

Thank you for submitting our form!

Here are the details you sent us:

**First name:** Yanay

**Last name:** Mesa

**Organization Name:** MiamiMonumentCompany.com

**Address:** 4806 NW 7th St, Miami, FL 33126, United States

**Enter your email address:** [miamimonument@gmail.com](mailto:miamimonument@gmail.com)

**Phone Number:** 17865126748

**Assistant's Name:** NA

**Assistant's Email:**

**Assistant's Phone:** NA

**How would you paint success for your company in the next 6 -12 months?:** 1,560 new customers annually, 130 new customers monthly - referral

**Who are your clients, customers or audience?:** Families that experienced death and their pre and post-funeral stage (Headstone 3 months).

**What is their geography?:** Miami, Broward, Palm Beach installation. Delivery or pick up for customers outside of the tri-counties.

**What are their preferences?:** 1) Shopping Best prices 2) referral equals trust 3) Customer service 4) time frame (8-10 weeks) 5) customization 6) qualified and licenses 7) work with the cemetery approval (consider BBB rating) 8) complimentary installation

**What mode of product or service delivery do they prefer?:** Personal company delivery and installation

**How have you tried to reach/market to them?:** 1) Google Maps 2) Website 3) Google Ads in Past (\$25 a day at \$750 month), \$150, Facebook (\$25-two weeks), Yelp Account

**What new changes do you want to make to your marketing strategy?:** Everything. Want Return On Investment. New Ideas. New Energy.

**What are your unique abilities, services, products, and remarkable offerings in comparison to your competitors?:** Quality. Customize. \$300 per sale

**What weaknesses of your company culture and marketing are negatively impacting your client acquisition and retention?:** Ad spending & strategy. Website SEO - Jack

**Years In Business :** Startup

**Who are your competitors?:** amonumentandcasketdepot.com (83 years), alliancemonuments.com, citymonumentcompany.com (too busy)

**1st Competitor Website?:** amonumentandcasketdepot.com

**2nd Competitor Website?:** alliancemonuments.com

**Website in your industry that you like?:** amonumentandcasketdepot.com

**OPTIONAL: Another website in your industry that you like?:** alliancemonuments.com

**What do you like about these websites?:** Simple access to services.

**Your Company Marketing Budget for next 12 Months?:** \$1K - \$5K

**What marketing services are you interested in trying?:** SEO (Organic Growth Based On Relevant

Content on Your Website), Google Adwords, Google My Business, YouTube Ads, TikTok Ads, Facebook Ads, Facebook Marketplace, Instagram Ads, Public Relations/Press Mentions, SMS Marketing, Website Design, Video Marketing, Podcast Marketing