



+ WAR BOOK OF ACCOLADES

PORTFOLIO & A LA CARTE SERVICES

Virtually tour our portfolio and choose from any of our a-la-carte services to digitally transform your business today

Andras Cruz-Aedo

“Digital transformation for your business”

(310) 218- 6803 ~ andrascruzaedo@email.arizona.edu

When you have a reputation for being world-class, every part of your business must live up to that standard.

A la Carte Services:

- ▶ Basic Website Design (\$1000)
 - ▶ Optional Web Hosting with Google SEO optimization (\$200/mo)
- ▶ Marketing Planning (Free with Gold Package)
- ▶ Mobile App Design (Free Consultation Required)
- ▶ Social Media Marketing, or SMM (\$450/mo, \$650/mo, or \$850/mo Packages)
 - ▶ Hashtag and Influencer Research
- ▶ Search Engine Optimization, or SEO (\$450/mo, \$650/mo, or \$850/mo Packages)
- ▶ PR Communication (Free with Gold Package)



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A la Carte Services continued...

- ▶ Monthly Social, Web, & Sales Reports (Included)
- ▶ Paypal and POS Integration (\$650)
- ▶ Photography, Videography & Photoshop Editing (\$60/hr)
 - ▶ Optional Licensing of Assets (\$10/asset)
- ▶ Google AdWords, Social Media Ads, and other Pay-Per-Click (PPC) Advertising (\$750/mo, \$2,500/mo, or \$6000+/mo Packages)
- ▶ Branding & Graphic Design (\$60/hr)
- ▶ Email/ Newsletter Management (\$450/mo)
- ▶ Print Design & Marketing Material (\$60/hr)
- ▶ Competitor Research & Analysis (Included)



SERVICES OVERVIEW

- ▶ Responsive Web Design & Development
- ▶ Social Media Marketing
- ▶ Photography, Videography & Post-Production
- ▶ Google AdWords, Social, and other Pay-Per-Click Ads
- ▶ Branding & Graphic Design
- ▶ Drone Video Production
- ▶ Hand-drawn Whiteboard Animation Sketch Videos
- ▶ Virtual Reality Production
- ▶ Email/ Newsletter Management
- ▶ E-Commerce Platform Design
- ▶ Search Engine Optimization (SEO)
- ▶ Payment Gateway Integration
- ▶ Content Creation & Copywriting
- ▶ Print Design & Marketing Material
- ▶ Competitor Research & Market Analysis
- ▶ Monthly Social, Web, & Sales Reports
- ▶ Cloud Hosting, Backup & IT

+ HAND DRAWN WHITEBOARD ANIMATION SKETCH VIDEOS

- ▶ Our professional designers and videographers to create hand-sketched, whiteboard/blackboard/green screen animation videos for you
 - ▶ Record your own custom voiceover audio directly, and easily sync it to your sketch video
 - ▶ Experience includes:
 - ▶ [2BeLive, Inc.](#)



+ DRONE VIDEO PRODUCTION

- ▶ Done footage draws prestige to your site or product with beautiful eye catching drone footage, perfect for location based businesses and real estate.
- ▶ Production – one location, production gear, permits and insurance
- ▶ Post production – editing and logo graphics
- ▶ Experience includes:
 - ▶ [SASSYAGENT REALTOR® Instagram Influencer](#)
 - ▶ [PAWS Veterinary Clinic](#)



+ RESPONSIVE WEB DESIGN, DEVELOPMENT, & MANAGEMENT

- ▶ Responsive website design is preferred by search engines as it is highly user friendly, and has the same URL and the same content whether the user visits the website from mobile, desktop or a tablet.
- ▶ Experience includes:
 - ▶ FirstBreakAcademy.com
 - ▶ SoCalSewer.com
 - ▶ 40LoveAcademy.com
 - ▶ SheilaE.com



+ APPLICATION PROGRAM INTERFACE (API) INTEGRATION

- ▶ API, or client side software-to-software integration allows your webmaster to easily access information from other web applications such as:
 - ▶ Amazon product information
 - ▶ Payment gateway integration (e.g., PayPal, Stripe)
 - ▶ Mailchimp mailing list information
 - ▶ Direct email marketing integrations (e.g., Gmail, GoDaddy email)



- ▶ Experience includes:
 - ▶ SheilaKelley.com
 - ▶ DuncanFirm.com
 - ▶ ArtOfWinningTennis.com

+ CONTENT MANAGEMENT SYSTEM (CMS) INTEGRATION

- ▶ CMS such as WordPress allows for:
 - ▶ harnessing the power to create incredible content
 - ▶ updating it when needed
 - ▶ customization and core development that is easy to manage and update
- ▶ Experience includes:
 - ▶ [KosherCruises.com](https://www.koshercruises.com)
 - ▶ [UncleBudsHemp.com](https://www.unclebudshemp.com)



+ VIRTUAL REALITY PRODUCTION

- ▶ Let your clients be immersed in your world with the latest VR technology bringing your product to life. The sheer intensity of VR creates an experience unlike any other form of media. Create something your clients will remember.
- ▶ VR video
- ▶ 360 video
- ▶ 360 image
- ▶ Experience includes:
 - ▶ [SASSYAGENT REALTOR® Instagram Influencer](#)
 - ▶ [ServePets by VCA Animal Hospital Co-Founder Dr. Gabor Vajda](#)



+ Intent Based Branding Through Specialized Videography Services

- ▶ Delivering valuable content that builds a powerful personal, professional brand while offering paid services without breaking the bond made with consumer.
- ▶ Experience includes:
 - ▶ ArtofWinningTennis.com
 - ▶ GMPlumbingCorp.com
 - ▶ RemedySportsMed.com



+ E-COMMERCE PLATFORM & PAYMENT GATEWAY INTEGRATION

- ▶ Allows for selling of your products and/or service online. Also lets your clients book appointments through your website- even if you currently use a third-party application for e-commerce
- ▶ Experience includes:
 - ▶ KaiGourmet.com
 - ▶ [Sheila E. Merchandise](#)
 - ▶ [Hemp Products for Sale](#)



+ PHOTOGRAPHY, VIDEOGRAPHY, AND POST-PRODUCTION

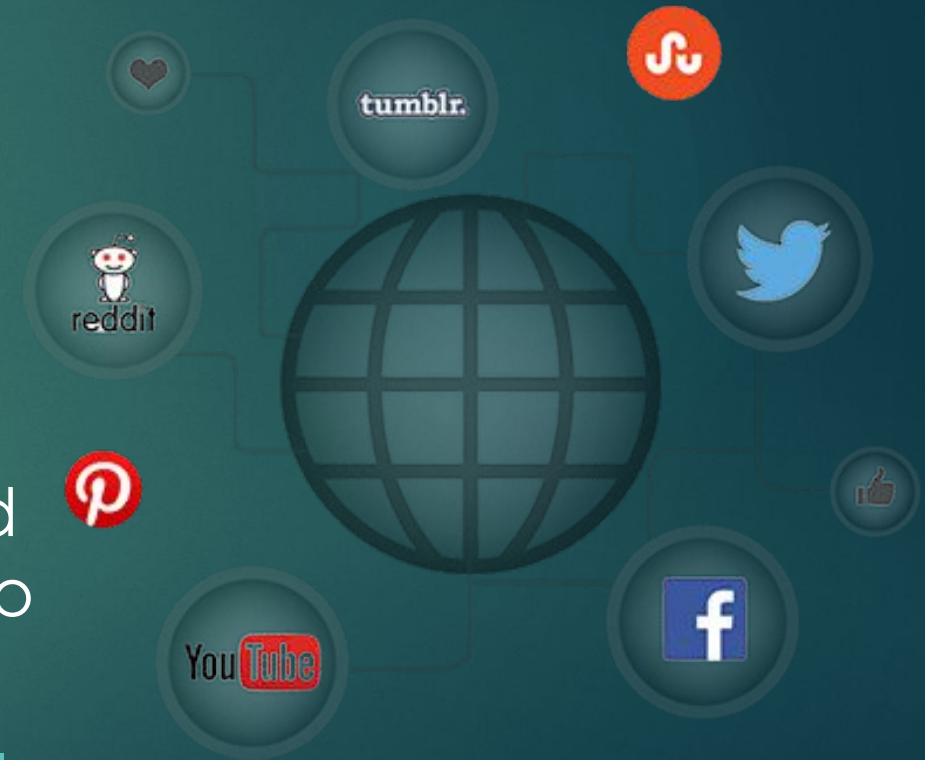
- ▶ 55% of people watch videos online every day. 500 million people are watching videos on Facebook every day.
- ▶ Promote your brand or product through the incredible power of digital media
- ▶ Draw traffic to your product or website, social media and engagement via email
- ▶ Post production – editing, colour grading of images or footage you already own for use on your website as background or as social media material




[Click Here to see my
Manhattan Beach Parks &
Rec Promo Video](#)


+ SOCIAL MEDIA MARKETING

- ▶ Organic and/or Paid Promotion throughout numerous Directories, Message Boards, Social Networking Channels
- ▶ Connect with key industry influencers to build relationships gain reviews/referrals from their networks
- ▶ Viral growth with browsers' use of tools created to enhance their experience and at the same time advertise your website to their online networks
- ▶ [Click here to see my Jeff Tarango - Social Media Calender - 30 Day Work Plan](#)



← Posts


 jeffreytarango
Jack Kramer Club





View Insights


Promote

Post Insights

 79

 6

 4

 1

20

Profile Visits

744

Reach

20

Actions taken from this post

Profile Visits

20

Discovery ⓘ

744

Accounts reached
49% weren't following you

Reach

744

Impressions

1,310

From Home

797

From Hashtags

348

From Profile

13

From Other

152

This is where your post was seen the most.
It got the most impressions from Home,
Hashtags, and Profile.

Top Locations ⓘ

Cities

Countries

Los Angeles

Manhattan...

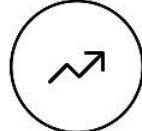
New York

Hermosa Beach

London

ORGANIC
ADVERTISING!

Promotion



This post isn't currently promoted.
Promote it to reach more people.

+ DIRECT EMAIL MARKETING & NEWSLETTER MANAGEMENT

- ▶ Andras can manage your newsletter for you by working with your content to compile it, style it, and make sure it goes out on time.
- ▶ Direct Email Marketing to current customers to generate repeat business and outreach to new ones
- ▶ Collection of your blog content and promotions into monthly newsletter
- ▶ Mailing list exports from your site
- ▶ Reports on delivery, opens and clicks



[Click Here for Past Work!](#)

+ PAY-PER-CLICK ADVERTISING (PPC)

- ▶ Pay Per Click advertising on platforms such as Google, Facebook, Amazon, YouTube, Instagram, and TikTok is one of the quickest ways of getting highly potential leads through a website for any business. It is considered as one of the most economical ways of running ads on the internet in order to promote a business aggressively.
- ▶ Pay Per Click is very promising, as one has to pay only when his or her PPC ad is clicked on. Therefore, it carries the most value in terms of price, provided that the PPC campaign is managed well.



[Learn More About PPC Ads Here](#)

+ SEARCH ENGINE OPTIMIZATION (SEO): A HOLISTIC APPROACH

- ▶ A holistic and semantic approach to SEO includes:
 - ▶ Initial SEO Audit
 - ▶ Formulation of SEO Strategy
 - ▶ Strategy Implementation
 - ▶ Results of Strategy Implementation
 - ▶ Revisions
 - ▶ Reporting

[Work Sample - Click Here](#)



+ MONTHLY TRAFFIC & ANALYTICS REPORTS

- ▶ Each month, you have the option to request a custom traffic & analytics report to show you your return on investment from your web, social, and sales activities.
- ▶ These reports will come in the form of a PowerPoint presentation and should take no more than 5-15 mins to review. As always, I will be available to address any concerns.

[Work Sample - Click Here](#)





+ ANDRAS V. CRUZ-AEDO

VIRTUAL WEB TOURS OF &
CASE STUDIES ON ANDRAS' CLIENTS

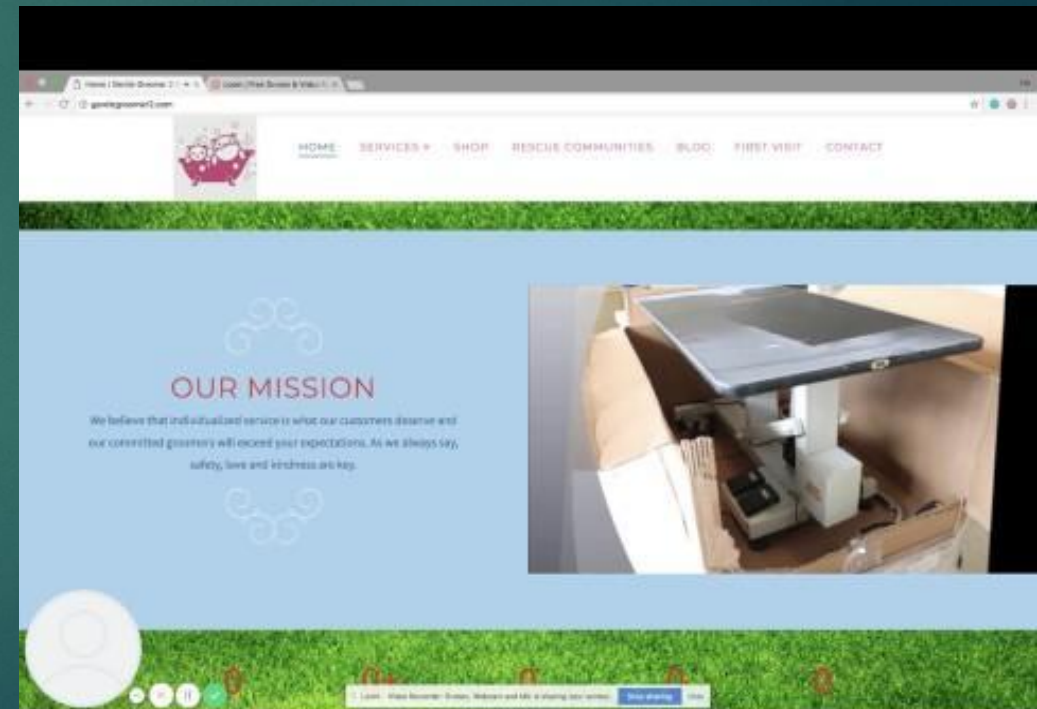
PAWS by Dr. Randy Pet Vet Case Study]: An Easy Way to Teach Web Management Practice

- PAWS, Inc. Animal Hospital offers preventative medicine, diagnostic procedures, rehabilitation, and more. By investing in Andras' Custom Tier services, it allowed PAWS to migrate old content, and monitor and manage their e-commerce store, radio show, and “Woofs without Roofs” non-profit through high-performance websites, blogs, and their native mobile app
- Click Play in the video recording to the right for your FREE front-end pass into DrRandyPetVet.com!



Retired Veterinarian Dr. Gabor K. Vajda, DVM [Case Study]: How He Took Over The Internet

- ServePets, LLC. is a family-owned pet care franchise that was formed by former AAHA President Gabor Vajda. He has over 40 years of experience in owning and managing animal hospitals such as VCA Northern Animal Hospital
- Click Play in the video recording to the right for your FREE front-end pass into ServePetsGrooming.com!



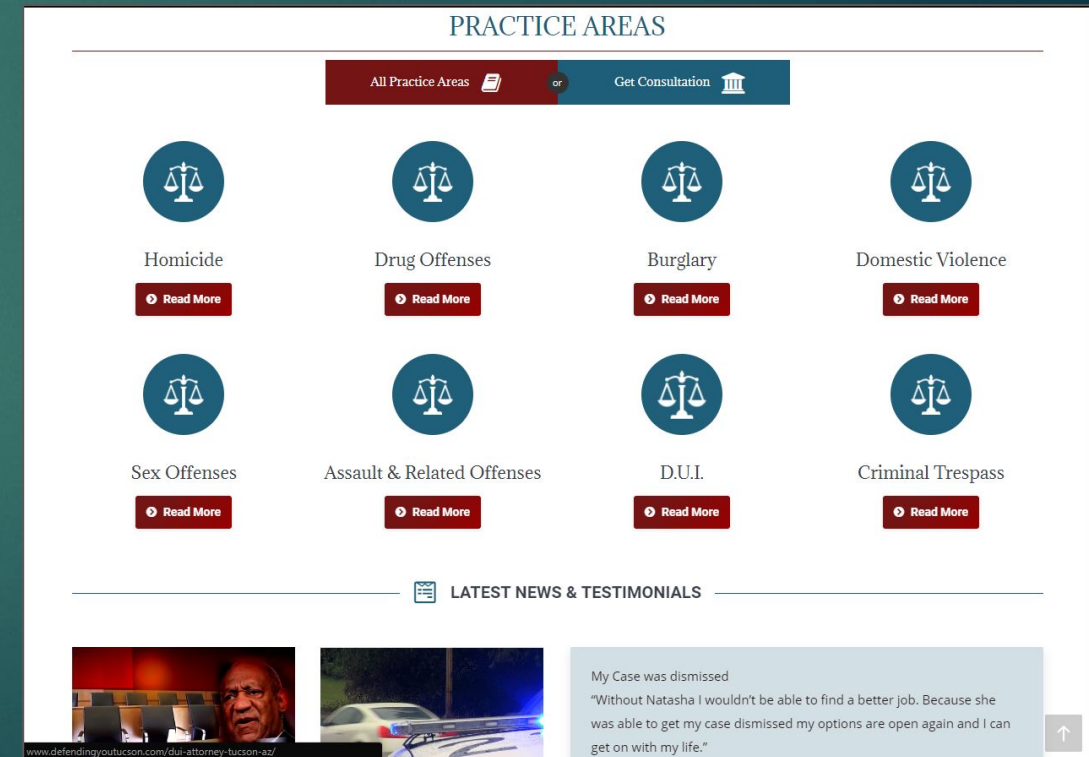
Former Attorney Natasha Wrae, P.C. [Case Study]: How To Sustain Google &, Bing SEO

- DefendingYouTucson.com is a Tucson-based law firm that practices in areas from assaults to drug crimes
- By optimizing their lean-model budget through our website and social media marketing Tier 1 services, Natasha was able to have a strategically organized, interconnected website, Facebook, Twitter, Yelp, and Google optimized online presence that was scaleable
- Click Play in the video recording to the right for your FREE front-end pass into DefendingYouTucson.com!



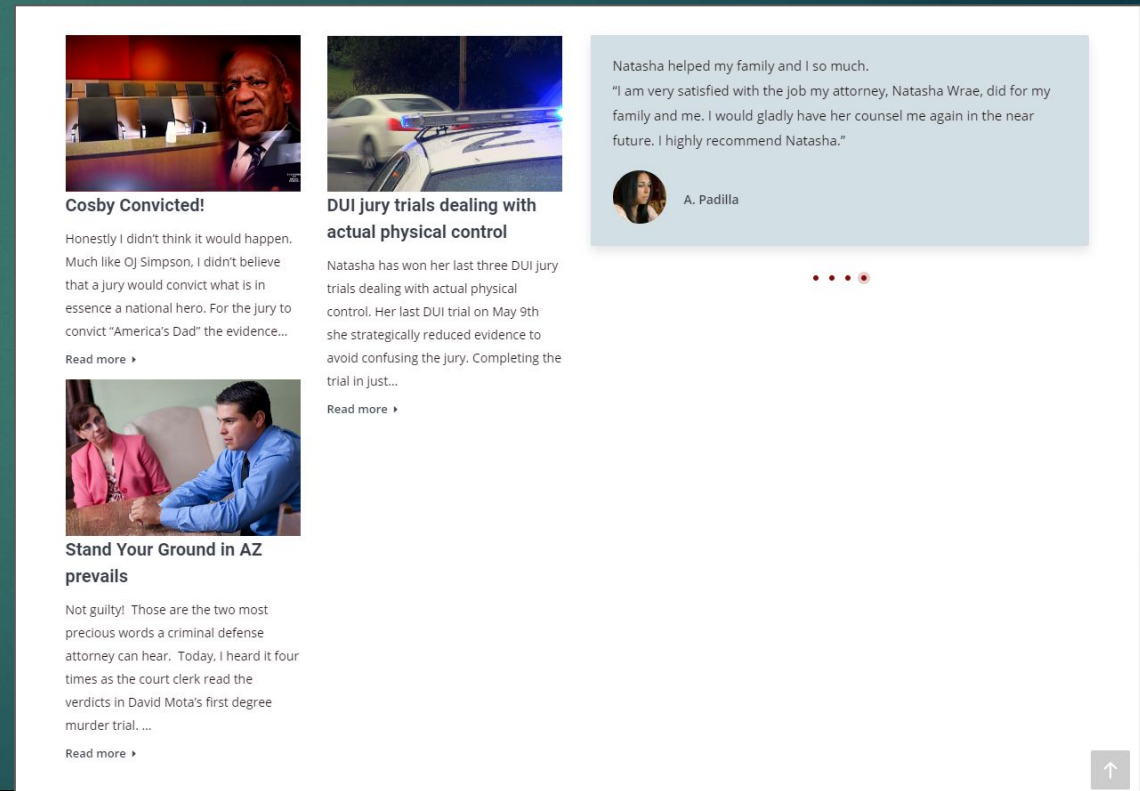
Closing a new client is one of the main goals, but retaining an existing client is the true challenge!

- In order to retain DefendingYouTucson.com as a client, we, in July 2018, have revamped her website for free. Such “tweaks” included:
- Adding hyperlinks to the top bar of the homepage
- Adding aesthetically appealing, post-modern icons onto each sub-page



Responsive Direct Email Marketing to current customers to generate repeat business and outreach to new ones

- Eliminating unused and blank space in order to direct the viewer's attention to Services
- Enlarging text above “Read More” buttons in each blog article to match the style on other pages and to further catch the viewer’s attention
- Balancing size of texts to size of multimedias in each stack, or row



+ THE END

Thank you for your consideration.

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