

## Marketing Services Options

May-25

B/U	Service/Product	Frequency	Benefits	Notes	Budget/Mo (unless stated)
<b>Customer/Territory Analysis</b>					
BGI	"Own The Zone" ranking your territory by top target zones by sales opportunity	1x	Improved lead quality, ROI, and reduce marketing spend waste	Data modeling from your CRM against customer data and profile from top research analysis tools to identify the zones you should spend your primary marketing efforts in ranking order, and avoid wasting dollars on low return zones. Improves overall performance of market. Can update each year, or as needed.	\$7500 1x fee, discounts available for multimarket.
<b>Organic Lead Generation Growth</b>					
BGI	SEO/AEO Management (Search Engine Optimization and Answer Engine Optimization - Ai)	6 mo	Grow Organic Leads through improved search, Ai discoverability, and lead engagement	Includes SEO/AEO for primary site and location or dealer pages and eCommerce sites*. Goal is to increase discoverability for individuals, search engines, and Ai sites using code, tagging, keywords, content, and best technology practices	\$2,500
BGI	Google Business Profile	6 mo	Improve lead gen from GBL	Full setup, link building, relevant and discoverable content for Search and Ai, reviews, comments f/u	\$250 per location (\$100 per location if we manage your SEO/AEO)
BGI	Social Media Mgt	6 mo	Improve organic engagement, build communities, drive higher shares and followers.	Include full day to day service - up to 2 social platforms, 6-8 posts/mo includes content strategy, placement, creation, responding, reporting. If looking for more frequency, or combined with corporate or multiple dealers, discounts apply	\$1250/mo basic pkg.
BGI	Site Technology Management	6 mo	Improve customer engagement, connectivity, and improve performance	This is website technology optimization and day to day management. We would initially audit and clean up, update, and add recommended items as approved. Set up monitoring technology for alerts and fixes, setup tracking tags as needed, and basic integrations as needed to improve performance. Work in tandem with SEO/AEO efforts to assure proper setup/integration and discoverability.	\$1,500
BGI	Customer email/Newsletter management	6 mo	Newsletter	Have us manage your email marketing to current customers and those who didn't buy for repurchase/reconsideration and referrals. We create content calendar, email formats, images, build with your promotional efforts, and work within you email platform, or we can provide (additional fee based on monthly sends). 6 sends/mo. Can quote if you'd like to add targted social and display to email list, or list purchase to help increase engagement and grow your email list.	Starting at \$1500
<b>Paid Lead Generation Growth</b>					
<b>Search</b>					
PPM	Google/Bing/etc Search/PPC	3 mo		Starts at \$500 for ads + 20% mgt fee	\$1,680
PPM	Google LSAs	3 mo	Setup and manage to improve quality leads	For service businesses only. Note, will help verify if you business is qualified, and category is available.	\$250
<b>Social</b>					
PPM	Facebook/Instagram.	1 mo	<b>FB:</b> Shops, Lead Ads, carousel, video, dynamic, etc. / <b>Insta:</b> reels, stories, feeds, shops, influencer collabs	We improve leads and quality by assuring ad setup is correct, remove waste, create engaging content, connect with ideal communities, and stay up to date on new options, and test. Management fee of 20% is waived for up to \$10,000 in ad spend/mo if using our social media management services. RECOMMEND AS WELL: TikTok, Pinterest, YouTube. Can help with more if interested.	TBD
<b>Programmatic Display</b>					

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PPM	Programmatic Display Ai Lead Gen	3 mo	Technology allows us to build larger intender audiences, drive higher conversions, and lower cost per acquisition.	Our Technology customizes and build intender audiences using top rated customer data tools, as well as proprietary Ai. Our tools have greatly reduced cost per acquisition, improved quality of leads by reducing wasted ad spend, and continues to improve ROI as it learns ideal customer profiles and behaviors.	\$2,000 (with 10 dealers)
PPM	PPClick programmatic display	3 mo	Drives site engagement, and builds pipeline with heavy retargeting	Built to drive higher traffic to your site. Not as robust as our Ai programmatic buy, though does drive higher site traffic, improves customer quality, and builds a robust retargeting pipeline for recapture and sales. \$7500+/mo to start. 3 mo minimum. Does require a larger market area.	\$7500/mo
PPM	Standard Programmatic Display	1 mo	Excellent for 'Own the Zone' to drive performance with Reach and Frequency/ Retargeting	Excellent part of the "own the zone" mix, and should be incorporated with zone efforts. All formats, retargeting, and easily tracked for reporting results.	Quote
Note: All programmatic includes a variety of targeting and retargeting to drive engagement including but not limited to microproximity, site, geo-fence, keyword, contextual,					
Other Digital/Email					
PPM	Digital Out of Home (billboards, mall and gas station signage, etc)	1 mo	Excellent zone tactic	Targeted by zipcode. Depends on availability and location	Quote
PPM	Email Marketing	1x	Excellent zone tactic, target key audiences	50,000 consumer-targeted emails with resends to opens. Can quote to add FB, Display targeted advertising to same readers.	\$1,000
Traditional Media					
PPM	DR Magazines (Clipper, TheHomeMag, Home Concepts, etc)	1 mo	Can purchase by relevant zones, and is a marketplace for services	Leads vary by media brand, circulation and content.	Quote
PPM	Shared Mail (wraps/inserts)	1 mo	Can purchase by zone, with excellent rates	Leads vary by media brand, circulation and content.	Quote
PPM	Direct Mail	1x	Great as part of a media mix to the right addresses	Printing, list purchase, processing. Client provides endicia or pays for postage directly. Competitive rates, and best lists.	Quote
PPM	Trigger Mailer - New Mover	1 mo	Lead capture from those setting up their home	Postcard sent same or next postal day of USPS registration of new resident. Homeowners, and select zips. Great for targeting key zip zones and new movers. Minimum of 1000. Can provide forecast by zones.	\$1,225
BGI	Trigger Mailer - Website Visitor		Lead capture and remarking for improved conversion	Uses tracking technology to identify site visitor address, and privacy compliance, and we process and mail the same or next business day. Site traffic dictates quantity.	Quote
BGI	Trigger Mailer - 'In the Neighborhood' (alternative to door hangers)		Excellent option for "own the zone" tactic	When a job is scheduled, we send postcards to the 'neighborhood' to drive awareness.	Quote
PPM	Newspaper Pay For Performance	1-3 mo	Quality audience, calls as well as site visits	10-12 ad placements a mo. in print and e-edition. Lead counts vary by product, offering, readership/circulation, and size of market	Quote
PPM	TV Pay Per Lead	1-2 mo	Pay only for the leads delivered, test before launching fully.	Network & Cable stations, must test first, have 24/7 call center services. Starts at \$7500/mo total to test. If test is good, then increase budget/frequency. Need multiple markets to participate, so rate is divided by mkts participating,	Cost per Lead depends on product/service
PPM	Lead referral network build	6 mo	influencer engagement, quality lead referrals, pay per sale.	Build and manage referral network using direct mail, email, social campaigns to target realtors, title cos, insurance, interior designers, etc to recommend you for service and pay per sale to those who refer you.	Quote
Creative Builds					
PPM	Basic Landing page - per market			Landing pages can be created by product, promotion, and tagged for easy tracking, and can be stand alone, or as a page on your site.	\$250 ea

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PPM	Printing			Based on your need by type and quantity. Mailers, posters, packaging, window clings, sales or training collateral, HR documents, etc. We are competitive and will try to beat any price quote.	Quote
PPM	Print ads			\$175 per ad with 2 edits.	\$175
PPM	Digital ads			5 standard digital ad sizes, static ads. Video of animated require a quote	\$275
PPM	Social Media ads			For managed services clients only. All types.	
PPM	Video - TV Ads			Video varieties and content can be updating your current video, custom built, on site production, or AI generated. Starting at \$250 for :15 spot. \$35000 for :30 spot.\$500 for :60	Quote
	<b>Technology Services:</b>				
BGI	Audit (SEO, PPC, social, CRM, email, website technology, Reporting)			Free service to prospective or current clients only. We assess using technology and expert review to assess machine discovery as well as reader experience	Free
BGI	Audit Cleanup and enhancements		Improved performance and conversion	We'll provide you a general overview of current conditions and recommended/needed improvements along with pricing to fix.	Quote
BGI	GA and other reporting setup/fixes			Assure proper connectivity, reporting to what you want to see, integrations as approved, along with reporting training.	Quote
BGI	Coding and HTML support			Technical issues happen, we can help	Quote
BGI	Process and system automation			Stop doing things manually, not sure it can be automated? Give us a call and we can review and report our findings and pricing if automation is an option.	Quote
	<b>Reporting Services</b>				
BGI	Executive View Dashboard	6 mo	Speeds up reporting access time, cloud based, easy access.	Automate and connect all marketing and sales reporting onto a cloud based platform, and set up to calculate your KPIs, with accessibility based level, location or other criteria. Can be divided by Dealers. Up to 50 licenses included.	\$1500/mo
BGI	Data appends	1x	1x or subscription / mo	Data appends allows you to update dated CRM lists, add additional data, fill in blanks, and update with current resident. Live appends allows you to understand your client as they provide you more insights.	Quote
BGI	List purchase- based on profile and zones needed.	1x	Can purchase for 1x use or 1yr multi-use	List quality is very high, targeting based on demo, geo, interests, job title, etc. Can add email and create hash file for use in other campaigns	Quote