

Digital Marketing Proposal

The purpose of this digital marketing proposal is to give you a bit of information the various digital marketing services we offer, along with information and pricing for a custom digital marketing solution based on your needs. We specialize in digital marketing strategies.

Digital Marketing is important to Grow Business

Every business needs a strategic plan when it comes to marketing. But is a digital marketing strategy necessary for success. Digital Marketing is the marketing of products or services by digital technologies on the Internet. It helps to improve your business, generate leads and traffic on your website.

Using Digital Marketing, you can reach an enormous audience in a way that is both cost - effective and measurable. We wouldn't recommend marketing your business without it.



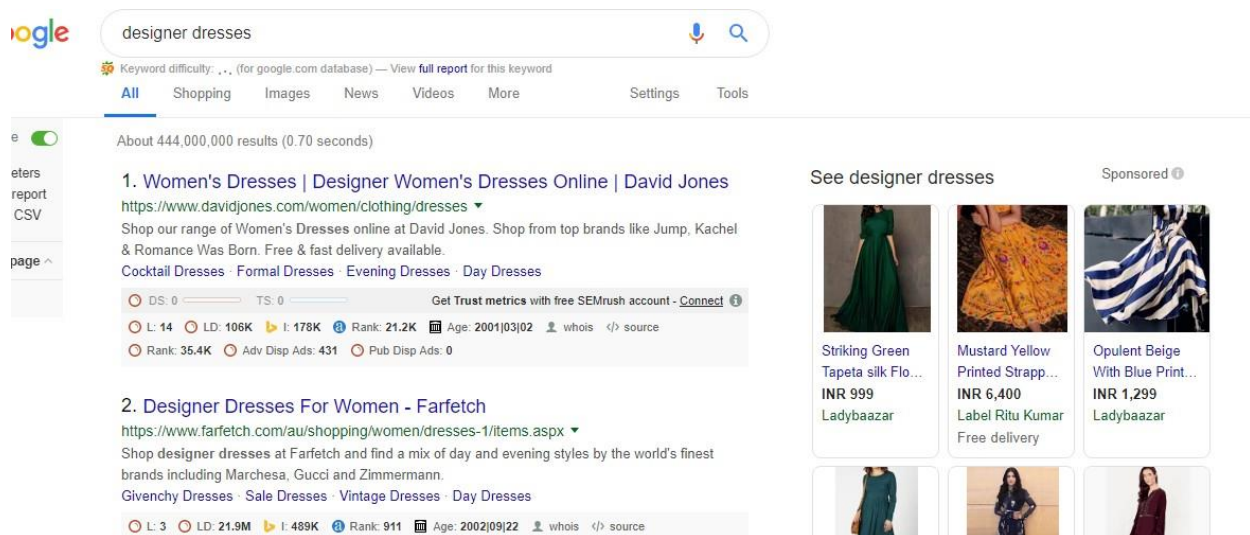
There are various steps of digital marketing that will help to improve your business:

1. Search Engine Optimization: SEO marketing is one of the hottest topics Today. SEO marketing also referred to as Search Engine Optimization is the process of increasing the visibility of a website on search engine results pages and you will get leads and traffic on your website.

With more than a billion websites competing for the top spot in search results, it can be difficult to drive traffic to your site from search engines.

We specialize in an innovative approach to SEO that uses white-hat tactics to put your website at the top of your target audience's searches.

Example:



Our search engine optimization process can be described through as below:

Step 1. Site wide Factors:

- Preparing a detailed SEO Strategy
- Basic Keyword Research and identification
- Competitors analysis and report preparation
- Site change implementation
- XML Sitemap
- RSS feeds
- Website Traffic Analysis

Step 2. On-Page Optimization :

- Optimizing Title Tags & Meta Tags
- Optimization Site Directory and structure, Navigation
- Anchor Tag Optimization
- Existing Content Optimization
- Creation of new Optimized pages
- Image Optimization
- Internal Linking

Step 3. Off-Page Optimization:

- Links Building
- Blog Submission
- Article Submission
- Video Submission
- Press Release
- Classified Adds
- Guest Posting

2. Establish a Social Media Presence: Social Media has changed how brands communicate with their audiences forever. Whether your business is a B2B or B2C brand, social media is a powerful way to build brand awareness, build a positive image, and drive lead generation. More than 1 billion people use social media every day, and platforms like Facebook, Instagram, Twitter and LinkedIn have sophisticated advertising platforms that can help you grow your audience.

We specialize in strategic social media campaigns that focus on building and protecting a positive brand image, creating loyalty among fans, and driving new leads for your business.

Our full suite of social media services includes:

- **Social Strategy Development**
- **Social Media Consulting**
- **Social Media Advertising**
- **Community Engagement**
- **Increase genuine likes and followers in Social Media Profiles (Facebook, Twitter, LinkedIn, Instagram and YouTube).**

Example:



3. Digital Content & Video: Content is the king of today's marketing environment. The most successful brands in the world have developed detailed content strategies that help them inspire, entertain, and educate their target audiences.

we specialize in helping our clients plan, produce, and promote content that drives audience engagement and conversions. Whether you're producing blog posts, images, or videos, Nimble Technocrats can be trusted to support your content marketing efforts.

Our full suite of content services includes:

- Digital Content Strategy
- Content Production
- Video Production
- Graphic Design
- Multi-language Content



4. Pay Per Click Advertising:

More than 60% of website traffic starts with a search engine query. Pay-Per-Click (PPC) puts your brand at the top of search results for queries relevant to your brand and audience. This valuable advertising real estate can provide an immediate source of targeted traffic to your website, driving conversions and contributing to revenue growth.

we have extensive experience leveraging PPC to drive growth for our clients.

Benefits of Pay Per Click (PPC):

- Results come in quick
- Cost is easy to control
- You decide what words to bid on
- You write the ads
- Changes are easy to make and upload fast
- There's an on/off switch
- No contracts
- There is customer service/tech support for most issues
- It can be the cheapest form of advertising
- Visitors are a targeted user- they searched for you!

The image is a screenshot of a Google search for the term "pay per click". The search bar at the top shows the query and the Google logo. Below the search bar, there are tabs for "Web", "Images", "Maps", "Shopping", "Blogs", and "More". The search results are divided into two main sections: "Organic Results" and "Paid / Sponsored results".

Organic Results: These are the search results that appear below the "Paid / Sponsored results" section. They are not paid for and are based on the search engine's algorithm. The first organic result is from Wikipedia, titled "pay per click - Wikipedia, the free encyclopedia". It provides a brief definition of pay per click as an internet advertising model. Other organic results include "Pay Per Click Management" from seo-positive.co.uk and "Expert Pay Per Click - Download our How to PPC Guide" from verticalleap.co.uk.

Paid / Sponsored results: These are the search results that appear above the "Organic Results" section. They are paid for by the advertiser and are typically the first results a user sees. The first sponsored result is from "PPC Advertising" with the URL www.lakestarmccann.com/PayPerClick. Other sponsored results include "Pay Per Click Management" from clickconsult.com, "Bing® Pay Per Click" from advertising.microsoft.com, "Pay Per Click Yorkshire" from purenet.co.uk/eCommerce-PPC, "pay per click" from forward3d.co.uk, and "Pay Per Lead" from emedia.co.uk. A large red arrow points from the "Paid / Sponsored results" section down towards the "Organic Results" section.

5. Web Analytics and Analysis: A major role we play as a part of marketing partners is to analyses and plan what needs to be done.



6. Custom Monthly Reporting and Performance: Each month your Campaign Manager and SEO Consultant will review the previous month with you, and discuss ways to improve

PACKAGE OPTIONS:

These are the recommend packages we put together based on the information we've collected and the audit we ran on your site. Going forward with any of these options will allow us enough time to show an increase in rankings and credibility over the next few months. Keep in mind that the packages we offer can always be customized to fit your individual budget.

| Bronze \$349/month | Silver \$449/month | Gold \$549/month |
|--------------------------------------|--------------------------------------|--|
| On Page Optimization | On Page Optimization | On Page Optimization |
| 5 Keywords | 10 – 15 Keywords | 20 – 35 Keywords |
| Meta tags for all pages | Meta tags for all pages | Meta tags for all pages |
| H1 / H2 / H3 tag Optimization | H1 / H2 / H3 tag Optimization | H1 / H2 / H3 tag Optimization |
| Anchor tag Optimization | Anchor tag Optimization | Anchor tag Optimization |
| Image Tag Optimization | Image Tag Optimization | Image Tag Optimization |
| SEO Friendly URL Optimization | SEO Friendly URL Optimization | SEO Friendly URL Optimization |
| Sitemap Implementation and A nalysis | Content Optimization | Content Optimization |
| Robot.txt Implementation | Sitemap Implementation and A nalysis | Sitemap Implementation and A nalysis |
| Google Analytics Setup | Robot.txt Implementation | Robot.txt Implementation |
| Internal Web Pages Linking | Google Analytics Setup | Google Analytics Setup |
| | Website Speed Analysis | Website Speed Analysis |
| | Internal Web Pages Linking | Internal Web Pages Linking |
| | W3C Validation | W3C Validation |
| | | Content Update |
| | | Blogging |
| OFF Page Optimization | OFF Page Optimization | OFF Page Optimization |
| High Quality Links Building | High Quality Links Building | High Quality Links Building |
| | 2 Blog Submission / Monthly | 4 Blog Submission /Monthly |
| | 2 Article Submission / Monthly | 4 Article Submission / Monthly |
| | Social Media on Facebook, Twitter | Social Media on Facebook, Twitter, Instagram, Pinterest, Google plus |

Budget for SEM:

PPC Ads for Branding & Traffic including Facebook ads (initially recommended budget \$250)

Thanks