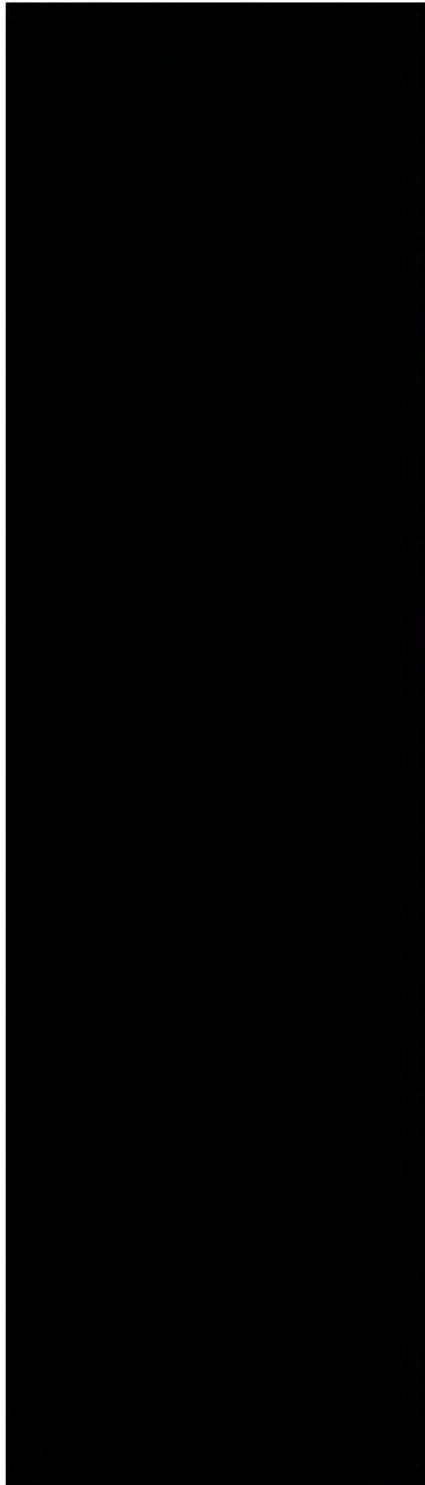
## F. Advanced Algorithms:

We utilize a technology which allows us to structure very comprehensive algorithms in order to automate optimizations and have a program automatically adjust keywords, bids, ads, and more based on factors such as CPA, Quality Score, etc. We don't typically begin in the first several months with these systems as it's important to achieve a good level of relevancy prior to cutting out elements of a campaign targeting too fast. A keyword which is producing irrelevant searches and a poor CPA can be **turned into a good performing keyword** by implementing negative keywords and preventing the ad from showing when an irrelevant search has occurred.

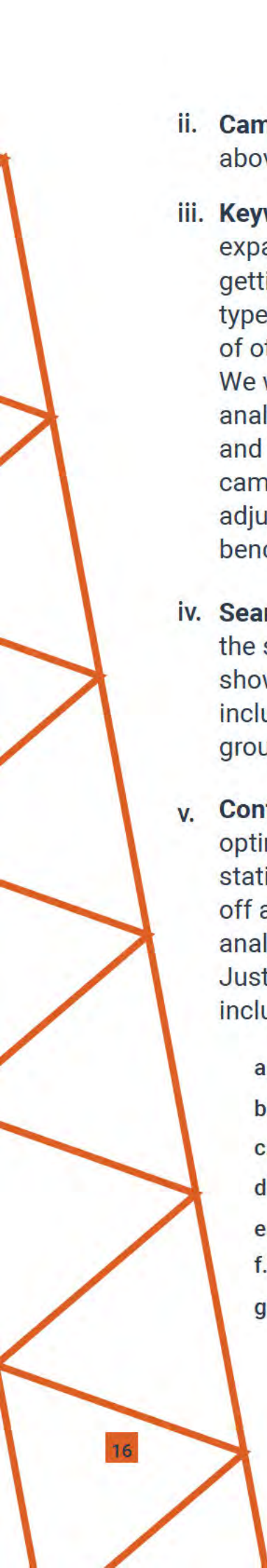




- process involves analyzing  
(e typed into the search engine)  
ant search that we never want

**a. Example Negative Keywords:**





- 
- 
- 
- ii. **Campaign Structure:** As mentioned in the peel & stick method above.
  - iii. **Keyword Adjustments & Trend Analyzing:** This is a vast and expansive area of optimization with many factors which go in to getting better performance out of a campaign. Keyword match types, specific keywords, combinations of words and a variety of other factors can **determine the effectiveness** of a keyword. We will often times do things such as utilizing a keyword phrase analyzer to determine the most common combinations of words, and then analyze that combination of words in terms of results in a campaign. This allows us to identify specific areas which should be adjusted or even removed if they do not show to reach the desired benchmarks of performance.
  - iv. **Searched Query Keyword Additions:** We frequently search through the searched queries to identify new potential keywords which show promise for **consistent conversions** and are not as of yet included in targeting. There are even times where brand new ad groups can be identified.
  - v. **Continued Optimizations:** There are an extensive amount of optimizations which can be made once you've received enough statistically relevant data that **gives you confidence** to trim the fat off a campaign. There are hundreds if not thousands of views to analyze the data both in Google Analytics as well as Google Ads. Just a few of these areas we'd explore once there's enough data include:
    - a. Geographic Performance
    - b. Day/Time Performance
    - c. Gender Performance
    - d. Device Performance
    - e. Age Performance
    - f. Google vs. Search Partners Network
    - g. Ad Extension Performance



# “Many a small thing has been made large by the right kind of advertising.”

~Mark Twain

## H. Conversion Tracking:

It is important to gather all information possible in order to have the most information possible of which to make statistically relevant choices.

## I. Reporting & Collaboration:

We provide automated reports which include a comprehensive custom view for the data we know is pertinent for you to understand. Not only will the report contain your typical common stats such as impressions, clicks, conversions and CPA, but additionally we'll provide information such as the actual searched queries coming in so that you can see that **we are providing relevant visitors** as well as be able to identify areas that you may want to block. We want your feedback and knowledge as none of us will have the expertise you do, especially early on in management of your campaigns. We additionally share the paid advertising reporting with other departments so that they can utilize the data to improve on their targeting and efforts on your behalf.



## 4. Promotional Brand Awareness Ad Serving (with Inbound Leads)

1. Facebook CPC (Cost Per Click) Advertising
2. Display & Video Programmatic Ad Serving ([Programmatic Ad Serving Explained](#))

### Facebook CPC Advertising

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#### Overview:

Facebook CPC ad serving has moved much closer to being a direct inbound lead advertising medium over the last 5 years. Additionally, they've really strengthened their B2B targeting capabilities. We utilize a mass scale A/B split testing technology in order to test elements of a campaign such as:

- Ad Formats
- Page Placement of Ad
- Images
- Videos
- Calls to Action
- Content
- Audience Targeting
- Geographic Targeting
- Demographic Targeting



This allows us to structure out hundreds of ads at scale and then optimize a program by removing ads which do not reach the benchmark that we desire. Once you have removed the ads which do not work, you can then expand the ads out once again to A/B test another desired element. Again, [REDACTED] is a resource you could utilize to help with this.

Additionally, Facebook offers a very unique ability of engagement with customers and viral aspects of shares. We are **able to hide comments** if there are ever any negative reviews or fake information from a competitor. We can also block persons from seeing the ad again. Our preference is to have someone on your staff be responsible for answering comments from prospective customers.

## Facebook CPC Advertising

---

### A. Initial Campaign Research Strategy:

Our recommendation would be to utilize Facebook in order to target relevant persons who would be interested in utilizing your service for professional reasons.

a. Available Audience Targets:

i. Demographics:

1. [REDACTED]
2. [REDACTED]
3. [REDACTED]

ii. Interests:

1. National [REDACTED] Association

b. Total Reach for Above Audiences: 17,000 U.S.

c. Estimated Average CPC: \$0.65

d. Campaign Structure: We'd recommend different creative and individual campaigns for:

- i. [REDACTED]
- ii. [REDACTED]
- iii. [REDACTED]

### B. Facebook Pixel & Conversion Tracking:

[The Facebook Pixel](#) for your specific account can be implemented through the [Google Tag Manager](#) so that it appears on every page of your website. [Facebook conversions](#) are structured with small script snippet which through the tag manager triggers can be fired upon completion of a desired goal completion. Different snippets are utilized for different actions such as a purchase, add to wishlist, complete registration, etc.



## B. Facebook Ad Sample:

[Redacted]

[Redacted] reports in a few clicks with 95% accuracy guaranteed. Spend less time [Redacted] and more time building your business. Featuring [Redacted] estimating tools integration and [Redacted]



The screenshot displays a software interface with a map of a property. The map is overlaid with various colored shapes (red, green, blue, yellow) representing different areas or zones. To the right of the map is a data table with multiple columns and rows. The interface includes a search bar at the top and a sidebar on the left. The text 'V300 Opportunity Map, Denver, CO 80202 USA' is visible at the top of the map area.

**Sign Up for a Free Account and Receive a Walk-Around of Our Tools & Free Trial Report.**

[Sign Up](#)

# Display & Video Programmatic Ad Serving

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## Overview:

Programmatic ad serving allows us to compete for banner and video ad inventory essentially anywhere you see advertisements online with the little “ad choices” icon shown on the banner. Bidding for placement is \$0.01 over the competition to win that inventory in a CPM (Cost per Thousand) impressions bidding model. We can place on specific websites, on a list of websites by category, as well as behaviorally target persons based on online habits as well as demographic characteristics.

## A. Initial Campaign Research Strategy:

Available Demographic Targets (Note: There are dozens of different data providers with comparable targets and the following just represents a small sample of what’s available. We would adjust targets of audience targeting based on performance over time.):

- a. [REDACTED] 62,000 Persons
- b. [REDACTED] 7,300,000 Persons
- c. [REDACTED] 418,132 Persons

## B. Sample of Available Relevant Websites & Apps:

- a. [REDACTED].com
- b. [REDACTED].com
- c. [REDACTED].com







## 5. Engaged Consumer Nurturing; Retargeting (Remarketing) & Re-engagement Campaigns

### Retargeting Overview:

Retargeting (Also referred to as Remarketing) is an ad serving process where we collect website visitor IP Addresses through a javascript pixel and then are directly able to ad serve back to those same individuals. In addition, we can take email addresses and load them into both LinkedIn as well as Facebook to **create custom audiences** and additionally ad serve to these individuals as well. We can implement a variety of strategies to encourage either a first purchase if the website visitor did not purchase on their first visit, or encourage more repeat purchases for those who were former customers.

### Recommended Creative Strategies:

- Customer Testimonials
- Educational
- Feature and Benefit Promotion
- Promotional Offer

### Strategy & Process:

**Retargeting:** Utilizing Google Tag Manager, we would create audiences of persons who showed to be more engaged on your website properties, but did not convert on their first visit. From there, we can structure out retargeting campaigns through display ad platforms and Facebook to target these audiences with promotional offerings, further education on the products, and other engaging **calls to action to entice them to come back** and convert as they go through their buying and research cycles. We can additionally build specific audiences with email lists of those who have previously provided their email for an eNewsletter or former customers with both Facebook as well as LinkedIn to target these people specifically. Implementation is done by placing pixels from the programmatic ad server for Facebook and then building an audience out of that pixel.



**Re-engagement Campaigns:** Essentially the same thing as retargeting/remarketing, but by implementing ecommerce conversion tracking, we would build an audience out of persons who have converted on your website. We would then **develop an audience** out of that information which represents that someone was a paying customer, but perhaps they haven't purchased a report in over a month or 90 days, etc., and then re-engage them in an effort to encourage more frequent report purchases out of existing clients.

Sample Report:



7. Appendix A: General How-To Resources:

Google Ads Support:

Facebook Ads Support:



## Final Thoughts

In conclusion, my biggest recommendation is the implementation of eCommerce conversion tracking. This will give you the ability to make adjustments based on increased profit as well as **measure the effectiveness of retargeting and re-engagement campaigns** for the purposes of generating repeat business and more paying conversions.

It's fantastic if you are achieving a \$10 cost per lead from "[redacted]" keywords, but if they are not transitioning into a paying client, then there is little value achieved beyond brand awareness. So, it will be very important moving forward to analyze the true benefit and ROI of your campaigns regardless of impressive CPC metrics.





# SEO Marketing Action Plan

# SEO search engine optimization

Organic SEO is enormously valuable for one main reason: an incredible effective lead generation and acquisition channel. Imagine web traffic as a water faucet; when that faucet is turned on full blast with a well-funded PPC campaign, traffic will flow freely until you don't pay the water bill. SEO, on the other hand, is more like a waterfall. The water bill doesn't exist **once you have a well-executed strategy in place**. Once rankings are attained, it's much easier to maintain than it is to establish a site in the SERPs (SERPs can be defined as 'Search Engine Results Page').

That being said, [REDACTED] SEO program **lags behind the competitors** in this space. For example, [REDACTED] ranks for 775 keywords, accruing an estimated 26,600 monthly organic clicks that account for 94% of their monthly traffic to their site.

The value of this traffic, if they were to pay for it via pay-per-click campaigns **would cost approximately \$18,700 a month**.

Inbound Clicks from Google - Organic vs. Paid







In order to build your SEO program, the first step is making sure your 'house' is in order. There are foundational aspects of any SEO program that are absolutely necessary to build out to ensure success. The **first pillar to build this foundation** is [REDACTED]'s technical SEO. We've used [REDACTED] as an example to take a deep drive into your SEO program; it's your core product and the central focus that will provide the needed foundation to your entire product line.



## Technical SEO

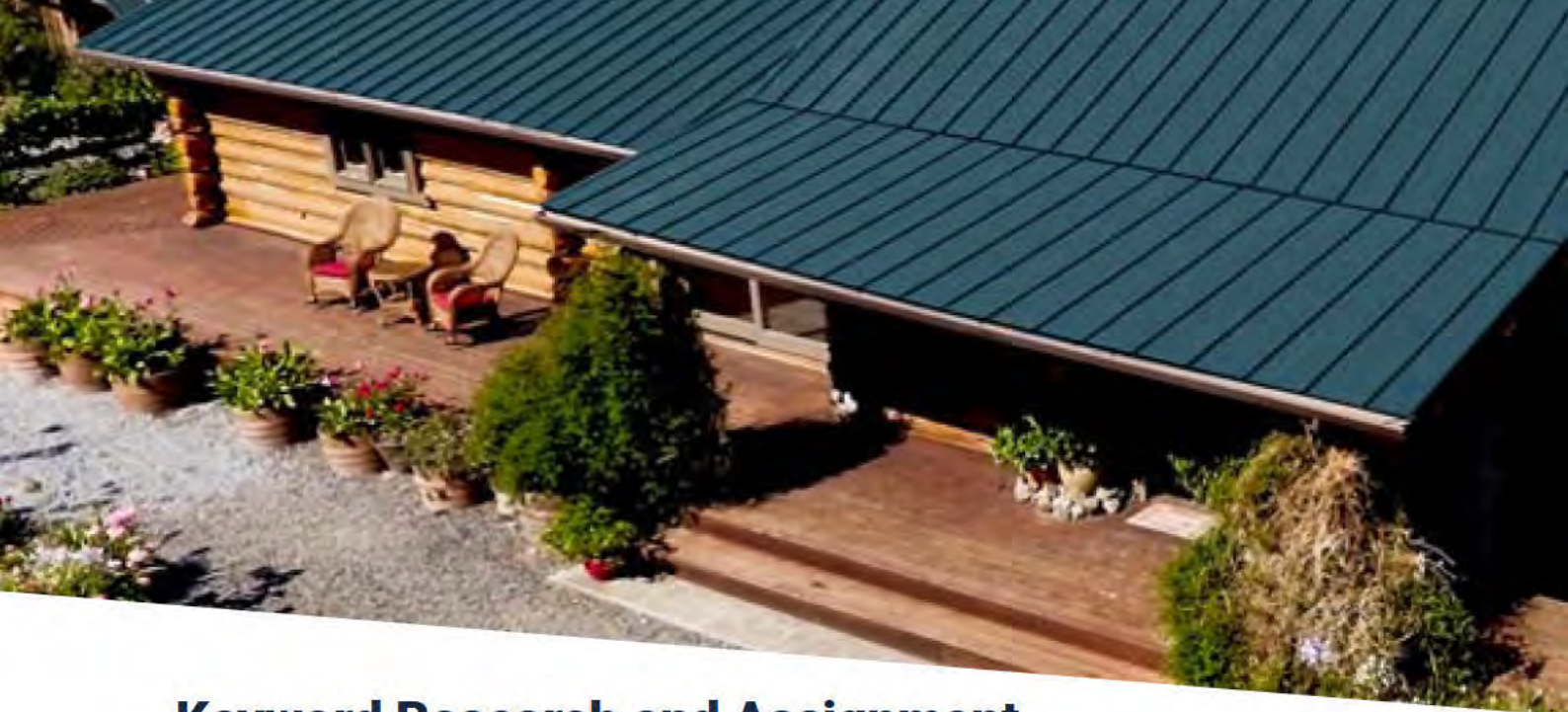
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## Keyword Research and Assignment

Keyword research is an extremely nuanced science. It's important to combine user psychology principles, site design, conversion rate optimization theory, and **knowledge of the industry**/target personas when designing keyword spreads. Using a paid tool like [REDACTED] or a free one like [REDACTED] can help you add data behind your assertions with keyword research.

One of the biggest issues that marketers have is with organization of digital marketing programs. **We have found a format internally that works well:** [REDACTED] [REDACTED] As you complete your keyword research, fill out the 'page optimization' tab with the keywords, search value, and assign them priority: primary, secondary, or tertiary for each specific page.





## Keyword Research and Assignment

**Primary:** these are the keywords that provide the secret combo of high search intent from your target users and high search value. Sometimes those two don't mesh well and that's okay. Using a keyword like '██████████' is okay, even if it has 40 average searches a month **as long as that keyword provides the most relevant description** to the page it's assigned to. **These keywords will always be in your meta title, meta description, and page copy. It's the keyword that you will use to link to this page from other pages on your site (internal linking) and the anchor text you will aim for when you're building external links.**

**Secondary:** secondary keywords are the terms that are relevant and supportive to your primary term. They might not be the star of the show, but they're a cool co-lead. Use this to inject keyword variation and incorporate some of the smaller value 'long-tail' keywords with 3+ words. **These keywords can be put into meta tags if there is space, but it isn't necessary. You'll usually see these written into page copy and used in articles in a well-executed content strategy.**

**Tertiary:** tertiary keywords are supporting relevant terms that are in no way variations of the primary/secondary keyword. This might be a term like '██████████' that supports the term '██████████'. It provides color, semantically related search terms that **will support your overall arching strategy**. Remember, content is still king in Google's eye and creating well written evergreen content is key to SEO.

## Tracking Rankings

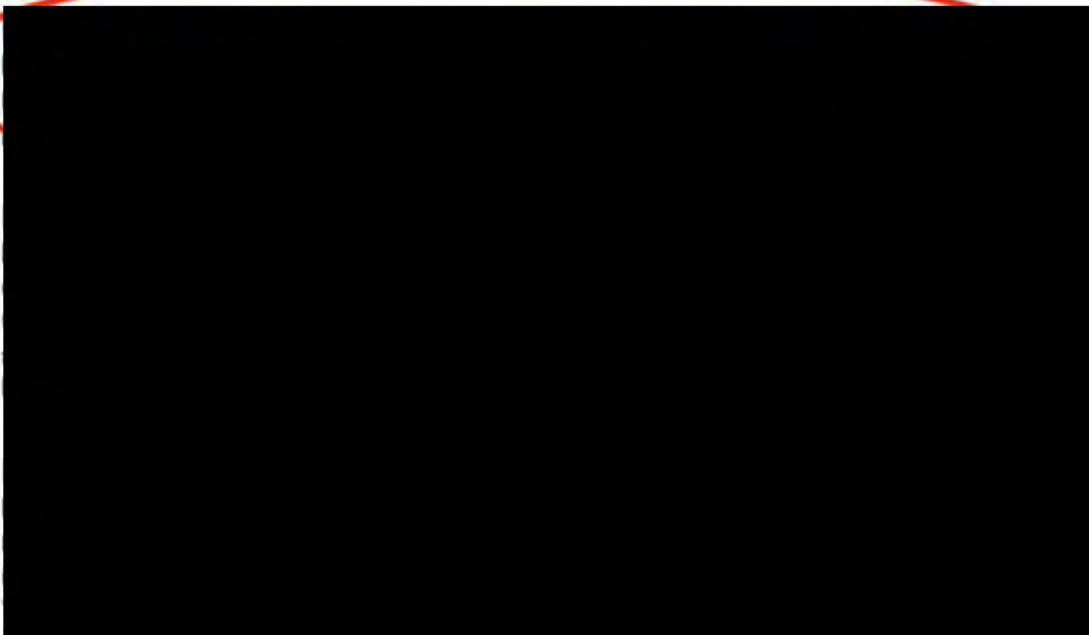
You can track rankings with a paid membership to ██████████ or by using a ranking service like ██████████. The tools with ██████████ leave a bit to be desired as far as ranking trackers go, but ██████████ is cost effective and accurate with real-time updates.





## 780 Pages Have Duplicate Meta Descriptions

Meta descriptions are tags of code that speak to the Google Site Crawlers to communicate what the page is about. Google permits 160 characters per description and it's standard best practices to optimize these for your desired keyword. You've seen these in the SERPs and often they're treated like tiny pieces of micro-copy or expansions of the brand's marketing:



## 780 Pages Have Duplicate Meta Descriptions

This is one of over 200 ranking factors that Google uses to determine the SEO value of your site. Meta descriptions give you the **most control that you can have** over how your brand appears in organic search results. That's pretty powerful.

Right now, [REDACTED].com has 780 pages with duplicate meta descriptions. The majority of these are archive pages, which aren't necessary for initial optimization, but the core pages don't have proper meta tag optimization. Duplicate meta descriptions **is a missed opportunity** and is common with unoptimized sites.

## How to Remedy

Optimizing meta descriptions is a relatively easy fix, as long as you stay organized. Once keyword assignment is completed on the [SEO marketing sheet](#), you can begin to write your meta description. Describe the page it links to- allude to the information that the user will be able to access if they click through. Mention the brand name and work in the primary keyword so that the copy reads organically. It must be **160 characters long or Google will cut it off**, leaving a trail of ellipses behind. We've provided an example for the home page to demonstrate what this looks like.

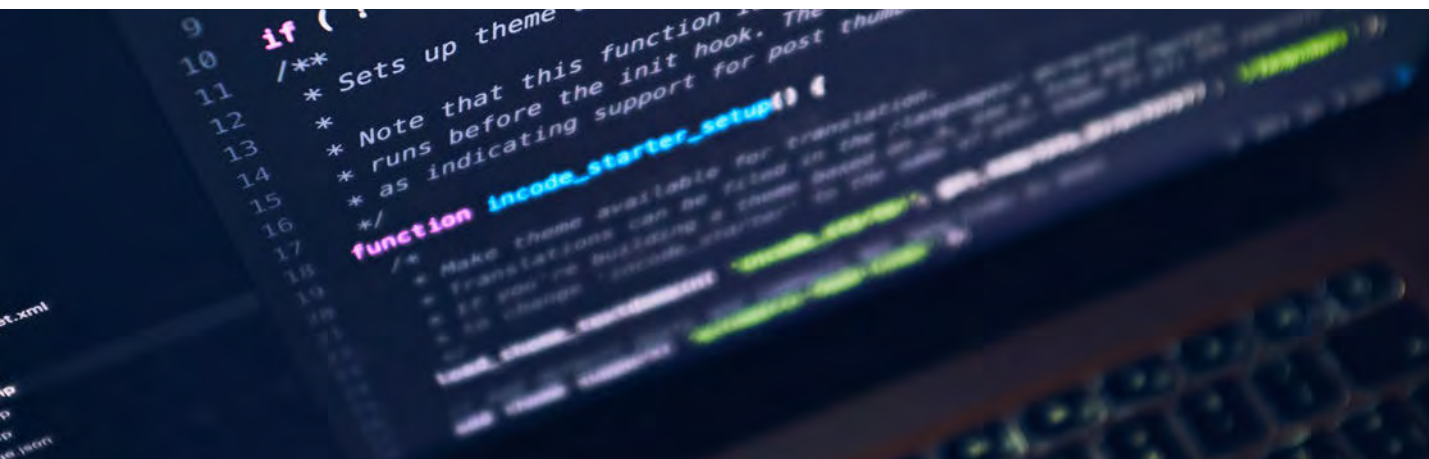
## 669 Issues With Duplicate Title Tags

As meta descriptions are tags of code, so are title tags. These are 60 character long titles that show in the SERPs when a site ranks in Google.



Typically, if meta descriptions aren't optimized, title tags follow suit. Duplicate title tags can harm rankings, if you even gain any, **because it dilutes relevancy**. It's a missed opportunity to make a grab for high search intent users ready to convert. And it's an easy fix.





## How to Remedy

Optimizing meta titles is a relatively easy fix, as long as you stay organized. Once keyword assignment is completed on the [SEO marketing sheet](#), you can begin to write your meta title. Describe the topic of the page it links to- allude to the information that the user will be able to access if they click through. Mention the brand name and **work in the primary keyword** so that the copy reads organically. It must be 60 characters long (so hitting all these marks can be difficult) or Google will cut it off, leaving a trail of ellipses behind. We've provided an example for the home page to demonstrate what this looks like.

## 974 Images Don't Have Alt Tags

As intricate and intelligent as the AI that Google uses to monitor its search rankings and to implement the algorithms that determine rankings, it cannot (yet) look at images. It can only read text. The problem with this as we develop user psychology principles and discover more about how the human brain processes the web, is we're discovering that **people convert more heavily** and readily (and stay more engaged) with sites that use heavy imagery.

To deal with this, developers and SEO experts have developed a work around that Google's AI *can* see: alt-tags. **You can optimize these tags** and by incorporating them into your overall SEO program and strategy, it will help to support your holistic effort to attain rankings.

## How to Remedy

Working closely with web development, we must first ensure that the backend of the [REDACTED] Product Suite is able to include alt-tags. If it isn't, it must be built to and then it can be implemented in an organized fashion by filling out the 'Alt-Tag' tab of the [SEO Marketing Mastersheet](#) by assigning the primary and any secondary keywords to the url of the image and then implementing the alt-tags as necessary.

## 30 Links On HTTPS Pages Link to HTTP Pages

In 2018, Google started utilizing SSL certificates as a ranking factor for SEO, but the roots for this were set around 2015, when they announced that they will begin to [index HTTPS pages before HTTP pages for the SERPS](#). This is a crucial part of SEO now, as non-HTTPS pages will have a 'splash page' warning users to go back to safety, that this site is not secure. This is a conversion killer and should be avoided at all cost.

Linking to HTTP pages does not help your SEO program. This is an easy fix, you simply have to change the linked URL from [HTTP://yoursite.com](http://yoursite.com) to [HTTPS://yoursite.com](https://yoursite.com)

## 47 Pages Have Temporary Redirects

Utilizing temporary redirects is helpful when you're moving pages around on your site. 302 redirects are utilized during site build outs when you need to temporarily direct traffic to a different URL. SEO search crawlers see this problem differently. For [REDACTED], the core geographic region is the United States/North America, where Google dominates the market while Bing and other smaller search engines carries the remaining 33% of the market share. Taking that into consideration can be helpful when decided what kind of redirect to implement when. [This article takes a deep dive](#) into the differences of how both search engines approach 301 and 302 redirects and describes when to use each.

**Answer:** implement 301 redirects when you can for both search engines.





## Sitemap.xml Not Found

A sitemap.xml file is used to list all URLs available for crawling. It can also include additional data about each URL. Using a sitemap.xml file is quite beneficial. Not only does it provide easier navigation and better visibility to search engines, it also quickly **informs search engines about any new or updated content** on your website. Therefore, your website will be crawled faster and more intelligently.

These tools typically only look for the sitemap at the most common address, `yoursite.com/sitemap.xml`. It's important to check to make sure it exists, but it may also exist at another URL.

## How to Remedy

Consider generating a sitemap.xml file if you don't already have one. Then you should specify the location of your sitemap.xml files in your robots.txt, and check if Googlebot can index your sitemap.xml file with the [Sitemaps report in Google Search Console](#)

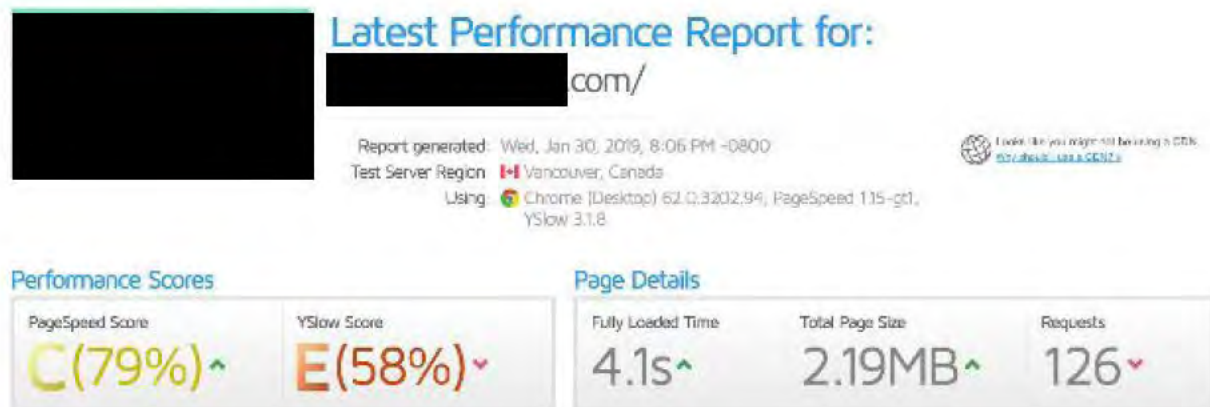




## 7208 Issues With Unminified JavaScript and CSS Files

Minification is the process of removing unnecessary lines, white space and comments from the source code. Minifying JavaScript and CSS files makes their size smaller, thereby decreasing your page load time, providing a better user experience and improving your search engine rankings. For more information, please see this Google article.

Here's the current stats on page speed for RoofScope:



## How To Remedy

Minify your JavaScript and CSS files. If your webpage uses CSS and JS files that are hosted on an external site, contact the website owner and ask them to minify their files. Work closely with webdev to regularly test site speed utilizing a tool like [redacted].



Minifying JavaScript and CSS files makes their size smaller, thereby decreasing your page load time



## Schema Markup, Aggregate Ratings

Schema markup is code (semantic vocabulary) that you put on your website to help the search engines return more informative results for users. If you've ever used rich snippets, you'll understand exactly what schema markup is all about. Schema Markup not only **tells Google what your site says, but what it's actually about.**

Most webmasters are familiar with HTML tags on their pages. Usually, HTML tags tell the browser how to display the information included in the tag. For example, `<h1>Avatar</h1>` tells the browser to display the text string "Avatar" in a heading 1 format. However, the HTML tag doesn't give any information about what that text string means — "Avatar" could refer to the hugely successful 3D movie, or it could refer to a type of profile picture—and **this can make it more difficult** for search engines to intelligently display relevant content to a user.

## How To Remedy

You can have web development utilize Google's [Structured Data Markup Helper](#) to walk you through the process of implementing aggregate ratings schema markup on the site.





## SEO Content Strategy

SEO success depends on the content that is built on the site. There's no other way around it, sites that are bigger, more in-depth, that have more pages that speak to the specific relevance of the keywords used perform better in the SERPs. During the keyword assignment portion of the project, **it's important to note high value, high search** intent keywords that don't have coverage and build out pages around these keyword themes.

Pages can go more deeply into details that articles might not have the leverage to carry. It can also address needs that are seen: for example, there are terms like [REDACTED] that **carry an average of 1000 monthly searches** on Google. This wouldn't fit in your core page group, it wouldn't be appropriate as an article, but it could absolutely support a page on the site focused around and optimized for that term.

## How to Remedy

Regularly watching core competitors by analyzing on tools like [REDACTED] and [REDACTED] can help give you insight and highlight holes in keyword research. Watching the highest converting terms in your paid search campaigns can highlight needs for page buildout. Analyzing queries in Google Search Console can highlight potential needs as well.



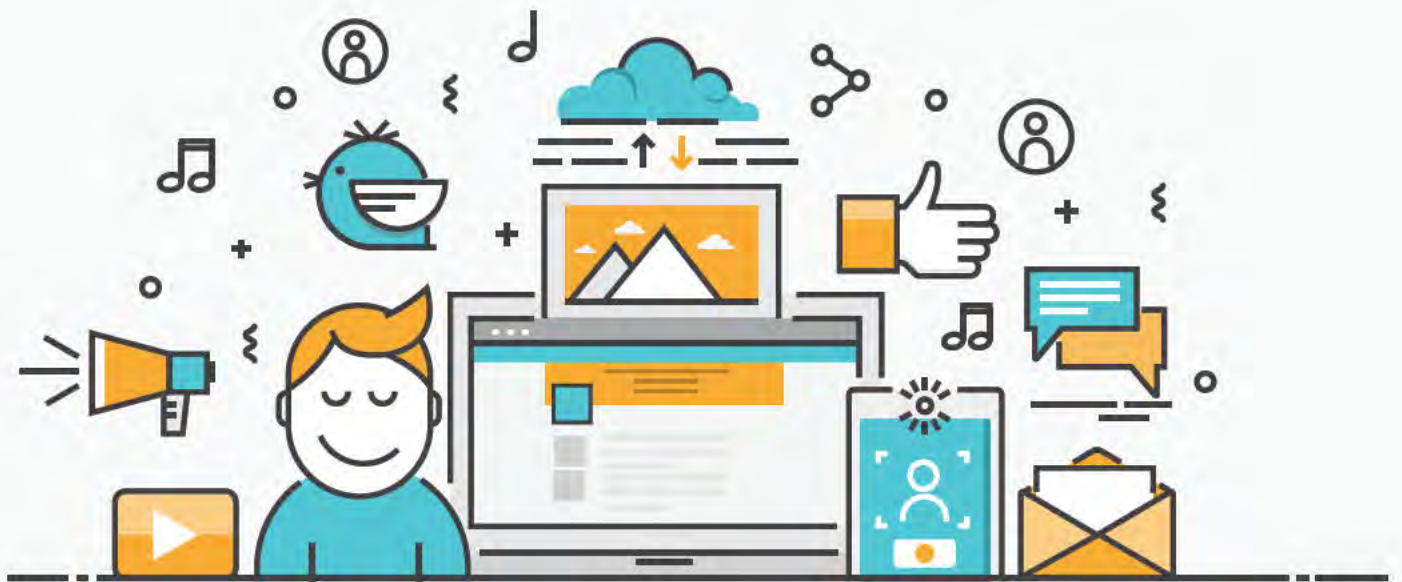
## Articles

Articles are a fantastic, rich source of supporting keywords that are designed around your core key terms. These longtails might not have the search value to shine on your core page set, but they have the **ability to support and maintain rankings**. Here's the exact process that we use with an SEO-friendly content strategy:

1. Complete keyword research on a tool like [REDACTED] or [REDACTED]
2. When decided on keywords, use [REDACTED] to build content calendar on [REDACTED]
3. Use SEMrush.com's SEO Writing Template tool to generate related key terms to use
4. Draft Outline with internal links, keywords, general voice of article, titles/metats
5. Write article (750-1000 words)
6. Publish on the following networks:
  - A. [REDACTED]
  - B. Your Social Media Pages
  - C. LinkedIn (you can upload an article here, but it won't help your SEO unless you include a link back to your site. It's up to you where the power lies most here.)

## Conclusion

[REDACTED] is starting from the ground up with their SEO program, but don't let that sound like a daunting task! By tackling the problems listed above and building out the site as described above, the SEO rankings of the product suite will grow. This should, over time, become a **major lead acquisition source** and gain footprints that will put Scope Technology's product line directly in front of the competition's users online.



# Social Media Analysis Marketing Action Plan



# Social Channels and Current Activity

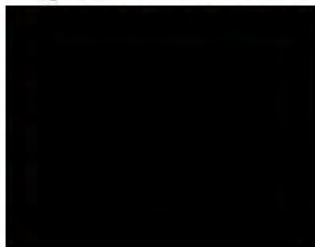
## FACEBOOK



MAIN  
PAGE

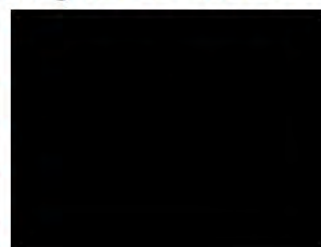
- Current followers: 301
- Page Likes: 301
- Latest post [January 23, 2018](#)
- Last Post with a Like [August 9, 2017](#)
- Last Post with a Comment NONE (went back to February 2, 2016)
- Hashtags: Less than 1% of posts
- Engagement Rate: 0%
- Recurring/Most Used words in posts

•  
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- Current page followers: 91
- Page Likes: 93
- Latest Post: [January 23, 2018](#)
- Last Post with a Like: [January 23, 2018](#)
- Last Post with a Comment NONE (went back to February 2, 2016)
- Hashtags: Less than 1% of posts
- Engagement Rate: 0%
- Recurring/Most Used words in posts

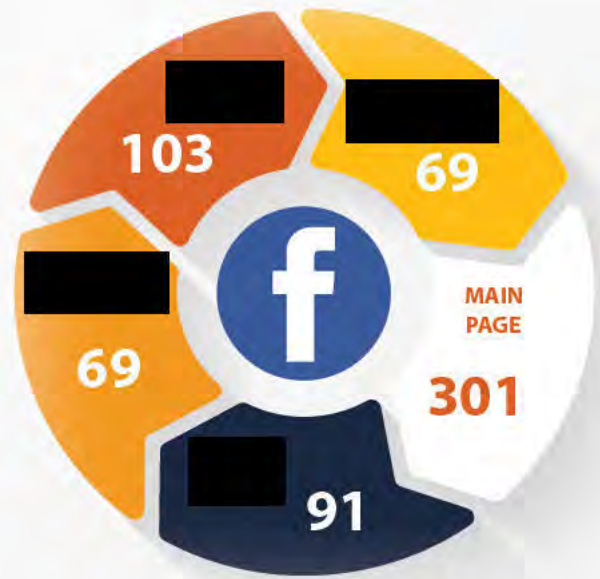
•  
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•





- Current page followers: 69
- Page Likes: 69
- Latest Post: January 23, 2018
- Last Post with a Like: January 23, 2018
- Last Post with a Comment NONE (went back to February 2, 2016)
- Hashtags: Less than 1% of posts
- Engagement Rate: 0%
- Recurring/Most Used words in posts

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- Current page followers: 103
- Page Likes: 103
- Latest Post: January 23, 2018
- Last Post with a Like: January 23, 2018
- Last Post with a Comment NONE (went back to February 2, 2016)
- Hashtags: Less than 1% of posts
- Engagement Rate: 0%
- Recurring/Most Used words in posts

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- Current page followers: 69
- Page Likes: 70
- Latest Post: January 23, 2018
- Last Post with a Like: January 23, 2018
- Last Post with a Comment NONE (went back to February 2, 2016)
- Hashtags: Less than 1% of posts
- Engagement Rate: 0%
- Recurring/Most Used words in posts

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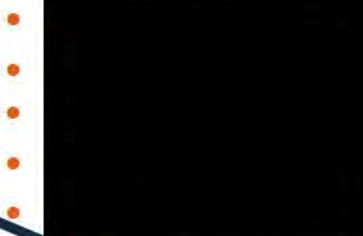




# TWITTER



- Channel Live: 6.45 years
- Current followers: 136
- Tweets: 178
- Likes: 92
- Retweets: Less than 1.5%
- Following: 318
- @mentions: Less than 2%
- Posts containing URLs: 75%+
- Last Post with a Like [August 9, 2017](#)
- Last Post: [23 Jan 2018](#)
- Hashtags: Less than 30% of posts
- Recurring/Most Used words in posts



## FOLLOWER HEALTH

- The base shows most of the followers of @ [redacted] have been on Twitter for more than 5 years. **This is excellent.**



## ENGAGEMENT

- When followers of @ [redacted] are most engaged on Twitter
  - 9 am to 12:50 pm
  - 2 pm to 4 pm



## RETWEET

- When followers retweet their content the most
  - 9 am hour



## DEAD ZONE

- Posting dead zone during business hours
  - 1pm hour



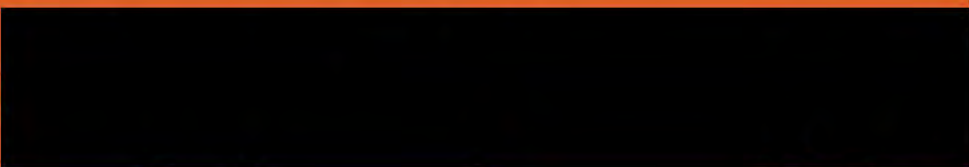
## GENDER

- Most of the followers are male



# Reach of

@



# followers



**LINKEDIN**

- Current followers: 528 followers
- Last post with engagement: none
- Last post: over one year ago
- Hashtags on posts: 0%
- Recurring/Most Used words in posts
  - Cannot calculate with only two posts



- Note G+ pages are being retired before April 2019



# Social Channel Set Up Review



- URL (branded): <https://twitter.com/> [REDACTED]
- Cover: Good could use more color
- Example:



- Avatar: Good could use more color
  - Example add a blue background behind logo
- Reviews: One Review that's a 1 star out of 5 stars
- About Section: Missing Mission
- Contact button: Goes to Website
- Send Message: Works and goes to Messenger
- Milestones: None listed
- Post Length: Inconsistent
- Video: None



## TWITTER

- @ [REDACTED]
- Cover: Good
- Avatar: Good
- About Section: Complete
- Contact: Goes to Website



## LINKEDIN

- Cover: None
- Avatar: Blurry
- Overview: Complete
- Jobs: None Currently Posted
- Employees Connected: 19
  - 14 have complete profiles
  - 5 have non-complete profiles

# Summary

Most of the Social Media does not show consistency and this has greatly affected the curation of followers, content, and authority. None of the channels have seen growth over the last year or more. This can greatly affect how consumers **build trust with the brand** and view the health of the company. Social media is expected in today's current marketing landscape and is an opportunity not only expand your brand but show longevity.

On Facebook, there is not only the main company page but also four channels for four of their products. However, they all post the exact same things. **None of the channels have followers**, but none are developed.





# Social Plan Development

Currently, there is not a social media direction or plan for the company or individual products as stated in our exploratory call. This has created a **social media dead zone** and simply landing on the individual pages do not show us if they are an active company.

## Why this matters

This can hurt organizations because currently “social proof” is huge. Consumers want to invest in companies that **go the extra mile to make a connection** with them and social media is a great way to do this. Creating this “likeability” can be done in a variety of ways but it starts with consistency, content, and curation.

Although a social media dead space is not good if allowed to linger, it does provide the opportunity to see results quickly. In an industry that does not see a huge number of their ideal customer on social media, it's important that when those ideal customers do decide to check in on social media **it is amazing, engaging and makes the audience want to learn more.**

We can create that by attacking these key areas for growth.







# Facebook

## Key Areas for Growth

*The first channel we need to develop is Facebook. We can do the following:*

- ✓ Improvement of how often you post content.
- ✓ More variation in types of content posted.
- ✓ Post length is generally not great so we need to make this longer.
- ✓ Insure the interactions with other Facebook Pages support what you do.
- ✓ Reconsider personalizing the individual product pages and then use the main page to not only promote individual pages but the entire company.

---

### Improvement of how often you post content

- ✓ Advise a schedule is posting Tuesday to Saturday
  - ✓ Between 10am and 12pm.
- ✓ Mondays are dead days so we should avoid posting

---

### Could use a lot more variation in types of content posted

- ✓ Need a variety of posts but all need to have images since this is a company based on photos and images.
- ✓ Images should be branded with a logo
- ✓ Posts need to address
  - ✓ Pain Points of [REDACTED]
    - Inaccurate measurements [REDACTED]
  - ✓ Humor posts about the job
  - ✓ Product Tips
    - Best uses of products
    - How the products make a [REDACTED] job easier
  - ✓ How To's
    - Specifics on how to use each brand
  - ✓ Product Features
  - ✓ "Where in the World" question posts
    - [REDACTED] of different places in the world and encourage followers to post their best guess on where it is





# Facebook

## Key Areas for Growth



### Post length is generally not great

- ✓ Vary the post length
    - ✓ We need to include posts that vary in character counts.
  - ✓ Vary the post format
    - ✓ Photo only with a text overlay
    - ✓ Photo with text under 100 characters
    - ✓ Photo with text over 100 characters
    - ✓ Multiple Photo posts with text
- 

### Current interactions with other Facebook Pages are not quality

- ✓ Need to follow and engage specifically those that use the products
  - ✓ Need to follow and engage county assessor
  - ✓ Need to follow and engage professional organizations
    - ✓ Local and State Building Departments
    - ✓ Public Works Departments
    - ✓ Companies using [REDACTED] Services
- 

### Reconsider personalizing the individual product pages and then use the main page to not only promote individual pages but the entire company

- ✓ Each page needs to reflect the brand it is promoting
- ✓ Not smart to post the same posts on the same days on all Facebook pages
- ✓ Use brand-specific hashtags to support page/brand searches
- ✓ All covers need to reflect the brand and be different
- ✓ Images used for each brand should reflect that brand with a logo



## Example:

Our world looks different, from way up here! Florida is a beautiful place but you can only appreciate this master-planned community in Boca from the sky! # [REDACTED]  
#aerialphotography # [REDACTED]







# Twitter

## Key Areas for Growth

*Twitter is fast moving. Although many in the ideal customer demographics may find this channel frustrating for that reason, other industry leaders will not. This is a great channel to connect with key people at companies, like their social media managers. It's also great to connect with tech-focused business and industry news channels. We need to begin with these areas.*

- ✓ Improve how often you post content and what is posted
- ✓ Could use a lot more variation in types of content posted.
- ✓ Need to use select hashtags to improve reach.
- ✓ Interactions with other Twitter handles are not quality
- ✓ Need to revamp cover

---

### Improve how often you post content and what is posted

- ✓ It's never good to simply repost your Facebook content so we need to have content that's always formatted for Twitter (character count) and image size.
- ✓ We need to connect and share from trusted Twitter handles.
- ✓ We need to use a branded hashtag plus others key to the industry

## Example:

If you need a different view of the world, we can help you measure [REDACTED] in no time  
# [REDACTED] # [REDACTED] # [REDACTED]



Helping you  
complete the job  
from the perspective  
you need.

## Need to use select hashtags to improve reach

- ✓ As the brand grows their Twitter channel, we need to not only utilize the highest performing hashtags but continue to work to build a brand-specific hashtag.
- ✓ Through hashtag and keyword research we find that keywords like "██████████" will work well along with:



## Interaction with other Twitter handles are not quality

- ✓ It's vital to connect with industry people and people that use your product.
  - All industry news sources
  - All companies that use your services
  - Companies that you want to make your clients
- ✓ It's valuable to connect with sponsors and any company that uses your product.
- ✓ To build a relationship we need to retweet and engage with their posts.
- ✓ We need to seek out those that are active that are in the niches ██████████ services and interact with them.

## Need to revamp cover

- ✓ We need a strong cover that tells a story.



- ✓ This cover should be changed out regularly to increase interest. These would all be ██████████.
  - During the holidays feature buildings/houses with holiday lights
  - During the fall trees with fall leaf colors
  - Winter snow covered buildings
  - Summer should include rooftops with pools in the yard.





# LinkedIn

## Key Areas for Growth

*LinkedIn has evolved over the last few years and now is not only great for building an individual professional profile but also a company's. People go to LinkedIn to also search for jobs and find out what a company is doing. We need to use all aspects of LinkedIn to help establish the company as the only authority in the biz that people should trust and invest in. This is done through a variety of postings, profile changes and most of all consistency.*

*We need to begin with these areas:*

- ✓ Improve how often you post content.
- ✓ Encourage key employees to build their own LinkedIn profiles.
- ✓ We need a strong content plan that include both informative posts and posts that show expertise in the industry.
- ✓ We need a cover that's strong and beautiful images to share.
- ✓ We need to make sure key employees engage with the page regularly. Key employees would include the CEO, Vice- President(s), and the Sales team



---

### Improve how often you post content

- ✓ Post 3-5 times a week Monday to Friday
- ✓ Content needs to be formatted so it's easy to read by provides something for the reader to connect with that solves a pain point at least once a week. For example discussing how the weather can impact someone trying to [REDACTED] or how human error can cause the wrong amount of materials to be ordered
- ✓ We need to use this posting schedule to showcase personality and build trust.





### **Encourage key employees to build their LinkedIn profiles**

- ✓ Of the 19 profiles connected as employees, about 5 have no photo and incomplete profiles. We need these people to set up a profile properly or disconnect from the employee base.
- ✓ Completed profiles speak to professionalism and as people explore your company, they will expect that those that have pages and are listed as employees at your company have current profiles and resumes. People often use social media to “snoop” on others and landing on an incomplete profile page can create a lack of trust or questions in the “snoopers” mind.

---

### **A strong content plan key**

- ✓ We need to utilize the new changes which include a consistent posting schedule, amazing aerial photos and informative posts to elevate the brand.
- ✓ Hashtags will help elevate the brand by making content easy to search for on social media.
- ✓ Once consistency is established, we need to showcase key features of the demo so that we can entice potential new customers to set up appointments to view a full demo of the products.
- ✓ Posting needs to be well formatted and contain the keywords most used for products of this type.



# Example:

On [#wayupwednesday](#) we can see just what our world looks like from the clouds!  
This shot comes to us from the master-planned communities of Boca,  
@ [REDACTED] # [REDACTED] # [REDACTED]



**We need a cover that's strong and beautiful images to share**

- ✓ The cover is the professional resume. It needs to reflect who the company is and what they do in that small space.
- ✓ We need to have a strong use of color and easy to read fonts.
  - Use of the color blue will speak to more male clients/leads
  - Color adds interest and makes the viewer stop and look.

## We need to make sure key employees engage with the page regularly

- ✓ Many forget that a “unified front” not only helps the company grow but also the individual’s professional profiles.
  - ✓ Building authority makes you as an employee trustworthy and valuable.
  - ✓ Everyone needs to engage once a week or more with a post by either liking, sharing or commenting.
- 

## Getting started

This is a general strategy for getting started. The focus is on creating consistency.

---

## Things to complete

- ✓ Fully updated channels- This will allow you to show those that land on your page that you have all of the most current information on your company, what you offer and what you do well.







# Types of Posts each week

Based on types of followers per channel

## Facebook and Twitter (needs to be personalized per product)

- ✓ [REDACTED] addressing a pain point  
Example an image of the side of a large building that need to be painted
- ✓ Content/blog post from the website  
We can feature content that explores the industry and builds [REDACTED] authority
- ✓ [REDACTED] for "where in the world"  
Great shots of buildings all over the world will add interest
- ✓ Product feature and why it's great (video)  
Any time we can show an aspect of the product we should!
- ✓ Humor/Relatable post  
Everyone loves a relatable post about it being Friday or that it's freezing cold in Colorado but Sunny in Los Angeles

---

## LinkedIn (company page will showcase all brands)

- ✓ [REDACTED] addressing a pain point
- ✓ Content/blog post from the website
  - Showcase knowledge and unique features of each product
- ✓ [REDACTED] for "where in the world"
  - Great shots of buildings all over the world will add interest
- ✓ Product feature and why it's great (video)
  - Any time we can show an aspect of the product we should!
- ✓ Humor/Relatable post
  - Everyone enjoys humor and seeing the real side of business life



# Social Media Posting Outline

(by the channel and priority)



**O**ne post a day on highest engagement days. Follow a strategy of give, give, sell. Choose one hashtag to include based on the main theme of the copy.



**O**ne post a day on highest the three highest engagement days. Follow a strategy of that provides industry insight more than those selling your products. A max of two hashtags per post.



**T**hree tweets a day with a similar flow as LinkedIn but we will micro target with company and industry specific hashtags (see hashtag list)



**Feature content that explores the industry and builds [redacted]'s authority**



# Future Success Builders

Other things you can add when you have created consistently in the posting for each channel.

- ◉ Screenshots showcasing high points of the demo
- ◉ Customer feedback quotes
- ◉ Screenshots of people actually using the products and show how it helps them find success
- ◉ Live video showing people preparing to do tasks that they may use the various products. For instance showing someone trying to map out how much paint they will need and showing how [REDACTED] could do that more efficiently.

As each channel continues to grow, you will begin to see what works well on each channel. Once that emerges you can begin to **maximize each channel** by putting an emphasis on those top performing post types!







## Hashtag list

Many companies mis-use hashtags. Hashtags should be used to target users and help people better understand what the purpose of your post is related to. Although there are many general tags (#WisdomWednesday, #TBT) they need to be used in a way that encourages new people to **check out what you do** while supporting those that already follow you and help them feel like part of the family.

Example:

If the topic is climbing on ladders, you may post an image of someone holding onto a ladder that says "Remember you don't need to climb that ladder to get a birds eye view. That's what we are here for. #WisdomWednesday # [REDACTED]"

## Final Thoughts



To recap all of the information that's been in this overview, I just wanted to emphasize that there is so much potential in social community building for [REDACTED] and we are really **excited for the potential growth** we can create by rolling out a solid strategy like this in the coming months.

You have an amazing service and we would love to help you build your social media presence **along with a strong community** for [REDACTED]'s brands".





# Video Marketing Action Plan

# 1. Company Profile

*What simple  
and more  
complex web  
searches reveal  
about [REDACTED]  
[REDACTED]*

[REDACTED]  
appears in the top 3  
results on Google. It  
has a 2/10 Google  
Page Rank. It has  
**good page authority**,  
as well as a number  
of referring domains  
linking to it. According  
to [REDACTED]

the website does not feature strong backlinks yet, and its PR quality is  
described as weak. [REDACTED]

Google PageRank: **2/10**

cPR Score: **2.1/10**



Domain Authority: 20

Trust Flow: 5

Citation Flow: 13



Page Authority: 19

Trust Metric: 5

Domain Validity: Found



Global Rank: 1,102,593

Alexa Reach Rank: 1,257,288



Alexa USA Rank: 197,506

Spam Score: 1 / 18



External Backlinks: 115



Referring Domains: 14



EDU Backlinks: 0



EDU Domains: 0



GOV Backlinks: 0



GOV Domains: 0



PR Quality: **Weak**



Domain Age: NA



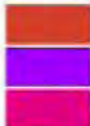













HTTP Response Codes:

200



The company uses various social media, but the accounts lack frequent activity and content that is more engaging to the audience. **Actions should be taken to improve** YouTube content and boost views. Your YouTube channel does feature some valuable content, but again, it lacks social engagement.

Google PageRank: **4/10**  
cPR Score: **4.8/10**

	Domain Authority: 49		Page Authority: 40
	Trust Flow: 23		Trust Metric: 23
	Citation Flow: 40		Domain Validity: Found
	Global Rank: 99,630		Alexa USA Rank: 20,844
	Alexa Reach Rank: 126,395		Spam Score: 1 / 18
	External Backlinks: 121,564		Referring Domains: 2,091
	EDU Backlinks: 192		EDU Domains: 28
	GOV Backlinks: 128		GOV Domains: 14
	PR Quality: <b>Very Strong</b>		Domain Age: NA
	HTTP Response Codes:		301

██████████ competitors, like ██████████ show a longer standing history on the market, as well as an established media presence.

██████████s YouTube channel **features numerous videos**, and the one featuring the most views is "What is ██████████". This is a good clue to show what people search for regarding companies like ██████████

██████████ As both companies are in a new field, there needs to be more content regarding what the company does and how they do it. This is best shown through video.



## 2. Building a Video Content Strategy

*What aspects of the company strategy can use video to boost media presence and click and lead generation.*

### **A good introductory video for potential clients**

The content that the company website and social media accounts display is key to building a healthy following, as well as attracting new clients. As described on the website, [REDACTED] uses [REDACTED], and this is what we need to showcase to clients. It should look impressive and high-end. We need to **showcase the high-end technology used** and the high-end results. We also need to focus on the human factor and the highly trained and experienced technicians, who are responsible for the high-end results. Introduce the people and how they do what they do.



According to the information received, the company has done customer acquisition by pay per click campaigns and lead generation, and it should continue to do so, but an addition of informational video ads **will result in far more clicks**.

Your company can also use product videos to showcase its products and technology. This needs to be done by following a carefully laid out media campaign, one that is focused mostly on video, but one that could also extend to contacting niche vloggers (a simple YouTube search can reveal some popular vloggers, but a more complex one **can help your company find the right people** to advertise your product), weekly video postings and acquiring relevant influencers in the field to speak of your product and technology (as a testimonial video or just mention your company in their written or video content).







## A video aimed at existing beginner, intermediate, and expert customers

The email marketing campaign mentioned needs to incorporate video, especially informative or explainer videos – which could be of huge help to beginner customers. The campaign segmentation will help here, as well as shaping the content according to additional knowledge about the customers.

The campaign also needs to focus on getting customers to click on emails, as the click rate is fairly low. Other than engaging gifs used to share simple tips or tricks, the emails **need to be interactive and personalized**, and [videos added to emails](#) are a great way to do that.

3 Types of videos that are a must-have for a company in this line of work:

- **Who we are and what we do** – establishing presence and boosting your YouTube channel
- **How to use** [redacted] and other types of tech related explainer videos and tutorials aimed at [redacted]'s customers and users.
- **Videos to engage your audience** on social media. Create thought provoking content that will urge your viewers to ask a question or share their thoughts on a relevant topic.

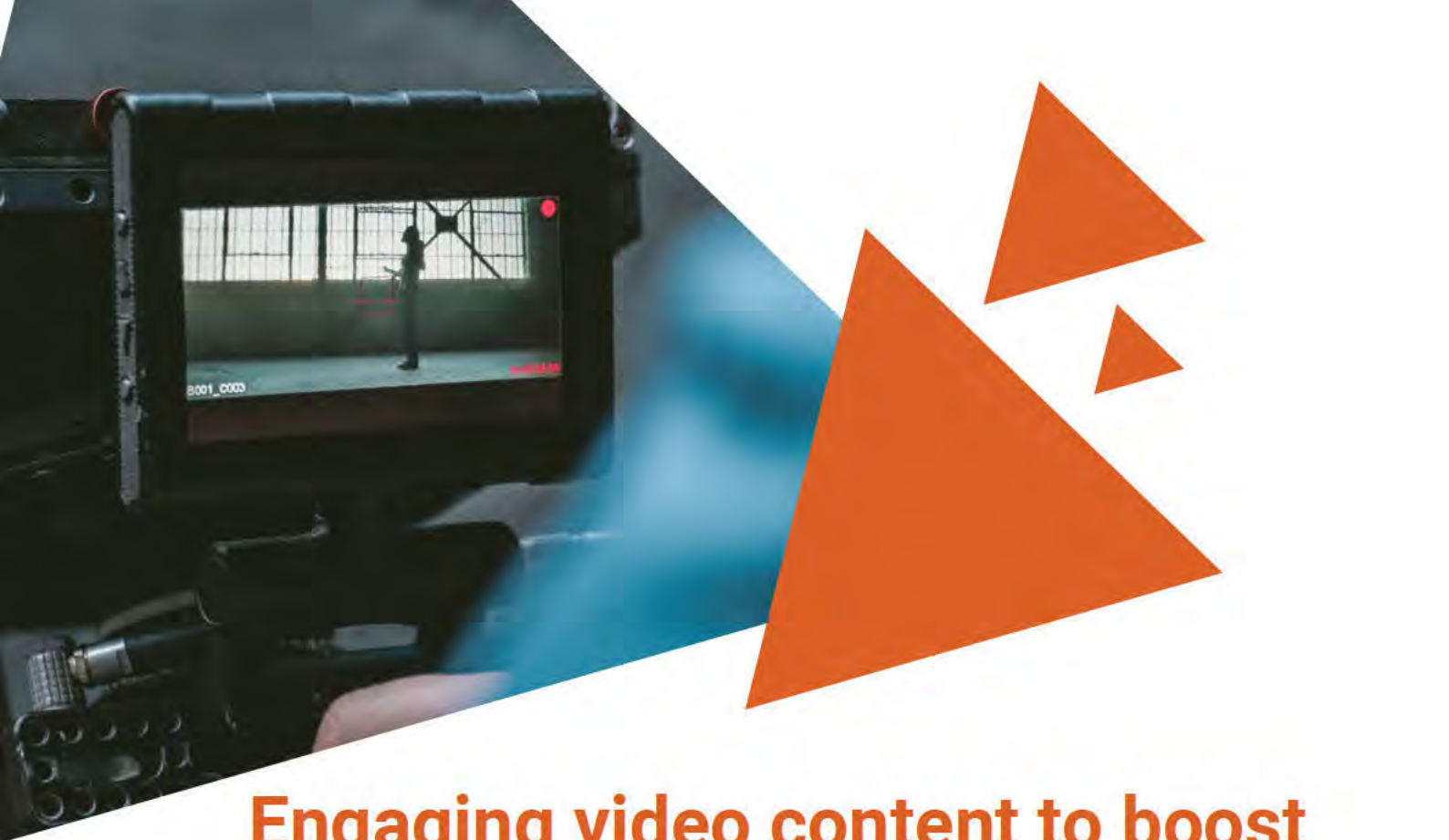




Also, company success showcase videos and thank you messages will show how the company is slowly becoming the best in its field, an influencer, and an authority on the topic.

Other ways in which video can be used to engage and help your clients is offering them video lessons on **how to use your products** and posting new tips and tricks for better client experience.

Videos can be short – especially videos that are meant to inform a viewer of a product or ask the client for their opinions. They can be 40 to 90 seconds long. Some videos (explainer videos) can be longer, as they **aim to introduce the viewer** and clarify the line of work to new clients. These can vary from 90 seconds to a couple of minutes. Tutorial videos tend to be longer and more in-depth. They may be up to 20 minutes long, depending on the complexity of the topic.



## Engaging video content to boost social media presence

Many of the videos should be posted on Facebook and Twitter, especially the ones featuring a more relaxed tone. Videos should always promote further research or **ask viewers to take part in something** like an interactive quiz or share their experience. A tutorial could urge users to show how happy they are with what the tutorial taught them by posting a Facebook review.

It is a good idea to start with a couple of introductory videos (a minimum of 3) covering different target groups of potential clients (companies, individuals etc). We would recommend creating a couple of 'message to our new client' videos, accompanied by **photos of successful projects**, as well as 2 introductory animated videos, explaining to a newbie what the company does.

It is also crucial to do an introductory video for all **products** listed on the website. Tutorial videos are a must, and these should be sent to clients by email. There should be **at least 3 tutorial videos per month**. These can be short and informative tutorial videos that could also engage the clients.

A good video campaign envisions constant posting of videos, so apart from tutorial videos, several engaging YouTube content videos should be planned and carefully executed. A **good rule of thumb** is at least 1-2 videos per week.



### 3. Types of videos that suit [REDACTED]' needs

Each of the above mentioned types of videos (introductory videos, videos aimed at existing clients, and social engagement videos) require a carefully laid out video strategy and must feature a different video style.

Our experience has shown that tutorial videos work best when they are simple animations with a carefully edited screenshare **showcasing the (simplified) exact steps** the user should take to learn how to use a product or app.

A good introductory video, on the other hand, needs to be done in color animation, because color animations are used best to transfer a concept without the risk of **losing the viewer's attention** to minor details.

Videos that are aimed at Facebook or Instagram should feature both voice over and text, as many times, viewers on Facebook only view the video without listening to the sound.

The video type is often carefully selected based on who it is aimed at, what platform it is on, and what message it is sending. Based on this, as well as some additional information, you can **proceed to other important steps**, such as the screenwriting, voice over, and animation. The screenwriting is also based on the audience, because it is here that we establish the tone of the video.

Links:

A good introductory video  
[REDACTED]

A clean tutorial video aimed at existing clients.  
[REDACTED]

Video aimed to engage viewers.  
[REDACTED]





## 4. The Video Process

**Video production is divided in three stages:**

**Pre production:** Where our journey to know more about the company, product, and services begins. We need to **find the goal of the video** and research the target audience. Each video has a micro video strategy that is carefully considered in this stage. All of this info is then the basis for writing the script. Scripts should be as human as possible, engaging, interesting, emotive, simple and easy to understand, and always conveying the core message.

Here are 2 examples of scripts that encompasses all of this.



Find out what your message is and ask yourself what your brand is all about. A good script takes your message and boils it down to **a story that can capture hearts and minds**. The key is to create a visual language that can bring that story to life.

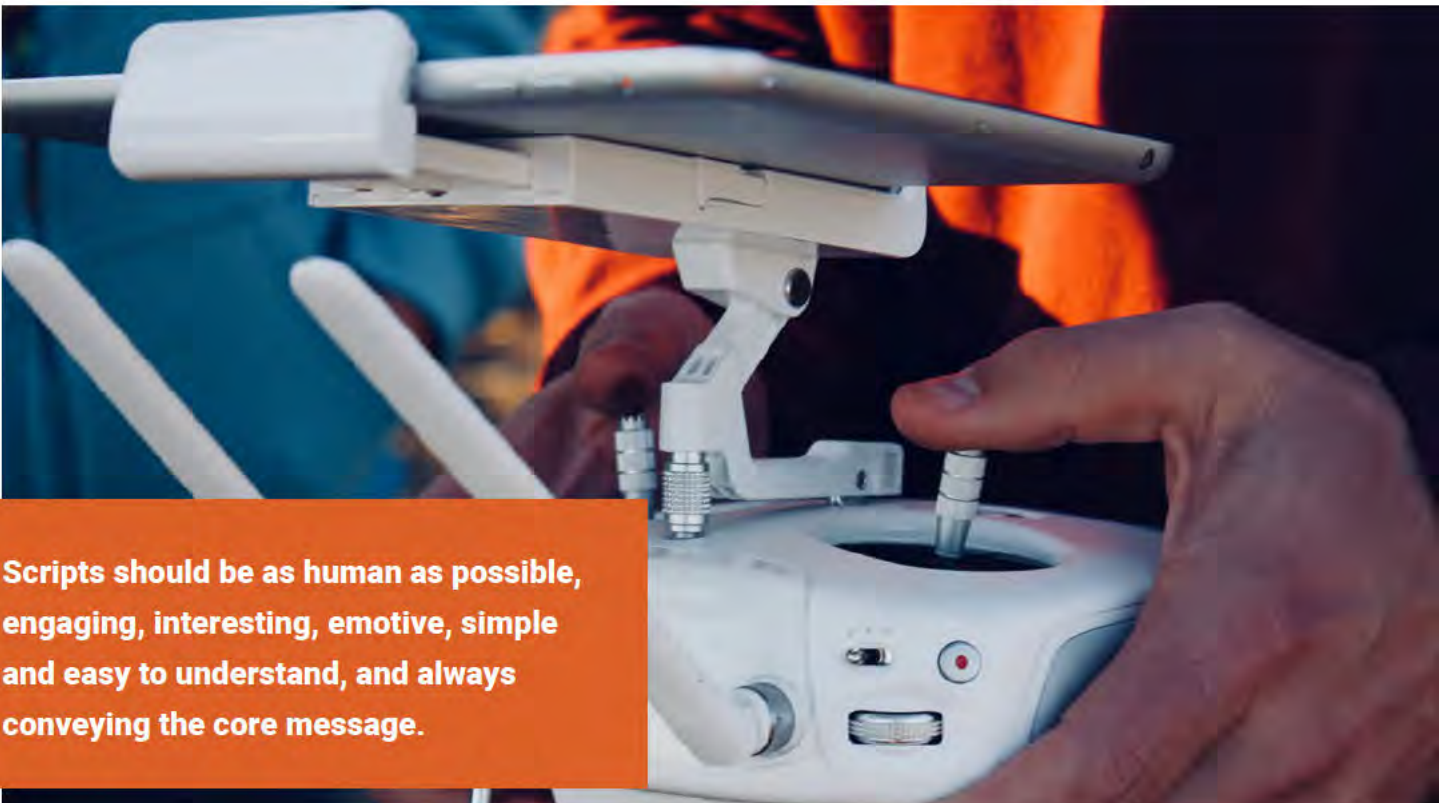


**Production and post production:** Production is done combining different media and software that can best transfer your message to your viewers. Some of these include:

### *2D animation videos*

This type of animation will suit both B2B & B2C audiences. As your audience grew up watching animated cartoons in their childhood, 2D animation videos instantly develop a strong emotional connection with them, thus **increasing viewer engagement!** These types of videos are nowadays done by combining several Adobe Suite software programs, such as Illustrator, Premiere, After Effects, and Adobe Animate, as well as various monthly subscription plugins and tools, such as Animaker, Moovly, Videoscribe, Explaindio, Powtoon and many more. They are done with additional databases of illustrations and props from public and private libraries, as well as paid subscription websites, like Envato, Videoblocks etc.

Each Adobe Suite software program costs \$29.99 per month in a yearly plan, Envato props can cost up to \$50 per prop, while software like Powtoon or Goa costs between \$59 and \$159 per month.



**Scripts should be as human as possible, engaging, interesting, emotive, simple and easy to understand, and always conveying the core message.**



## Whiteboard animation videos

Whiteboard animation videos are most suited for creating product explainer videos. If done the right way, with a compelling script and call-to-action formula, you can get more sales conversions.

## Typography animation videos

It's the ideal video format to use when you want your viewers to focus on the words being presented. Moreover, it usually takes little time to create one.

## Infographic animation videos

These kinds of videos are more eye-catching as they pack themselves with lots of animated charts, numbers, graphs, and other visual content that naturally draw viewer attention.

Deciding how to animate your video can be a challenge, as there are a lot of options to choose from. Each option has its pros.

There are various tools used to do video animation, some of which include:

[After Effects](#) – Just AE would be \$29.99 per month, tax excluded. You can subscribe to the all-apps plan month to month, but the price goes up to \$75 per month.

[Adobe Premiere](#) - Just Adobe Premiere would be \$29.99 per month, tax excluded. You can subscribe to the all-apps plan month to month, but the price goes up to \$75 per month.

[Videoscribe](#) - VideoScribe has 3 plans - Monthly Plan \$29 (Per Month), Yearly Plan \$49 (Per Year), One time Purchase \$665 (Onetime).

[Explaindio](#) - You can get access to Explaindio 4.0 for a yearly fee of \$59.00 with unlimited personal usage rights. For \$69.00 (per year), you can get the Commercial Usage Rights.



A good video should have a high-quality voice over, so a professional voice over artist needs to be selected that will be carefully instructed how to read the script for your video. You need to choose the best and most appropriate background music and sounds for the type of video you need.

High quality VO artists can be found on [Voicebunny](#) for \$96 per every 200 words. There are additional options on Freelancer or Fiverr that vary from \$15 to \$150.

Some of the best choices for getting background music include websites such as [Audio jungle](#), [Bensound](#), and [Youtube Audio Library](#).

## Final Thoughts

Having a clear idea of what your message is and who your recipient is, while also using a stylistic direction that will successfully transfer that message the right way, is essential for any company who seeks to establish a strong media presence in this day and age. No matter what the pricing of the artists you will outsource or the software you will buy to do your videos, the outcome and influence your company will generate will always be far greater than the price of making the first step to success.





# Website Development Marketing Action Plan



# Website - Design / Development

Website Platform Options

Domains / Branding

Messaging

Content & Design

UX Measuring / Tracking



# 1. WEBSITE PLATFORM OPTIONS

## CURRENT PLATFORM:

Custom hand built, currently a mix of php, css, html, jquery and bootstrap. This is a great breakdown of the technologies present on your website: [REDACTED]



**PROS:** Status quo, functioning properly for product sales

**CONS:** The custom built platform prohibits ease of edits for web design, content updates, SEO, and possibly some conversion tracking related to our MAP. Limited ability to add blog and/or additional landing pages easily.

## RECOMMENDED PLATFORM:

WordPress + custom product integration



**PROS:** Easy integration for MAP items. Great for SEO/Google.

**CONS:** Complete redesign across multiple domains with integration of your product's functionality into WordPress. SEO needs careful plan to maximize existing reputation during change.

During our initial discovery calls with the [REDACTED] team, it was noted that [REDACTED]'s largest competitor, [REDACTED] was using a custom-built platform for their website. Interestingly, since then, [REDACTED] has **launched a new website and branding campaign** and now their site is built with WordPress. In order to keep up with the certain increase in [REDACTED]'s SEO that will result from this platform change, there is a stronger impetus to move [REDACTED] websites into WordPress sooner rather than later.





## 2. Domains/ Branding of Products

Current: Main Domain + Branded Domains - set up this way to have easy to understand brands for each type of [REDACTED]

Alternatives: Main Domain Only (Branded Domains forward)  
- con: main brand is difficult to recall, may be confusing to be redirected.

\*Recommendation per call with [REDACTED]: keep branded domains

# 3. Messaging

Home Page/Landing Page Recommendations:



New hero image (something that makes people want to use your product) and messaging to help potential customers realize who they aspire to be - a successful, organized [REDACTED] - hero image will still have CTA (Call To Action) to get started by entering [REDACTED] (or you could go for humor and focus on a [REDACTED] who perhaps is winning jobs while [REDACTED])

## WIN MORE JOBS. DO LESS WORK.

Convey a definition of the problem contractors face if not using product (time inefficiencies, safety inefficiencies)

Never drive to an estimate again. Let us do the measuring for you [REDACTED]



Position your company as a guide who cares about your customers problems and as an authority who has demonstrated the ability to help -

We know the story, you race across town to get to your next estimate. You arrive and drag the ladder from the truck [REDACTED] Again. On the way back you hit traffic. You spend 30 minutes writing up the bid, then you don't even get the job. \$!@%# We've been there. That's why we ...

Visually list all products and brands (not hidden in menu)

We have instant measurement solutions for [REDACTED] in:

[REDACTED]

We can measure from an [REDACTED]  
[REDACTED]

How it works section - show potential customers a path for success:

- 1- enter address [REDACTED]
- 2- check your email (for good-looking reports, estimates and work orders),
- 3- win more jobs (and satisfy customers)

Lead generator - collect an email in exchange for downloading a sample report

[MailChimp](#) (as an example) is a service that collects emails from customers for future email marketing. This service can also be set up to provide a shareable link once a customer enters their email. This is set within the MailChimp campaign's editable Thank You/ Confirmation page. It's as easy as uploading the PDF on your server, then editing the Thank You page with the link, something like this: Thank You! Here's your DOWNLOAD >

Mailchimp also has great tools for adding email capture forms to your website by just copying and pasting some code. It looks something like this

Subscribe to our mailing list



# 4. Content/Design

## General Notes

- ⦿ Styling enhancements (rollovers, popup modules, animations) to make the site fun to use and click around
- ⦿ Keep it simple with white space
- ⦿ Add more information "above the fold" near the top of the homepage in the hero image, so users don't have to scroll too much to understand a bit more about the product. This might be as simple as implementing the headline "██████████ ██████████" Need something that immediately piques interest.
- ⦿ Consider moving the navigation menu to the bottom of page - force the customer to scroll and read the "story" in the order we want them to read it - this might help eliminate any concern of being confused by what the difference is in the brands in the Products menu.
- ⦿ Focus more on value propositions (safety, insurance, instant reports)
- ⦿ Show bigger pic of deliverable on home page or easy demo
- ⦿ Add photos of people to personalize and give customers something to relate to.
- ⦿ Keep it so easy "Chuck in a truck" could do it.
- ⦿ Entice customers with details like \*free estimates  
\*free work orders (when you purchase the measurement report - "free addons")





# 5. User Experience Tracking

In order to determine the best designs/layouts with the highest goal conversions, there are a variety of UX tools that we will implement to measure various UX metrics, such as:

## A/B Testing

An A/B test is a measurement that compares the effectiveness of 2 different designs for the same page (one is "A" and one is "B"). Both A and B are served at various times to visitors and conversions are measured to determine which design is more successful. Sometimes it's not the one you think it will be, so we rely on data instead of our instincts.

is a great tool for A/B testing

## Heatmaps

Heatmaps are a graphical representation of user interaction on a web page. It gives you information like where people move their mouse around, where they click, and how far they scroll down on the page. Heatmaps provide valuable information for UX teams to understand if their designs are successful in getting users to do what they are trying to get them to do, such as clicking on Calls to Action. is a popular heat mapping tool.



## Web Session Recordings

With web session recordings, you can see exactly what your website visitors see as they use your site, such as clicks, taps and other mouse movements. This eliminates guesswork and provides valuable feedback to identify usability issues on the fly and also helps diagnose bugs. also offers web session recordings.





## User Feedback Polls

**Q**uick surveys to users during critical points in time of their interaction with your website helps us understand the reasons behind their behavior. When we can poll users with a quick question, we can get valuable feedback. For example, if a user gets almost all the way to a purchase, but then stops short, we can poll them to ask if there was a reason they didn't complete the purchase. [REDACTED] is a great resource to set up User Feedback Polls

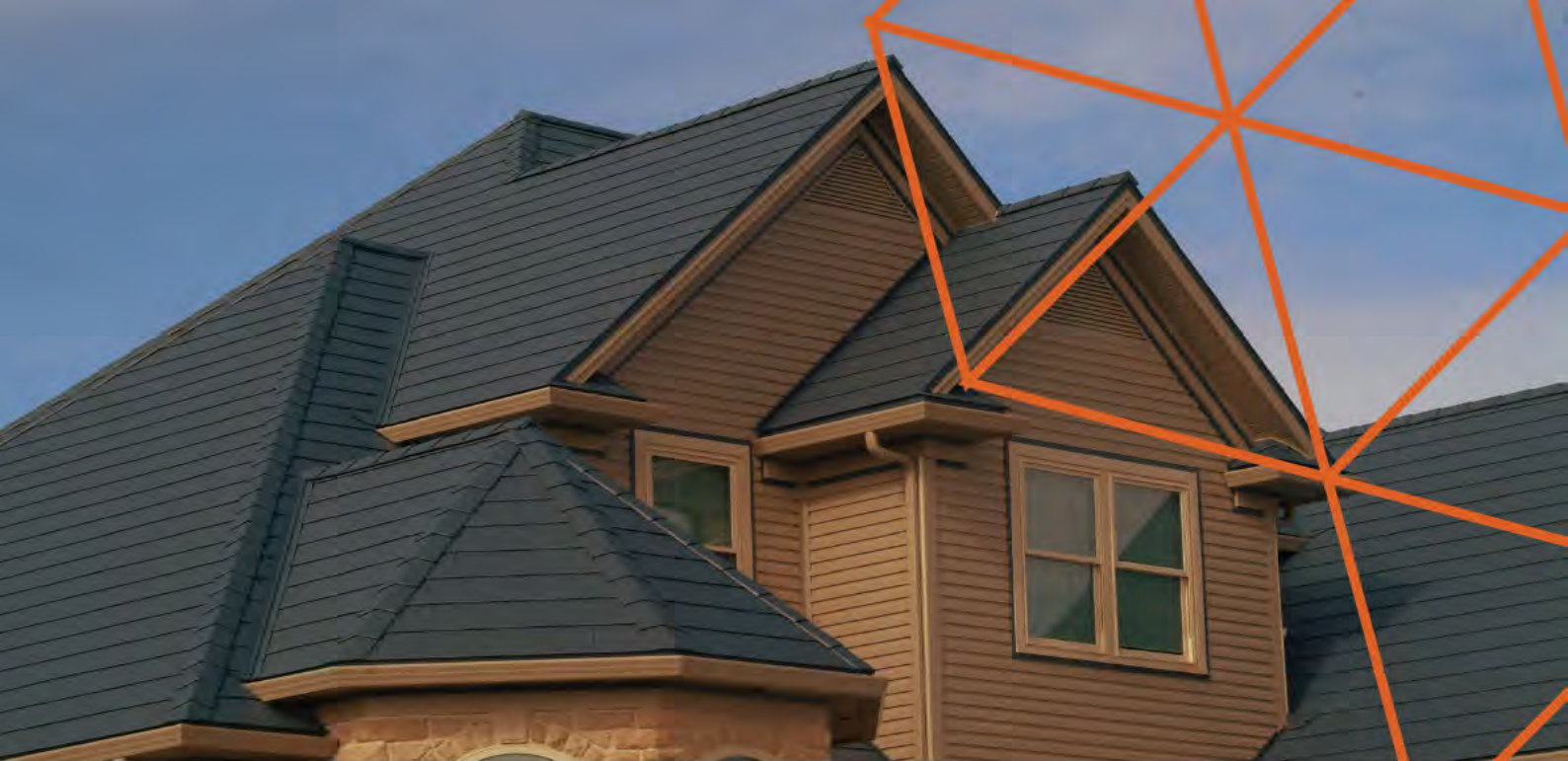
## Page Speed

**T**he loading time for pages on your site is directly related to user experience and conversions. [Google](#) has great page speed measurement tools, but there are a host of other similar applications for this purpose.

## Other Analytics

**O**ther engagement metrics that are important and will be measured through [Google Analytics](#) include: total page views, pages viewed per session/visit, average time spent on the site, bounce rate (visitor who left immediately), new vs. returning visitors (and how their behavior is different), sources of traffic (did people click an ad, did they land through an organic search, etc), and exit pages (which stage in the process visitors are leaving).





## 6. Conversion Tracking (lead in to Dan's plan)

Set up Google Analytics goals to provide detailed conversion information  
Measure, tweak, remeasure, retweak

# CONCLUSION

In conclusion, the [REDACTED] suite of websites offers significant opportunities to implement website conversion strategies to increase user engagement and sales conversions. The first consideration is the framework of the websites. In the current state of custom-built code, updates to content are difficult, and there is a lack of access for constantly evolving tasks like search engine optimization. IMG recommends moving to the WordPress platform so marketing and user experience tasks can be completed with more efficiency. The multiple branded domains should remain, but we recommend drawing less attention to them by moving the navigation menu to the footer and by moving the logos into a section lower on the home page. **One of the most critical pieces in our plan is the messaging component.** We must help potential customers realize who they aspire to be and why they should use your product "[REDACTED]". After some other general design and user experience improvements that will help appeal to your target market, we will install a variety of UX and conversion tracking. After accumulating data, we will continue to fine tune to the best converting design. Rinse. Repeat.