



MARKET STRATEGIES  
&  
PUBLIC RELATIONS

# Digital Marketing Introduction

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7790 GREENWELL SPRINGS ROAD

# Introduction

The purpose of this digital marketing proposal is to give you a bit of information about the Pitch Marketing Agency and the various digital marketing services we offer, along with information and pricing for a custom digital marketing solution based on your needs.

In any marketing campaign it is so important to be seamless and succinct in order to yield the greatest impact on customers and other stakeholders. A marketing campaign should be very clearly integrated and have a common theme and message on all of its content. Digital Marketing is no different; and nowadays, all good marketing campaigns include digital content which should seamlessly integrate with all the other content in the campaign. All the same goes for retail digital marketing. A retail store's non-digital marketing efforts should be very clearly integrated with their digital efforts in order to create a holistic campaign.

Digital Marketing for the apparel retail industry should include the use of social media advertising (Facebook, Instagram, etc., web design, blogging, Google AdWords, search engine optimization, video advertising, influencers and other viral approaches. Social media advertising has been proven to be crucial to broaden your reach and increase brand awareness and trustworthiness of any legitimate operation. This is especially true when we align Urban Sports Center, LLC with social media trends.

The web design of website is also very important. Most users visit a new web or social media business page for less than 10 to 15 seconds. Therefore, grabbing their attention quickly is so important. If the design of the page isn't appealing— people will leave. If the user interface is difficult— people will leave. If they don't see options to find what they want quickly— people will leave.

Furthermore, blogging, Google AdWords and SEO are more useful tools for any operation to use in order to promote themselves. The integration of these tools will aid in making it easier for potential customers to find you. The level of competition and buyer fluidness can make it difficult for Leisure-Life Retailers to secure loyal customers. Therefore, we need to make it more possible for customers to find you first, before they find the competition.

Based on our previous discussion, We believe we are an amazing fit for one another. We are excited to get to work, helping Urban Sports Center, LLC identify and reach it's goals.

# About us



Pitch Marketing & City Dweller Media partnership creates a truly full-service digital marketing agency partnership based in Baton Rouge, Louisiana .

In today's digital business world, you need a partner who can help you take advantage of marketing opportunities across a variety of channels in real-time.

Pitch Marketing & City Dweller Media combines a data-driven approach with knowledge gained from years in digital marketing to deliver outstanding results to our clients.

# Our Services

Pitch Marketing & City Dweller Media are end-to-end providers of digital marketing services. Whether you're looking for a turnkey managed strategy, an independent audit, or services specific to a short-term campaign, our experience and approach are sure to prove to be a valuable asset.

Our in-house services include:

Web Design & Development

Social Media Marketing & Advertising

Search Engine Optimization

Pay-Per-Click Advertising

Digital Content & Video Production



# Our Services



## WEB DESIGN & DEVELOPMENT

Your website is the center of your digital presence. It's one of the few places on the internet where you can deliver your brand's message free of distortion or distraction. Pitch Marketing's web development services are perfect for brands at any stage.

Our web development team can help you build your brand's website from the ground up. We specialize in building websites that tell a unique brand story while meeting the expectations of today's most discerning consumers.

If your website is already built but isn't performing to expectations, we can perform a detailed audit and work with you to improve site architecture, design, and responsiveness.

# Our Services



## SOCIAL MEDIA MARKETING & ADVERTISING

Social Media has changed how brands communicate with their audiences forever. Whether your business is a B2B or B2C brand, social media is a powerful way to build brand awareness, build a positive image, and drive lead generation. We specialize in strategic social media campaigns that focus on building and protecting a positive brand image, creating loyalty among fans, and driving new leads for your business. Our full suite of social media services includes:

- Social Strategy Development
- Social Media Consulting
- Social Media Advertising
- Community Engagement

Our data driven approach ensures that you understand the true ROI of your social media efforts, and our team works tirelessly to improve the return on your investment in social media.

## SEARCH ENGINE OPTIMIZATION

Billions of web browsing sessions begin with a search query every day. With more than a billion websites competing for the top spot in search results, it can be difficult to drive traffic to your site from search engines. At Pitch Marketing , we specialize in an innovative approach to SEO that uses white-hat tactics to put your website at the top of your target audience's searches. Our SEO services include:

- Keyword Research
- Technical SEO
- Full SEO Audits
- SEO Consulting

# Our Services



## PAY-PER-CLICK

More than 60% of website traffic starts with a search engine query. Pay-Per-Click (PPC) puts your brand at the top of search results for queries relevant to your brand and audience. This valuable advertising real estate can provide an immediate source of targeted traffic to your website, driving conversions and contributing to revenue growth. Our PPC services include:

- PPC Strategy Development
- PPC Research
- Campaign Setup
- Turnkey PPC Campaigns
- PPC Optimization

At Pitch Marketing , we have extensive experience leveraging PPC to drive growth for our clients. Our approach to PPC is data-driven, which allows us to deploy campaigns that focus on efficiency and constant improvement.

## DIGITAL CONTENT & VIDEO PRODUCTION

Content is the king of today's marketing environment. The most successful brands in the world have developed detailed content strategies that help them inspire, entertain, and educate their target audiences. At Pitch Marketing & City Dweller Media, we specialize in helping our clients plan, produce, and promote content that drives audience engagement and conversions. Our full suite of content services includes:

- Digital Content Strategy
- Content Production
- Video Production
- Graphic Design

Whether you're producing blog posts, images, or videos, Pitch Marketing & City Dweller Media can be trusted to support your content marketing efforts.

**Pitch market strategies will provide you with the following services on a monthly basis:**

- ▽ Two paid advertising campaigns that include separate video products, such as a broadcast-ready video product promos, etc.
- ▽ Weekly organic postings of relevant information that pertains to Urban Sports Center, LLC.
- ▽ A lead generation campaign that will continuously build your list of interested prospects
- ▽ Monthly team calls via video chat or in person if necessary. These team calls.  
We will go over analytics results to ensure continued efficacy of our campaign strategies and to adjust as necessary.

The fee for this service is \$2300.00 Per month. After the initial payment additional payments are due every 30 days from the last payment date, excluding February which will be paid on the 28th.

The term duration of this agreement is six months and is renewable at the end of our term.

Agreed to by: \_\_\_\_\_ Authorized Rep

Name, Title, Signature and Date

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