



# Digital Accelerator Bundle

An integrated digital marketing solution that delivers everything a business needs to get started online, with one convenient monthly fee

## We are your digital marketing department

We know that most small and medium-sized businesses don't have dedicated digital marketing teams, and so it can be difficult to know where to start.

The Digital Accelerator Bundle covers all the basics - foundational SEO, content marketing, marketing communications, Email marketing, reputation management and social media marketing.

### Local SEO & Reputation Management

#### Listings

We ensure your business information is correctly listed on search engines, social networks, mobile apps, and even navigations systems, and protected from unwanted changes.

#### Reviews & Reputation

Customer reviews are a key factor in showing up on Google Search and in the map pack. We use technology to help you reach out to customers, acquire great reviews, monitor and respond as required.

### Google Business Profile

It's important to claim and optimize your Google Business profile for visibility on search engines, and to list on Google's map pack.

We optimize your profile information and syndicate new posts, and Q&A posts each month.

### Content Marketing

Fresh, relevant content is important for your website's credibility, for SEO, and for your sales teams to use with their prospects. Our service includes the following every six months:

1. An SEO-optimized blog on the topic of your choice
2. An infographic based on the content of the blog
3. A Slide Video posted on your YouTube channel. We also recommend you add the video to your site.

### Social Media Marketing

Buyers are on social media. Plus, it's a great way to showcase your business in an authentic way, build authority, and a following.

We post on each of the social networks of your choice (LinkedIn, X/Twitter, Facebook, Instagram) three times each week to keep your business top of mind.

### Marketing Communications

Proactively communicating to customers and to the industry is important for every business. Our service includes:

#### Email Marketing

We send 1 marketing Email each month to your customer list and drive traffic to your website.

#### Press Releases

We write and syndicate 1 Press Release every 6 months.

### Reporting

We want you to know how you are doing so we regularly share important metrics so that you can see how your digital marketing is performing.

## Sample 6-month plan

Every business is different, so we always start with an onboarding session to learn about your business and your specific needs. Then, we build out your digital marketing plan and we take it from there. We keep you as involved as you want to be and always report out and collect feedback, always striving to improve.

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Local SEO & Reputation Management	<ul style="list-style-type: none"> <li>•Set &amp; connect to directories</li> <li>•Send review requests</li> <li>•Monitor reviews &amp; respond</li> </ul>	<ul style="list-style-type: none"> <li>•Monitor directory sync</li> <li>•Send review requests</li> <li>•Monitor reviews &amp; respond</li> </ul>	<ul style="list-style-type: none"> <li>•Monitor directory sync</li> <li>•Send review requests</li> <li>•Monitor reviews &amp; respond</li> </ul>	<ul style="list-style-type: none"> <li>•Monitor directory sync</li> <li>•Send review requests</li> <li>•Monitor reviews &amp; respond</li> </ul>	<ul style="list-style-type: none"> <li>•Monitor directory sync</li> <li>•Send review requests</li> <li>•Monitor reviews &amp; respond</li> </ul>	<ul style="list-style-type: none"> <li>•Monitor directory sync</li> <li>•Send review requests</li> <li>•Monitor reviews &amp; respond</li> </ul>
Content Marketing	<ul style="list-style-type: none"> <li>•Build content plan</li> </ul>	<ul style="list-style-type: none"> <li>•Deliver SEO optimized blog for website</li> </ul>		<ul style="list-style-type: none"> <li>•Deliver and Post Video on YouTube</li> </ul>		<ul style="list-style-type: none"> <li>•Deliver Infographic</li> </ul>
Marketing Communications	<ul style="list-style-type: none"> <li>•Send Email to client partner list</li> </ul>	<ul style="list-style-type: none"> <li>•Send Email to client partner list</li> </ul>	<ul style="list-style-type: none"> <li>•Send Email to client partner list</li> <li>• Issue Press Release</li> </ul>	<ul style="list-style-type: none"> <li>•Send Email to client partner list</li> </ul>	<ul style="list-style-type: none"> <li>•Send Email to client partner list</li> </ul>	<ul style="list-style-type: none"> <li>•Send Email to client partner list</li> </ul>
Google Business Profile	<ul style="list-style-type: none"> <li>•GBP post</li> <li>•Q&amp;A post</li> </ul>	<ul style="list-style-type: none"> <li>•GBP post</li> <li>•Q&amp;A post</li> </ul>	<ul style="list-style-type: none"> <li>•GBP post</li> <li>•Q&amp;A post</li> </ul>	<ul style="list-style-type: none"> <li>•GBP post</li> <li>•Q&amp;A post</li> </ul>	<ul style="list-style-type: none"> <li>•GBP post</li> <li>•Q&amp;A post</li> </ul>	<ul style="list-style-type: none"> <li>•GBP post</li> <li>•Q&amp;A post</li> </ul>
Social Media Marketing	<ul style="list-style-type: none"> <li>•Social Channel review &amp; setup</li> <li>•Post 3x/week on partner channels – LI, TW/X, FB, IG</li> </ul>	<ul style="list-style-type: none"> <li>•Post 3x/week on partner channels – LI, TW/X, FB, IG</li> </ul>	<ul style="list-style-type: none"> <li>•Post 3x/week on partner channels – LI, TW/X, FB, IG</li> </ul>	<ul style="list-style-type: none"> <li>•Post 3x/week on partner channels – LI, TW/X, FB, IG</li> </ul>	<ul style="list-style-type: none"> <li>•Post 3x/week on partner channels – LI, TW/X, FB, IG</li> </ul>	<ul style="list-style-type: none"> <li>•Post 3x/week on partner channels – LI, TW/X, FB, IG</li> </ul>

### Communication

With the regular reporting, we also communicate with you on how you can leverage the work with your own sales and marketing teams to get the most from your investments.

### Add on as you go

You can always add on additional deliverables (such as more blogs or videos) or additional services (such as SEO or paid digital ads) to further enhance your digital marketing strategy.

Contact us to learn more or to get started. [ascendxdigital.com](http://ascendxdigital.com)