2015 Plan of Action –

Digital Focus

Please Note – creation of ads means that you will own the ad. I will need time with you to talk about the strategy of what you are doing with the ad, we will take the following steps.

* Create a mock up
* Design the mock up
* Give you final layouts in open format to be able to make edits in the future as you need

1. SEO:

* Fix existing problems with our site for best optimization
* Fix our Facebook to better link to our web site
* Unlimited key words for optimization – with emphasis in the towns of: Lake Ozark, Osage beach, Sunrise Beach, Laurie, Camdenton, Sedalia, Marshal, St. Robert, Rolla, Fort Lenardwood.
* Web master / host (if we should discontinue to work together we want full possession of our web site, domain, passwords, codes, etc.) –yes I agree.
* Up to 3 hour of web work per month – this does not roll over. We will need notice of 1-2 weeks ahead of time to be able to complete all work. We will help in the start to add some pages as well that will be needed.

1. Social Media:

* 2 posts per week on Facebook (we will supply at least 1 post – SPC story, meet your tech, give aways, etc.). would you have material to post? We will create some posts, manage the calendar and use your posts as well.
* Impression adds – what $ amount do you suggest?

1. Retargeting adds

* What $ amount do you suggest?

COST: \_\_\_\_\_

* $1500 to $2000 per month\_\_\*\*This may change once you start and we monitor\_\_\_

1. Banner adds

* What $ amount do you suggest?

COST:

Follow-up marketing

Copy writing and creating post cards and other mailer pieces

* Implement a program to send out to non-sold leads

COST: \_\_\_\_

Per Creation of 1 mailer (writing and designed) - $400 each

You can set this based on how many leads you have. Estimated spend to get the mail out and use the program

* + Oversized PC(6x9 approx or slightly larger) - $.85
  + Check Mailer – sit no sale - $1.45
  + Box mailer – (pending your contents) $10-12\_\_\_\_\_\_