AUSTIN DIGITAL MARKETER

AustinDigitalMarketer.com

Available

Project Packages

Demand Generation

DEMAND GENERATION READINESS ASSESSMENT (B2B)

Do you believe you are ready to begin a tried and true demand generation program for your B2B business? The 7-Stage Readiness Assessment is a discovery program that will surface any areas you may need to tackle prior to launching your demand generation program.

INCLUDES:

We take a look at 7 different areas of your business and assess whether you have the tools and resources in place or if it's an area that needs attention. It's recommended that you make available any employees or points-of-contact available for interviews.

DEMAND GENERATION PROGRAM OPTIMIZATION

Your demand generation marketing program can be one of the most important tools available to grow your business. A Demand Generation Program Optimization identifies where you're falling short on goals and what you can change to ensure your sales team receives high-quality, conversion-ready leads.

INCLUDES:

A full assessment of your top-of-the-funnel inbound channels, messaging, website, and current results to conduct an analysis to understand where in your funnel you should optimize to maximize your sales efforts. Takes into consideration current spend (cost per lead), current conversion rates at each stage of your funnel, and recommendations for improving those conversion rates, from your ad campaigns to your final thank-you page and follow-up processes. Assesses current goals, where you fall short of meeting them, and recommendations for changes at each stage to improve lead conversion. Requires accessibility to sales automation reports (via sales operations), campaign reports, website reports (i.e., Google Analytics), and sales resource availability for interviews.

MARKETING TECHNOLOGY ASSESSMENT

Do you need to buy a marketing platform and unsure where to start? Researching and identifying what platforms to consider is time consuming and overwhelming. With experience across many types of marketing platforms, we can conduct this analysis and provide you with your best options. Assessment is based upon your needs, current goals, and existing tools, in addition to a comparison with pros/cons on which marketing platform(s) will best serve your goals and budget.

INCLUDES:

Identify up to three tools to consider, with side-by-side comparisons of features, ease of use, compatibility with existing tools/platforms, budget and ROI analysis.

You take care of your business; leave the marketing to me.

AustinDigitalMarketer.com | Leslie@AustinDigitalMarketer.com | 737.775.8455 | LinkedIn Profile

Website

FULL SEO ANALYSIS

Search engine optimization is the most important aspect to ensure those searching on the internet find you and not your competitor. Gain insight on how you're currently listing in search engines and what you should do to improve.

INCLUDES:

Takes into consideration what you're presently optimized for, how your competitors are faring, and how you rank for desired keywords to reach your target audience. Comparison reports for up to 3 competitors included. Includes a list of keywords for which you should rank, and keywords for which you rank but not on page 1. Finally, provides recommendations for improving your content to ensure you compete on those keywords in the search engines. Includes analysis for Google.

KEYWORD RESEARCH

Search engine optimization is the most important aspect to ensure those searching on the internet find you and not your competitor. Gain insight on how you're currently listing in search engines and what you should do to improve.

INCLUDES:

Takes into consideration what you're presently optimized for, how your competitors are faring, and how you rank for desired keywords to reach your target audience. Comparison reports for up to 3 competitors included. Includes a list of keywords for which you should rank, and keywords for which you rank but not on page 1. Finally, provides recommendations for improving your content to ensure you compete on those keywords in the search engines. Includes analysis for Google.

WEBSITE CONTENT IMPROVEMENT & OPTIMIZATION

The content you present on your website is critical to your business success. A Website Content Improvement program takes a look at the quality of your content, it's placement, and organization to ensure visitors find relevant information. Update your website with a content experience that converts!

INCLUDES:

Includes review, recommendations, and edits of all website content, as well as any downloads, case studies, reports, etc. Edits include implementation of SEO keywords (if SEO analysis & keyword research has been completed) if available and desired.

WEBSITE PROJECT MANAGEMENT

Building a new website can be a bit like herding cats, and a project manager can help take a potential headache and hours of your plate. Level of effort varies based upon the size of the website project.

INCLUDES:

Development of a project plan, holding developers accountable to budget and schedule, sourcing and providing content and imagery, being the main point-of-contact for your developer to ensure the site is developed with quality and meeting expectations.

WEBSITE REVIEW & RECOMMENDATIONS

in today's digital-driven economy, your website is just as important as your first impression. Many times, your website is a potential customer's first impression. Learn what changes are needed to make your website work better for you.

INCLUDES:

S.W.O.T. analysis; assess ease of use, relevance, and ease of finding relevant information; answer "does the site speak to, resonate, or connect with the target audience"; assess placement of calls-to-action; assess functionality (speed, broken links, missing content, etc.); assess creative, images, and visuals; content review for spelling, grammar, punctuation, SEO, and relevance of message(s); assess content placement and organization; CTA assessment (placement, content, other opportunities); provide recommendations for any additional content; assess effectiveness for conversion and user experience to complete desired action; assess webform functionality and assess data fields (too few, too many, data being captured to enable segmentation, etc.); structure recommendations, and more.

LANDING PAGE OPTIMIZATION

if your campaign isn't meeting your expectations, a landing page optimization program can assess all attributes of the page and make recommendations on changes to make to improve the page's, and therefore the campaign's, performance.

INCLUDES:

Define goals for the page; understand the target market for the page; identify how targets currently find or come to the page; speak with 2 or more recipients of the leads to assess quality/expectations; assess first impression of page, including formatting for desktop & mobile; assesses SEO for the page; assess ads or links sending traffic to the page to ensure the ad/link message matches the landing page message; review current analytics of the page including visitors, conversion rate(s), and lead-to-sale conversion rate; rewrite content to craft clear and compelling value proposition & call-to-action; recommendations for more inspiring imagery; recommendations for form fields (too few, too many, what's being gathered); if call-to-action is for a document download, review contents to ensure it delivers upon value-proposition; post optimization reporting/review; make additional optimization recommendations based upon results.

You take care of your business; leave the marketing to me.

AustinDigitalMarketer.com | Leslie@AustinDigitalMarketer.com | 737.775.8455 | LinkedIn Profile

Email Marketing

EMAIL CAMPAIGN SETUP & SEND

Do you just need to get a campaign out the door, and either don't have time or are short a resource? This is a great on-demand service when you need a campaign in a pinch using MailChimp or Constant Contact.

INCLUDES:

Layout of email content into an existing template in MailChimp or Constant Contact; provide content, images, and desired target list. Includes test send(s) and 2 rounds of edits. Requires user credentials to your MailChimp or Constant Contact service.

EMAIL CLICK RATE OPTIMIZATION

Are you struggling with why your email campaigns aren't doing so great? An Email Click Rate Optimization analysis can provide insight and feedback as to what subtle, or not-so-subtle changes can help improve opens, clicks, and conversions. Can include a single campaign, a series, or an overall program analysis.

INCLUDES:

Your Content or Blog strategy will take into consideration your business, your target audience, your expertise, and how you can use your knowledge to enrich the lives of your target market – and help move them closer to a relationship with you. Provides a list of topics for your blog or a list of topics about which to write for use in contributed articles, media pitches, reports, case studies, and more to reach your ideal target audience.

EMAIL CAMPAIGN & COMMUNICATIONS STRATEGY

A new email strategy can focus on a particular campaign or on an overall email communications strategy for your business.

INCLUDES:

Content recommendation, layout recommendation (wireframes), segmentation/target audience recommendation, media sources (if beyond email), timing, and frequency recommendations. May include a welcome series, nurture series, or drip series.

NEW EMAIL TEMPLATE - MAILCHIMP OR CONSTANT CONTACT

This project offers the development of a new email template(s) for a specific campaign, brand, newsletter, or some other communication.

INCLUDES:

Includes initial wireframes as well as design and layout, some image design/manipulation. Requires user credentials for your Mailchimp or Constant Contact subscription.

Content Programs

CONTENT AND/OR BLOG STRATEGY WITH EDITORIAL CALENDAR

Content is king, especially online. When considering a content or blog strategy, it's sometimes hard to imagine where to start or what to write.

INCLUDES:

Understand goals for the email; desired outcome for the email; understand target list and purpose for the email (what is the perception of the reason for receipt); understand source of the leads receiving the email; review current analytics for the email, including deliverability and reputation score (if available); assess full experience of the email, from receipt to desired conversion; assess creative/first impression and functionality (desktop & mobile); understand/assess timing of the email (is it triggered, a one-off, a drip, a nurture, etc.); recommend new subject lines to increase open rates; review and edit content for relevance, persuasiveness, and call-to-action; assess landing page or destination of the click of the email with recommendations; recommendations for improved creative or speed; recommendations for adjustments to segmentation if applicable.

CONTENT EDITING

Do you have a whole library of written content you need reviewed and edited for different channels and programs? This program offers review and editing of any content, whether for online of offline.

INCLUDES:

Review and editing of all content, in addition to recommendations for where and how to use particular content pieces.

You take care of your business; leave the marketing to me.

AustinDigitalMarketer.com | Leslie@AustinDigitalMarketer.com | 737.775.8455 | LinkedIn Profile