



**ANALYZE**

**STRATEGIZ**

**OPTIMIZE**

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[www.lamplightdigitalmedia.com](http://www.lamplightdigitalmedia.com)

# WHAT TO EXPECT?

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We are thrilled to have you on board as a client! I hope you are just as excited as we are. We have worked tirelessly for years to build a company that puts people above profits and let profits empower people. Our number one job is to provide return on investment for you and this guide is meant to help set expectations for all of us.

Our team views our clients differently than any other company on the planet. I know – it's easy to say that – so we let our clients tell us by asking them, a lot. In fact, we care more about what you think about us than what you think we think about you. Too much thinking? Probably – but I can promise you that our team has already had meetings about you, shared dozens of Slack messages, spent hours on research, looked under the hood of your competitors, and have done everything possible to learn about what it will take to succeed in providing ROI in terms of time saved and money made for your business.

How long will it take? Honestly, it depends on quite a few factors. Digital marketing is a two-way street and just as much as you are relying on us to provide results, we are relying on you to provide feedback and participation.

We've seen success in as little as three days and as long as six months, but we've never had a client not experience ROI with proper participation and feedback. Please read this guide thoroughly and reach out anytime with questions and feedback.

**-Tucker Pool, CEO**

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(405) 212-5221 • (405) 212-4178 • <https://matyx.com/success>



# IMPORTANT LINKS

Here are the links you should bookmark in order to better track, participate, and provide feedback to our team:

Lamplight | Helpdesk – submit a support ticket here: [matyx.com/help](https://matyx.com/help)

Lamplight | Email Customer Success Team: [success@lamplightdm.com](mailto:success@lamplightdm.com)

Lamplight | Meetings (if on plan): [matyx.com/meeting](https://matyx.com/meeting)

Lamplight | CRM login for reporting and lead tracking: [app.matyx.com](https://app.matyx.com)

If you forgot your login information, please reach out to us or submit a support ticket.

Your Lamplight Client Success Team: [savannah@lamplightdigitalmedia.com](mailto:savannah@lamplightdigitalmedia.com), [dustin@lamplightdigitalmedia.com](mailto:dustin@lamplightdigitalmedia.com)

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# WHO YOU'RE WORKING WITH

The Lamplight team is comprised of marketers, creators, integrators, developers, leaders, educators, and coaches from all over the world who are constantly improving to be the best they can be in the fields they work. Your company is gaining access to a team of professionals with the sole purpose of making your business better – all for less than the cost of a single employee.

Tucker Pool - CEO

Jonathan Berrong - Operations Director

Ty Trumbull - Marketing Director

James Kiely - CRM Director

Peter Mitrovic - Marketing Strategy

James Brezenger - Web Director

Jairus McDonald - Success Director

Tammy Mitrovic - Social Media Director

Jon Hembrey - Content Creator

Dustin Eimer - Project Coordinator

Savannah Goins - Client Success Manager

Erick Mojica - IT Support Manager

RanJan Debnath - Website Development

Katie Farrell - Director of Web & SEO

Russell Miller - Systems Engineer

Kimberly Musgrave - Office Administrator

Davida Turley - CSM / Graphic Design

Cody Sweet - Digital Strategist

Shan Aquilo - Web Developer

Lea Allienas - Web Designer

Arvin Logo - Executive Assistant

D'Lisa Pool - Administrator

Jason Lauzer - Network Administrator

Vivek Mahatma - Development Director

Midul Khan - Website Technical Admin

Jose Grageda - Video / Media Production



# CORE VALUES

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1. **Customer-Centricity:** We prioritize understanding and meeting the unique needs of our clients, delivering solutions that empower their success.
2. **Innovation:** We are committed to continuous innovation, embracing emerging technologies and fresh ideas to provide results that simply cannot be found with any other agency.
3. **Integrity:** We conduct business with honesty and transparency, building trust with our clients and partners.
4. **Excellence:** We strive for excellence in everything we do, ensuring the highest quality in our products, services, and customer interactions.
5. **Collaboration:** We believe in teamwork and open communication, both internally and with our clients, to achieve the best results.
6. **Reliability:** We aim to be a dependable partner, offering consistent and dependable support that businesses can rely on.
7. **Adaptability:** We stay agile and responsive to evolving technology trends and client needs, ensuring we provide relevant and effective solutions.



# WHAT'S EXPECTED OF YOU?

It may seem strange to have expectations for clients, but it's essential to a lasting partnership. This is a two-way street and our success is dependent upon each other.



OPTIMIZE  
YOUR  
BUSINESS  
FOR  
SUCCESSFUL  
RESULTS

1

Communication – Without feedback, we are playing darts in the dark. Our team expects you to communicate with them regarding results, progress, and feedback.

2

Closing sales / leads – When your marketing efforts begin to deliver results, our team expects your sales team to do their part. This means contacting leads, providing estimates, following-up, and not taking “no” for an answer.

3

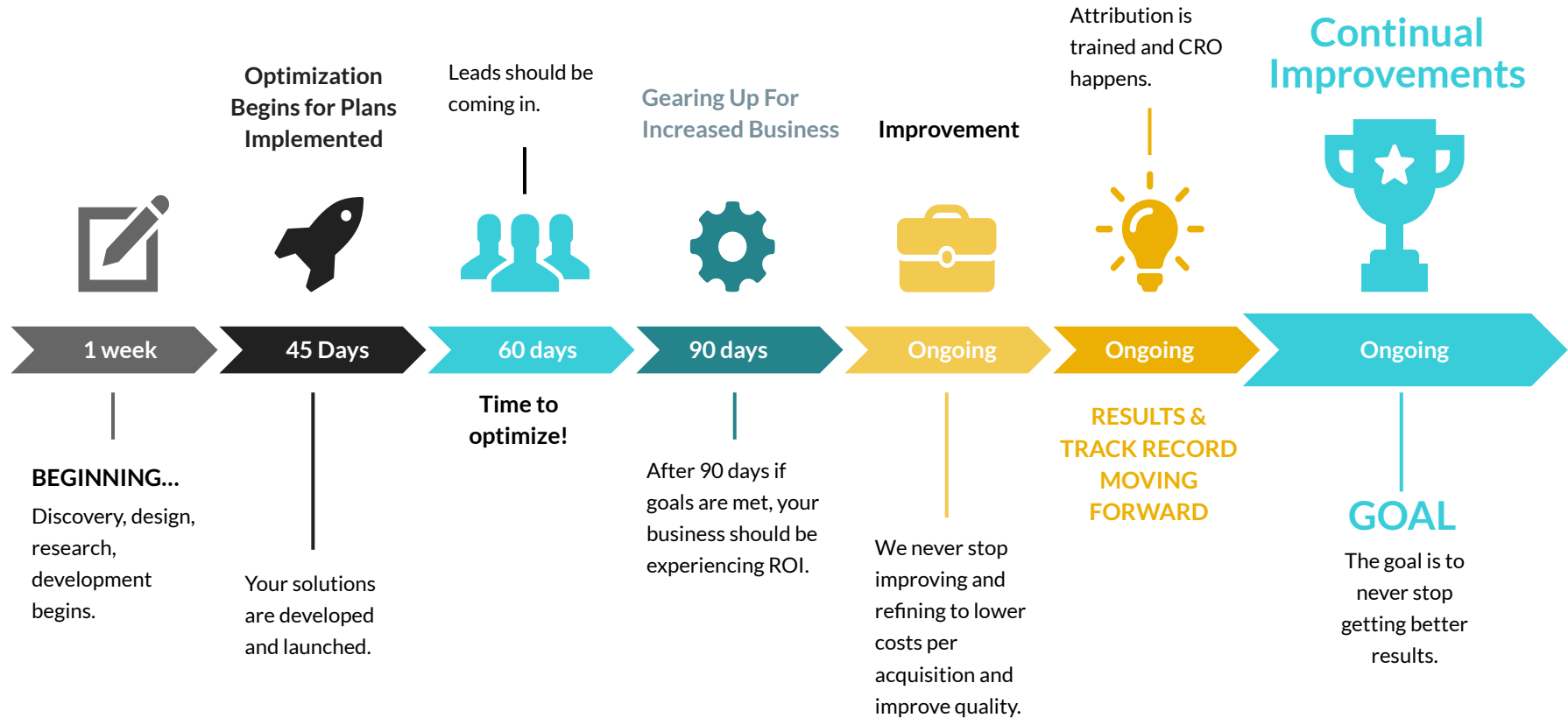
Participation – When it comes time to test what we are building for you, the Lamplight team expects you to test it thoroughly, ask questions, and ensure that our solutions are streamlined for your needs.

4

Patience – We work fast and our goal is fast results, but every situation, market, and **industry** is different. Sometimes results happen instantly, sometimes it can take a bit. We have never had a client not experience results if we all do our parts and work together.

# PROCESS & TIMELINE

There is a plan for every solution, and we all love it when a plan comes together. Here is a typical timeline for implementation and results.



# HOW TO GET SUPPORT

Our team is always “on.” Meaning we never stop working. Support is always available to you and we do our best to answer any questions while keeping to what we promised to do within the tier of service your business is on. Don’t worry – regardless of tier, you’ll hear from our team a lot!



Don't know what tier you are on? Email us at [success@lamplightdm.com](mailto:success@lamplightdm.com) and we can help!

## Tier 1 Plan Support

Our tier 1 clients are normally experiencing services that require less input from them for our team. This allows email and ticketing support in addition to monthly strategy and support virtual meetings. Instant, phone, text, and team support are not available.

## Tier 2 Plan Support

Tier 2 clients have a higher level of feedback and strategy needs from our team. If you are on Tier 2, you'll be able to schedule a meeting with our team at any time while also utilizing our ticketing system, emails, and chat.

## Tier 3 Plan Support

Matyx Tier 3 clients experience a higher level of communication from our team. These clients normally have services or development projects and are able to set and schedule support with priority using chat, phone, text, ticketing, email, and meetings.

## Critical | Tier 4 Plan Support

Critical | Tier 4 is reserved for clients who require instant communication with our team through Slack, text, phone, meetings, and Teams. This tier is reserved for clients with mission critical services provided by the Lamplight team.





What Makes Lamplight Digital  
Media?

# Actionable.

We have developed one of the most comprehensive growth programs available to businesses that is not available elsewhere. You would need to hire ten different companies to try to accomplish what we do with a single source.

Our analysis includes taking a look at points of information that are vital to **growing, automating, improving, and attracting a larger more focused audience.**

BUT – Analysis without **ACTION**, is nothing more than information. Which is why we also **perform the upgrades** needed to improve upon the points we look at.

In other words, we provide solutions perceived to be available only to large and fortune 500 companies, but for **YOUR ORGANIZATION.**

## CEO PROMISE:

I've been a full-time entrepreneur for the past 17 years & worked with hundreds of businesses and organizations just like yours. My aim is for Lamplight Digital Media to be a true win-win solution for our clients to get professional, results-based solutions for goals that are often difficult to source in overcrowded markets today. I've personally started, grown, bought, and sold businesses in multiple industries – including worked with and for organizations of all sizes in various markets. I believe that using dozens of companies to get one result is inefficient when you can use the right experience to get there faster and more profitably.

## OUR PERSONAL PROMISE:

We operate with one standard in mind that drives everything that we do: Opportunity = Integrity + Authenticity + Action. If we don't provide real results, then we fix it – we promise.

*-Tucker Pool*



*Lamplight*  
DIGITAL