

Global Presence Marketing

10031 Pines Blvd, #220

Pembroke Pines FL

United States 33024

Website: <https://gp.marketing>**To
ACL Solution**(954) 274-1439
pharnacec02@gmail.com**# GPMPRO-00084****CONCIERGE MARKETING STARTER ROI PLAN 30 Day Test Proposal**

Date: 07-06-2023

Open Till: 07-13-2023

Dear Pharnac Team,

I hope this message finds you well. As a trusted partner of ACL Solution, we appreciate your commitment to growth and innovation. We understand the value of lead generation and its pivotal role in driving profitability. With this understanding, we present a comprehensive and strategic proposal tailored to meet your specific objectives using a \$3000 budget.

Our proposed strategy incorporates telemarketing, digital advertising, and a partner referral program, offering a blended approach that will maximize exposure, engage potential customers, and increase conversions.

1. Telemarketing:

We will allocate 30% (\$900) of the budget towards telemarketing. This includes identifying potential customers, creating tailored sales scripts, and initiating calls. The directness of telemarketing allows us to clarify questions on the spot, address objections immediately, and nurture leads effectively.

2. Digital Advertising:

We propose assigning 30% (\$900) of the budget to digital advertising. These ads will be targeted towards potential customers who are already interested in products or services like yours. This approach includes:

- Google Ads: We will implement pay-per-click (PPC) campaigns to attract customers actively seeking your products or services.
- Social Media Advertising: We'll create targeted ads on platforms like Facebook, LinkedIn, and Instagram to reach a wider audience and generate more leads.
- Retargeting Campaigns: We'll leverage data from your website visitors to display ads to those who have shown interest in your offerings but have not yet converted.

3. Partner Referral Requests:

The remaining 40% (\$2200) of the budget will be allocated to the development and management of a partner referral

program. This program will incentivize your partners to refer potential leads in exchange for a 5-10% commission based on the chosen package. This strategy will harness the power of professional networks and peer recommendations, thereby increasing lead generation exponentially.

SETUP TIMELINE:

Day 1: Websites for Mobile Services

Start with setting up websites for your mobile services. Getting these online as soon as possible is essential, as it takes time for websites to gain traction and visibility. Include online booking and payment systems to facilitate easy transactions. We can't work with your current webmaster to streamline this process.

Day 1: Purchasing Phone and Email Contact List

Simultaneously, we will purchase a tailored contact list. Once the list is acquired, we can contact these contacts to solidify your readiness to serve their air-conditioner needs.

Day 2: Sales and Marketing Brochures and One-Pagers

Simultaneously, start working on your sales and marketing materials. We'll want these ready to distribute once our websites are up and running. And our phone sales team is engaging decision-makers. Their first request will be for the website domain and to email or fax them a brochure or one pager explaining our partnership.

Day 2: Phone Sales and Appointment Setting Training

Begin training our team on phone sales and appointment setting. When training is completed, your lead generation websites should be ready to bring in leads with digital tracking phone numbers and forms that notify you as the owner and feed into the CRM.

Day 3: Analysis of Current Social and Search Ads

Analyze your current ad strategies. This analysis will inform your new ad campaigns on TikTok, Google, YouTube, Facebook, and Instagram.

Day 3: Search Engine Optimization

Start optimizing your new website to improve its search engine ranking. This will increase its visibility to potential customers on the east side south of Brickell and South Beach.

Day 4: OPTIONAL: TikTok Ads Creation and Testing

Start creating and testing TikTok ads. The insights gained from our analysis of these ads should inform our strategies for the future.

Day 4: OPTIONAL: YouTube Ads on Air Condition Videos

By this point, your TikTok ads should be running smoothly in their early learning stage. Now, shift focus to creating YouTube ads to reach a wider audience.

Day 5: OPTIONAL: 24/7 Phone Receptionist for Leads

Implement a 24/7 phone receptionist service to manage incoming calls and inquiries. This will improve your customer service and ensure you don't miss any leads. You may install a 24/7 human chat that will capture leads and push them to the CRM so that your sales rep currently working for you can follow up. We don't want to lose any leads in the forest of confusion.

Day 5: OPTIONAL: CRM Install and Integration

Start implementing a CRM system. This will help us track leads more effectively.

Day 6: Email Marketing Automation

Set up automated email marketing to engage with customers and leads regularly.

Day 6: Podcast Setup and Distribution

Start a podcast to reach a wider audience and establish your business as an authority in the industry.

Day 7: Chamber Membership

Apply for membership in your local chamber of commerce. This will provide networking opportunities and raise the profile of your business.

Day 7: Press Releases and Media Exposure

Start reaching out to media outlets to arrange interviews for founder Pharnack. Be sure to time your press releases strategically to maximize exposure.

This rough timeline can be adjusted based on your needs and resources. Remember, marketing and business development are ongoing, so continuously assess your strategies and adjust as necessary.

Our Company:

We are an AI-Driven company with a [4.7 Google Review](#), [4.9 Facebook Review](#), [Liquid Space 5 Star Rating](#), [A+ Rated accreditation with BBB](#), [Google Ads Certified Partner](#), [4.8 Star SEMrush Pro SEO Agency Partner](#), [YOAST.com SEO Certified](#) / [WordPress SEO](#) experts, and website ADA compliance pros.

We are members of the [International Association of Accessibility Professionals \(IAAP\)](#), [Chamber of Commerce of the Palm Beaches](#), [Miami-Dade Chamber of Commerce](#), [Miramar Pembroke Pines Regional Chamber of Commerce](#), [US Chamber](#), [US Black Chamber](#), [Fort Lauderdale Chamber of Commerce](#), [American Marketing Association](#) and [David Posnack Jewish Community Center](#).

We were [Voted in 2022 as the Best Legal Marketing service for South Florida](#). We received an endorsement for our excellent website and accessibility services from [Mr. Wonderful \(Kevin O'Leary\), the founder of Shark Tank](#).

You can view our [case studies](#) and [work references](#) too. As founders, my wife, Jhael Hakimian, and I started this company as a for-profit social enterprise that empowers the community with marketing/business/software development internship opportunities, providing pro-bono and discounted support to nonprofits and a [talent network](#) that connects people to companies. [We have a fantastic story of overcoming the odds you must read.](#)

Payment Method:

Our recommended payment methods are via *cash, Zelle, or money order*, as per your convenience. \$2500 upfront payment by 7-7-2023 and the balance of \$500 by 7-12-2023.

Upon acceptance of our proposal, we'll work collaboratively with your team to finalize the details and start implementation. We're confident that our comprehensive, multi-pronged strategy will not only generate significant leads but also convert them into profitable customers.

We are eager to help Pharnac leverage this approach to expand its customer base and increase its profitability. Please do not hesitate to contact us if you have any questions or need further information about our proposed strategies.

We look forward to the opportunity of working together to grow your business.

Sincerely,

Jack Hakimian
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- [GPM Linkedin](#)
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- [GPM Facebook](#)
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- [GPM BBB](#)
- [GPM Google](#)

Terms and Conditions:

- [30-Day Cancellation & Refund Agreement](#)
- [ADA Compliance Certification Agreement](#)
- [Auto-Renewal Agreement](#)
- [Cancellation Request Policy](#)
- [Creative Content and Media License Agreement](#)
- [Design Agreement](#)
- [Document Remediation Agreement](#)
- [Lead Generation Guarantee](#)
- [Linkedin Engagement Agreement](#)
- [Marketing Agreement](#)
- [New Client Payment Policy](#)
- [Privacy Policy](#)
- [Quality Assurance Recording Agreement](#)
- [Recruitment Agreement](#)
- [Staffing Agency Agreement](#)
- [Website and Digital Marketing Agreement](#)
- [All Terms & Conditions](#)

#	Item	Qty	Rate	Tax	Amount
1	CONCIERGE MARKETING STARTER ROI PLAN Min Guarantee: 50% ROI Annual Campaign Set Up: \$10K Monthly Investment: \$7K Annual Investment: \$94K Gross Return: \$141K+ Net Return: \$47K+ Duration: 12 Months + Campaign Setup Period Strategy: Customized Based On Industry, Competitors, Geography, Target Audience & Impact Learn More: https://gp.marketing/concierge-marketing-plans	1	7,000.00	0%	7,000.00

#	Item	Qty	Rate	Tax	Amount
Sub Total					\$7,000.00
Discount (57%)					-\$3,990.00
Total					\$3,010.00