

**Global Presence Marketing**

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**To**  
**Rebekah DeMordo**

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**# GPMPRO-00041**

Premium Digital Control & Automation Lead Generation Proposal #3

Date: 01-25-2023  
Open Till: 02-01-2023  
Project: General Projects: PremiumDigitalControl.com (63hr,18r)

Dear Rebekah,

I appreciate your interest in our lead generation plans. We are happy to provide you with a sales proposal crafted especially for Premium Digital Control and Automation. We have formulated this proposal to align precisely with your expectations and what Global Presence Marketing can offer.

## **EXECUTIVE SUMMARY**

We are pleased to present this lead generation proposal to Premium Digital Control and Automation. We believe our lead generation services can help your company reach and engage potential customers effectively.

We propose the [Lead Gen Mature Plan C \(Customized\)](#), designed to generate high-quality leads tailored to your business goals. We use a variety of proven strategies and tactics, such as search engine optimization, social media marketing, and email marketing, to reach and engage potential customers.

We believe we can help your company increase its sales and revenue. Please see the attached proposal for more details and how they can benefit your company. We look forward to the opportunity to work with you.

## **MARKET RESEARCH**

According to a market research firm, [Allied Market Research](#), the global market for automation and controls was valued at \$329.62 billion in 2020 and is expected to reach \$845.15 billion by 2023, growing at a compound annual growth rate of 10.7%.

Automation and controls can control lighting, temperature, and security systems. The following are the factors that are driving

the automation and controls market:

- 1. **Increasing adoption of Industry 4.0:** The increasing adoption of Industry 4.0, which involves the integration of advanced technologies such as artificial intelligence, the Internet of Things (IoT), and machine learning, is driving the demand for automation and controls market.
- 2. **Rising labor costs:** As labor costs continue to rise, companies are looking for ways to automate their operations to reduce labor costs and improve efficiency. This is driving the demand for automation and controls market.
- 3. **Improved productivity:** Digital control and automation systems can help companies improve productivity by automating tasks and processes, which is a crucial market driver.
- 4. **Technological advancements:** Continuous technological advancements in fields such as artificial intelligence, the Internet of Things, and machine learning are driving the development of new and improved digital control and automation solutions.

On the other hand, there are several challenges that companies operating in the digital control and automation market may face:

- 1. **Competition:** Significant competition in the digital control and automation market makes it difficult for companies to differentiate their products and services from their competitors.
- 2. **High price point:** Digital control and automation systems can be expensive, which may be a barrier for some potential customers.
- 3. **Complexity:** Some digital control and automation systems can be complex and may require a steep learning curve for customers. This can make it difficult for companies to market and sell their products effectively.
- 4. **Integration with existing systems:** Companies may face challenges in integrating digital control and automation systems with their current systems and processes.

While some of the top players in the digital control and automation market include:

- 1. **Siemens:** Siemens is a leading provider of digital control and automation solutions for various industries, including manufacturing, energy, and healthcare.
- 2. **Schneider Electric:** Schneider Electric is a global leader in digital control and automation solutions for the energy, building automation, and data center markets.
- 3. **ABB:** ABB is a multinational corporation that provides digital control and automation solutions for various industries, including power and automation technologies.

These are just a few examples of the many companies operating in the digital control and automation market. Many smaller players specialize in specific industries or regions.

There are several growth strategies that companies operating in the digital control and automation market may consider growing their business:

- 1. **Expand into new markets:** Companies can expand into new markets, either geographically or by targeting new industries, to increase their customer base and grow their revenues.
- 2. **Maintain a strong customer focus:** Companies can differentiate themselves from their competitors by providing excellent customer service and support. This can help to build customer loyalty and drive growth.

## PROPOSED PLAN & PRICING

We propose the [Lead Gen Mature Plan C](#), designed to increase Premium Digital Control and Automation's reach and efficacy. Our lead generation experts understand the intricacies of the digital landscape, enabling us to craft a campaign that is suited to the specific needs of your business.

The [Lead Gen Mature Plan C](#) is **\$3,799.80 monthly** with a one-time **set-up fee of \$6,795.00**.

This plan lets us provide insights into your target audience's behavior, allowing you to decide when, where, and how to pitch your services. Ultimately, our goal is to ensure a greater return on investment by driving more leads quickly and efficiently.

SERVICES	FEATURES

<a href="#">Market Research &amp; Strategy</a>	A one-time analysis of external and internal resources to get critical insights into the competitive landscape & develop a 12-month strategy.
Weekly Progress Meetings	A weekly collaborative meeting with the team for brainstorming, strategies, and updates.
<a href="#">Google My Business Management</a>	GMB Management to increase visibility, access customer reviews, highlight services, track website traffic, and more.
<a href="#">SEO Premium Plan</a>	Offers the latest marketing strategies for optimizing business websites for search engine rankings.
<a href="#">WordPress Design Biz Plus Plan</a>	Create an exciting and visually appealing website. With customized themes, businesses can craft an immersive experience for visitors.
Linkedin Custom Replacement: Community Engagement	Community engagement entails reaching out to customers and potentials through a variety of forums, both online and offline, to learn more about them, what they like, and what they need and want, well as to attract to your brand.
<a href="#">WordPress WooCommerce</a>	Quickly and efficiently set up a fully functional online store with a wide range of features.
<a href="#">SMS Marketing</a>	Offers an avenue to reach customers quickly with personalized notifications and relevant promos.
<a href="#">Email Marketing</a>	Cultivating relationships with new and existing customers allows businesses to stay top-of-mind and boost sales through strategic email campaigns.
<a href="#">Video &amp; Voice-Over Production</a>	Utilizing a combination of compelling visuals, expert narration, and well-thought-out aesthetic choices enables you to maximize video campaigns.
<a href="#">Podcast Show Premium Plan</a>	Reach new customers, build brand awareness, and establish relationships with industry influencers.
<a href="#">Unlimited Graphic Design</a>	Allows better access to information through presentations, infographics, publications, and brand identity.
<a href="#">Google Search &amp; Display Ads</a>	Maximizes visibility, leads, and sales for businesses looking for new ways to reach target audiences.
<a href="#">YouTube Ads</a>	Build brand awareness, increase conversions and drive traffic to websites.
<a href="#">Social Media Ads Essential Plan</a>	Increase brand awareness and engagement, attract new customers, and nurture relationships with existing ones.
<a href="#">Unlimited CRM User &amp; Addon Plan</a>	All-in-one CRM solution to manage business leads, relationships, and organizations.
<a href="#">Phone Receptionist Plus 25 - 247 Human Response</a>	Highly-trained customer service representatives to handle customer and prospect needs and inquiries. To gather their names, emails, & phone numbers. Send notifications by email and SMS to the sales team and auto-populate CRM,
<a href="#">EDDM Mailer / Direct Mail Marketing</a>	Generate new customers in specific local areas.
<a href="#">Learning Management System</a>	Create learning environments in a centralized platform and content.
Credibility Marketing	We will analyze how credible and reliable your brand is

perceived to be. Optimize the website or landing page, so the company can convey credibility by including security badges, ratings, reviews, testimonials, association with credible influencers, etc.
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We will set up a CRM system to help quantify your business metrics, making tracking leads, customer data, and sales cycles easier. We aim for Premium Digital Control and Automation to gain the greatest return on investment by having an accurate overview of all facets of your business.

As an option, we can also set up a full-time [sales phone appointment setter](#) to make targeted calls to potential partners, home developers, and direct customers. They will work within the CRM, calls will be recorded for quality assurance review, and immediately assigned to sales reps with appointments on their calendar. We can set up the entire lead magnate and sales technology system. Hence, the central focus is on client acquisition without any disruption from the moment of lead contact until the contract is signed and payment is completed.

With our plan in place, you can be assured we are doing all we can to help your company achieve its profitability goals. We understand that success requires planning and execution - with our comprehensive approach, we hope to give you the competitive edge you need to increase that ROI.

The terms and conditions of the plan are as follows (see [Terms and Conditions](#)):

1. The plan is inclusive of a 12-month agreement.
2. If we fail to meet your expectations within the first month of service, we will fully refund your payment and waive the 12-month agreement.
3. If you follow our proposed plan, we can help your business grow and guarantee our work with an additional quarter of free labor.

We want you to feel good and satisfied about doing business with us.

## **PROJECTED TIMELINE**

SERVICES	DURATION
SEO & Market Research	1 to 15 Business Days
Website Set Up/Optimization	15 to 30 Business Days
Social Media Set Up	15 to 30 Business Days
CRM Development/Integration	15 to 30 Business Days
Google My Business Optimization	15 to 30 Business Days
Bi-Weekly Podcast Videos	15 to 30 Business Days
Launch SEO Campaigns	15 to 30 Business Days
Digital Ads Marketing	15 to 30 Business Days
Website Updates/Landing Pages/SEO	15 to 30 Business Days
Graphic, Video, and Audio Updates	15 to 30 Business Days
Email Marketing	15 to 30 Business Days
Marketing Campaigns Launched, Pivot Based On Results & Weekly Webcam Meeting With Client	Ongoing

## **TEAM & PARTNERS**

Your direct contacts include Jack Hakimian, Vensen Ambeau, and Alma Puente. We will be available for a once-a-week SCRUM meeting and on-demand by phone, SMS, or GChat. We have a team of [20 employees and contractors](#) ready to collaborate with Premium Digital Control and Automation to maximize its marketing and lead generation needs.

Please be reminded that this proposal is negotiable. We want a win-win relationship that meets your budget and satisfies your company's desired outcomes.

Again, I want to reiterate. If we fail to meet your expectations within the first month of service, we will fully refund your payment and waive the 12-month agreement. We want you to feel good and satisfied about doing business with us.

Moving forward with this marketing plan is imperative for Premium Digital Control and Automation, and we are ready to take the necessary steps for a successful implementation. First and foremost, before committing to the proposed plan, we understand that our partners may desire changes before accepting it. Therefore, we must accept any alterations or discuss them if something needs to be adjusted for all parties to agree.

Once completed and approved, both sides must sign the contract to ensure a legally binding agreement. Following this, it is suggested that payment be made promptly to avoid delays and begin executing the plan as soon as possible.

If you have any questions, you can email or contact me anytime.

Sincerely, Jack Hakimian

*CEO/Business Growth Specialist*

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- [GPM Instagram](#)
- [GPM Facebook](#)
- [GPM Youtube](#)
- [GPM Yelp](#)
- [GPM BBB](#)
- [GPM Google Business](#)

## **ABOUT US**

A little background on our company and me, the [founder and CEO](#). We are a team of B2C/B2B/B2G Marketing Specialists, Full-Stack Developers, Server Operators, Graphic and Web designers, Content Writers, and SEO Specialists with over 50 years of combined experience with one goal: "Help Companies Grow & Flow."

Our [team](#) works closely with our clients to help them grow their businesses and nonprofits more efficiently. Weekly meetings, real-time communication, quick pivots when something is not working, and getting results is what matters to us, so qualifying our clients and having them vet us is essential. The partnership for growth requires us to be a fit and enjoy working together and handling the stress and challenges of winning as a team.

I unofficially started this company in 2007 while completing my [Master's in Cross-Cultural Communications at Fuller Seminary](#) in Pasadena, CA, and learning the world of HTML/PHP/CMS websites. I officially took my passion to a new level in 2017 when I went from the nonprofit world of being a full-time pastor and running the business as a side hustle to a full-time agency as a businessman. Since then, Global Presence has grown an average of 300% yearly with new clientele, revenues, employees, and sub-contractors.

Along the way, we have learned from our mistakes, clients, and other industry experts who have coached me. We are constantly optimizing our processes as we understand more clearly what businesses and nonprofits need to grow and flow.

In my other world of philanthropy and volunteerism, I am a faith-based addiction recovery and marriage counselor, life coach, speaker, and chaplain with North Miami Police Department. All of my bad and good experiences growing up in Los Angeles, being a member of the marketing and tech industry as a minority, being half Lebanese/Armenian and West African/Liberian, having a family that fled two civil wars (Liberia in 1973 & Lebanon in 1975) to come to America, and watching my parents go from very little income to building a prosperous business has shaped my understanding of what is possible.

Now I have the privilege of being married to a beautiful wife and business partner, [Jhael Hakimian](#), and fathering [four fantastic boys](#) who are doing great things with their lives. I wake up every day and do what I love - **Empowering Individuals, Families, & Organizations!**

It takes love for your clients, effective strategy, and grit to accomplish goals that result in more fruit. Even when things look bad and we make bad choices, things can change if we are humble and start doing the right things with the right team. I experienced the power of a second chance too. You can access my personal story of transformation that was aired nationally on the [700 Club](#). For me empowering organizations and "movers and shakers" is not a "job" but a "calling."

I love what we do at Global Presence. I hope our relationship can mutually benefit as we help you serve our local, national, or global community with your unique products and services. Let's be elegant, creative, and intelligent as we reap maximum results together. As your organization grows, we believe we will grow with you over time!

## CLIENT TESTIMONIALS

We have a [4.7 Google Review](#), accreditation with [BBB](#), an [A+ rating](#), [certification with Google Ads](#), [SEMrush SEO Professional Agency Partner](#), [YOAST.com SEO Certified](#) / [WordPress SEO](#) experts, Website ADA compliance pros, and members of the International Association of Accessibility Professionals (IAAP).

You can view more reviews and an endorsement we received from [Mr. Wondeful \(Kevin O'Leary\) from Shark Tank](#).

You can also view a few of our [case studies](#).

## LEARN MORE ABOUT GPM

- [GPM Background](#)
- [GPM Leadership](#)
- [GPM Credentials](#)
- [GPM Case Studies](#)
- [GPM Work References](#)
- [GPM Terms & Conditions](#)
- [GPM Lead Gen Bundle Plans](#)
- [GPM Comprehensive SEO Plan](#)

#	Item	Qty	Rate	Tax	Amount
1	<b>Lead Gen Mature Plan C</b> Learn more here: <a href="https://gp.marketing/lead-gen-mature-plans">https://gp.marketing/lead-gen-mature-plans</a>	1	3,799.80	0%	3,799.80
2	<b>Setup</b> The Lead Gen Mature Plan C is \$3,799.80 monthly with a one-time set-up fee of \$6,795.00.	1	0.00	0%	0.00
Sub Total					\$3,799.80
Total					\$3,799.80

Signature

**Signer Name: Randy Toth**  
**Signed Date: 01-27-2023 11:47 AM**  
**IP Address: 23.24.163.123**

Randy Toth