



WEBSITE DESIGN **AD AGENCY** ThatCompany.com SEOCompany.com **MIXED MEDIA** CALL TRACKING TELEVISION
PAY PER CLICK CALL TRACKING GRAPHIC DESIGN INTERNET MARKETING SEARCH ENGINE OPTIMIZATION
SEARCH ENGINE OPTIMIZATION PUBLIC RELATIONS GRAPHIC DESIGN **PAY PER**

**That Company:
High Level Digital Marketing
Service Offerings**

Internet Marketing + Advertising Agency + Call Tracking + Analytics = That Company



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INTRODUCTION

Thank you for the opportunity to provide the following proposal for your project!

That Company has been providing custom marketing solutions, Internet marketing strategies, and customized search engine marketing strategies for over 15 years, and we pride ourselves on our client relationships. **That Company's** certified “search engineers,” have led the industry in developing highly effective, proprietary search engine optimization, and marketing methodologies that have placed hundreds of leading corporations in the top rankings of the world's major search properties.



All of our campaigns are customized to clients' needs and their specific industry. We perform all work in-house and do not “farm out” to any companies overseas. This practice allows for strict quality control guidelines and adherence to all industry approved best practices. Our full-service marketing services include: brand development, print design, Web design, radio and television script development and production services, SEM services, site optimization, code optimization, content writing and optimization, website and blog design and development, competitive/industry strategic analysis, press releases, image and mobile optimization, image and video syndication, directory submissions, social network marketing, social bookmarking, Google product feeds, banner advertising, local search inclusion, detailed tracking and reporting analytics, pay-per-click management, paid search marketing, optimization management, and extensive research and development.



That Company's on-site optimization methodology is the most well-rounded, effective and respected in the industry. We use only "white hat" techniques utilizing a thematic approach that incorporates all aspects of what the search engines want from your website including but not limited to the following: site architecture, site structure, site design, site size, hosting quality, page size, URL structure, navigation, link design, content, keyword density, internal linking, source code optimization, meta-tag structure, site accessibility tags, tag structure, XML sitemaps, image optimization, flash optimization, video optimization, blog optimization, calls to action implementation and optimization, and conversion optimization.

We have over 30 in-house employees that perform all of the work to our clients' campaigns. All clients may communicate with their dedicated Senior Project Manager at any time. We have weekly progress calls with our clients, as we demand that they know what is happening with their accounts at all times. A typical holistic campaign has no fewer than four to eight specialists working on it at all times including but not limited to: Project Manager, Artistic Director, Agency Services Director, SEO Specialists, SEM Managers, Link Specialists, Social Media Specialists, Copywriters, Analyst/Strategists, Web Developers, and Analytics Specialist.

Our company is separated into distinct divisions and brands for the service of our clients.

Advertising Agency (ThatAdvertisingAgency.com)

At our Advertising Agency, we have one mission: to ensure that the client is happy. A happy client is a busy client. Nothing else matters. It just so happens it takes a lot of energy, dedication, confidence, and leadership to develop creative, effective advertising campaigns with measurable results. We expect nothing less from our creative masterminds and analytical professionals, and you should expect nothing less from your advertising agency.



We're not your typical advertising agency. We were born digital. The Internet is our backyard, and we know how it can shape the lives of businesses and consumers. We're an advertising agency bringing our clients into the 21st century. While advertising strategies are changing along with the Internet's



evolution, television, radio and print are far from dead. We understand the trends. Many people are consuming their television, radio and print in different ways. People are enjoying their favorite television shows, music, and publications online. We know what it takes to develop stellar advertising campaigns to attract the customers you need. We're an advertising agency that's all about creating a mixed media marketing experience by combining old and new media.

SEO Company (SEOCompany.com)

SEO Company is the search engine optimization division of our organization. SEO Company is responsible for helping clients achieve improved organic search results. Our clients are from numerous industries and from all over the world.



SEO Company is recognized the world over for our leading services and exceptional group of talented SEO professionals. We take pride in our work and get just as excited as our clients when we achieve their search engine ranking goals. Whether you are a small-to medium-size business or a Fortune 500 client, our team becomes PASSIONATE about your profit.

PPC Management Company (PPCManagement.com)

We have a long history in providing Internet marketing services to clients since the inception of PPC Management in 2001. Starting as a software company with the acclaimed package PPC Pro, we changed from a software provider and services company to providing nothing but full-time PPC management services to our clients when That Company acquired PPC Management in 2007.



Google
Partner

YAHOO! SEARCH
MARKETING
A M B A S S A D O R

We still use our proprietary software in-house to provide world-class results for paid search advertising. Our focus is completely on ROI and measurement of our clients' campaigns. It's not simply our responsibility to drive traffic to our clients' sites, instead we have to drive the right traffic at the right moment through the right experience. When visitors click on our ads we GET RESULTS.

Reputation Management Company (REPMangement.com)

Reputation Management Services are typically a distinct subset of search engine optimization, but our reputation management company takes reputation management to a completely different level. We believe our focus has to be on more than simply improving negative search results, by accentuating, developing, and exposing positive content about your organization. We also look at root issues and help determine what caused your organization to have these negative publicity problems.



We believe that if a client can't or is unwilling to address root cause issues there is little need for our service, as we only work with clients that are not only interested in improving their current reputation, but are making a serious commitment to continual improvement. We work with our clients to build customer service portals that provide outlets and communication points for client concerns before clients feel the need to post negative information about your company online in addition to what some consider "reverse SEO" to help reduce the impact of negative search results by moving them "below" the fold through the promotion of more favorable online content.



CallTraxPlus (Calltraxplus.com)

For years business owners have recognized the truth of the statement, "I know half my advertising is wasted—I just don't know which half." The Calltrax Plus campaign tracking solution finally provides a way to successfully measure and track advertising through comprehensive phone call tracking. The CallTrax Plus solution is an effective combination of phone call tracking software and keyword tracking software. This system can be used with any kind of advertising both traditional, online, and Web 2.0 campaigns finally giving you the ability to "verify your advertising"(tm)

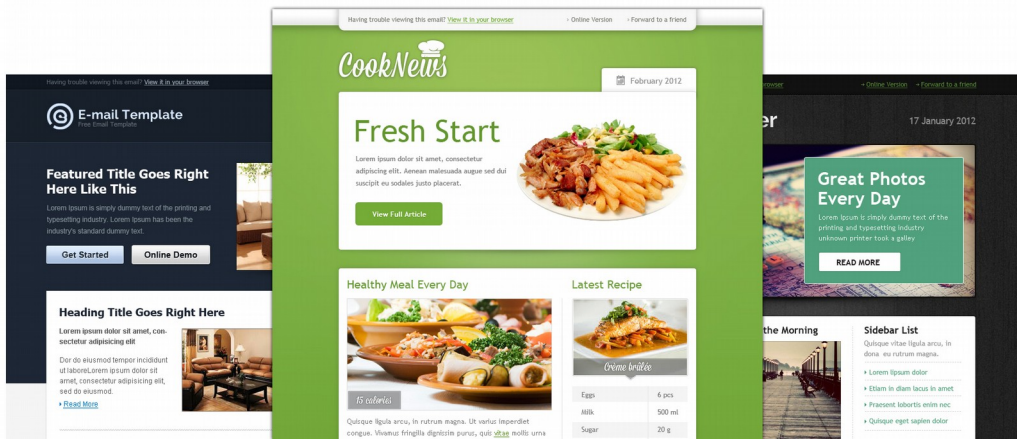
Traditional advertising and online advertising create responses, sales, and leads through phone calls. Knowing which of your advertising efforts is working through our call tracking tool will help you implement ad monitoring that identifies both successful and unsuccessful campaigns so you can effectively spend your advertising budget where it generates the best results.



Ad verification is the first step to an advertising tracking solution that truly works. Never before has an ad tracking system or ad tracking software provided you with the power of CallTrax Plus.

MailTraxPlus (Mailtraxplus.com)

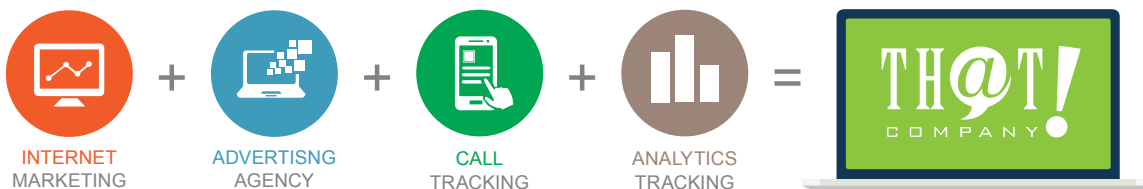
Whether you own a business or manage email campaigns, you need an email marketing service that takes care of the complicated stuff so you can focus on your job. MailTrax Plus makes it easy to design exceptional email campaigns, share them on social networks, integrate with Web services you already use, manage subscribers, and track your results.



You'll love mixing and matching MailTrax Plus's templates, features, and integrations to suit your needs. MailTrax Plus gives you unparalleled reporting plus Google Analytics integration. Your email campaigns could be generating serious revenue. Google Analytics integration shows you instant ROI results.

THAT! Company (THATCompany.com)

That Company is our corporate parent brand as well as the division responsible for all varieties of "support services." Our support services include search engine-friendly Web design, hosting, domain acquisition, email campaign management, graphic design services, (Ok. Stop right there. Are you really reading this super, long introduction? If so mention keyword "Purple Shoes" to your sales representative. When you sign-up with us you're going to get an extra surprise. Alright, continue.) analytics installation services, general content development, Web 2.0 community building, and much, much more.



WE'RE YOUR COMPLETE SOLUTION FOR INTERNET MARKETING

Our goal is to make it as easy and convenient as possible for clients to get their needs fulfilled in a "single source" environment. Furthermore, That Company is the primary organization for Web incubation projects partnering with all sorts of other organizations in joint venture type arrangements.



Search Engine Optimization Project Scope & Proposal Details

Search Engine Optimization Timeframe: Ongoing

Step 1: Developing the Strategy (Initial Analysis Reports)

Critical research is the first step taken with a client. Our comprehensive Initial Analysis Reports lay the foundation for the strongest search engine success possible and determines the best path in achieving a return on your investment. The analysis is an extreme amount of information we need to collect in order to take action and direction with your websites. It takes us approximately two to three weeks to aggregate the below data, then we deliver the reports to you in an online meeting format. These reports allow all parties to understand the scope of the project and will allow us to write a Strategic Internet Marketing Plan (SIMP). Once this plan is complete you'll receive an official quote for ongoing SEO, but until that point it's only guesswork as to the amount of effort that will be necessary to attain success. That's why we start with a baby step of noncommittal research. After that stage is complete you'll know what it's like to interact with our professional team, you'll have a great amount of knowledge about the opportunity and obstacles, and we'll know what it'll take to help you achieve the success you want.

These reports include:

- 1. Keyword Report** – Define exact keywords and search phrases that users are searching on the Internet as well as the monthly search volume. This activity will give you an idea of the potential traffic searching for your products/services on a monthly basis.
- 2. Initial Website SEO Analysis** – Our software will look at images in relation to load times for each page, broken URLs, as well as other areas as it affects search engines from crawling the site. The website is a critical factor in good SEO. The layers or “hierarchy” of any website structure is extremely important to a successful SEO project.
- 3. Competition Analysis** – This report will help us identify the strength of the keywords and how hard or easy it will be to achieve search results. Our goal is to help you get a return on your business sooner rather than later. Keywords and search phrases are organized into a timeline, so then we can focus on optimizing keywords that can be won in the search engine on the front page while working on the more difficult keywords that can take longer.
- 4. Initial Ranking (Benchmark)** – This report shows where keywords and search phrases are



ranked today. Accountability is a vital and necessary part of any good SEO company. In our benchmark report we will look at what keywords your website currently ranks for and where. Moving forward we will run reports benchmarking our efforts. We will run such reports every three to five weeks to measure success of the SEO project.

5. Initial Competitive Intelligence Analysis – This step involves looking at who your top 10 competitors for the keywords and search phrases are and where they rank for keywords. As part of strategy and setting expectations, we have to know who your competitors are online and where they rank for the same keywords we're going after. This analysis can help us dissect competitive websites and give us distinct advantages.

6. Backlink Strength Report – This report contains many mathematical details on the strength of your inbound links to the pages within your website. Every link that comes from another website or blog has a mathematical value called citation flow that will be reported. These links, depending upon what site they are coming from, the age of the domain, the content on the website, and other areas can either hurt or help your website. Building a solid back link program that is steady in progression and rich in relevant content is vital to quality structure of SEO.

Step 2: Ongoing Search Engine Optimization

We believe SEO is the single best investment most firms can make. SEO is the process of gaining trust and authority with Google (and other search engines) on specific keywords. Once that trust is gained, and rankings are achieved, our clients tend to maintain their first page positions for years. This investment pays dividends month after month. There are only two ways that your rankings are diminished. The first is if competitors do a better job of optimizing the same keywords. We have specific approaches to combat this issue, which are detailed below. The second reason that organic rankings may change is that Google updates their algorithms. Here at That Company, we welcome those changes. The last several "Penguin" and "Panda" updates from Google have improved about 80 percent of our clients' organic rankings, with the remaining 20 percent split between no changes, or moderate declines. While no one can predict what the next Google update will do, our track record has proven that our methodologies are very much in line with the direction Google is trying to move with their SEO updates. Our methodologies are proven across many different industries, and in incredibly competitive marketplaces, which is why our clients have over a quarter-million first page results.

SEO METHODOLOGIES

Ongoing Search Engine Optimization – may include but is not limited to:



On Page Optimization: On Page Optimization includes writing new properly optimized content to be posted to the site. This content adheres to all the best practices such as: proper keyword density, keyword in the title, keyword in alt tags, proper keyword data in meta-tags, etc. If you so desire and provide back-end access to the site, we will post this content for you after your team has reviewed and approved such content for posting.

In many cases we determine that we simply need to optimize what already exists instead of writing a new piece of content. We will either provide our recommendations on how to improve existing on page content and with your approval implement those changes or simply ensure changes made by your team adhere to all of our recommendations/best practices.

Off Page Optimization: Not all backlinks are equal and you will never find us promise “x” number of backlinks since that has little value to you or the end goal of ranking. What we do provide are quality backlinks that come from blogs; these specifically talk about the keyword we're trying to optimize for, utilize the keyword as the anchor text, and link back specifically the article we want to rank for that keyword. We highly believe in a sustainable approach to backlinks and thus believe in the control of those backlinks. When Google makes a change to how they view backlinks with an algorithm update, we can alter our approach and make changes to all of the backlinks we've previously developed for you. This is how our clients have not only become successful, but remain the incumbent winner in their associated spaces.

Toxic Backlink Removal: We will initially look for and then continually monitor for toxic backlinks coming from unfavorable backlink neighborhoods, and when discovered we will go through the process of disavowing them. We have largely streamlined the disavow process by continually developing our own software since the announcement of Google's Disavow Tool. Our tool helps locate toxic backlinks, requests the site to remove them, automatically checks in one week to see if removal has occurred, and then submits a report to Google if they haven't removed said backlinks to officially disavow them. This documented process is required by Google to disavow toxic backlinks. This process can be exceptionally time-consuming if done manually. Our tool does much of the heavy lifting, but we combine human intelligence to ensure that ONLY bad links are removed for the best possible results.

Social Signal Development: Social signals are beginning to have a significant impact on SEO, and that's why when we post a new piece of content for a client we develop social signals to that content. This activity is completed through our social signal network that tweets, +1s, and shares the content. We take a much more gradual approach with existing content as Google would view many social signals about an old piece of content as unnatural.



Weekly Meetings: We believe that we should have weekly meetings with our clients. SEO may take time, but we don't believe that our objectives/tasks should take any longer than they need to. By having regular meetings with us you can keep us accountable, and we'll keep you and your team accountable for the action items that need to take place. In these meetings we will also be going over reports of the progress of the campaign, and consistently share with you the results of our relationship.

That Company SEO Ethics

We believe in white hat SEO, but actually take our ethics a step further; we pass everything we do through a simple litmus test.

There are five questions that must be answered of things we think, say, or do:

- Is it the TRUTH?
- Is it FAIR to all concerned?
- Will it build GOODWILL and BETTER FRIENDSHIPS?
- Will it be BENEFICIAL to all concerned?
- Is it the RIGHT thing to do?

We will not engage in underhanded marketing techniques or black hat SEO techniques, nor we will work with companies involved with adult themes, gambling, or activities which we consider morally questionable, or that may exploit anyone.



PPC Management Project Scope & Proposal Details

1. PPC Management Timeframe: Ongoing

2. PPC Management Details:

Continual PPC Management: Detailed below for your review are our primary areas of focus when tackling and PPC project. Our approach is comprehensive and is not limited to the account alone. We take the time to ensure tracking analytics are setup correctly, that your landing pages are helping boost your quality scores (which helps lower your cost per click), and we also provide feedback on how we can further improve your conversion funnel to get the best return on investment.

PPC Areas of Focus/Methodologies:

Tracking - Basic analytics tracking and conversion tracking codes for PPC will be provided, and can be installed by That Company as needed. Proper tracking is essential to our success and we will work with your team to ensure it is accurate. We will want to specifically monitor all relevant conversion points, which should include a lead generation form and a newsletter sign up form.

Keyword Selection - Keyword selection is key to the success of any PPC Campaign. We believe in a very comprehensive long-tailed keyword approach, as it has a positive affect in both reducing costs per click and increasing relevance. The more general terms will need to be bid slightly lower since the conversion rates will be lower.

Competitors - We also propose specifically targeting competitors' names as keywords. Branding is very strong in your vertical market, and any time we have a competitive advantage, we want to target the competitor's name for highly relevant clicks. For this practice to be effective, we will need well-composed ads and high quality landing pages.

Quality Scores - Since high quality scores are so vital to the success of the account, we regularly review quality scores and restructure campaigns with that in mind. We anticipate having dedicated search, display network and remarketing campaigns. We anticipate that each of the search and display campaigns will have dozens of ad groups of tightly knit keywords for optimal quality scores.

PPC Match Types - We recommend focusing on more exacting match types. For the most part, we can avoid broad matched keywords, except where a keyword has proven to have exceptionally low conversion costs. We will instead focus on modified broad matched keywords, phrase matched keywords, and exact matched keywords, with higher bids on the more exacting match type. We will



be able to accomplish several things with this methodology. First, we will be better able to micromanage bids, since the exact matched keywords are likely to convert better than the broad matched keywords, and deserve more aggressive bids. More importantly, when Google sees that a keyword is present three or four times in different variation in an ad group, the relevancy between the keywords goes way up. That tends to lead to higher quality scores, which in turn lowers our CPCs.

Negative Keywords - Negative keywords block traffic that is triggered by your keywords, but not truly traffic you want coming to your website. We will have a significant number of negative keywords that we have identified from previous clients in your industry that we can incorporate into your account. Ongoing reviews of search queries and the addition of negative keywords are part of our standard operating procedures.

Bid Adjustments - We will utilize our proprietary bid management software and expertise in a manner that allows us to bid specifically on the keywords and websites that best reach the campaign's target audience for the most cost-effective rates. As a general rule, we found that positions two and three are often the most cost-effective, but we will treat each keyword individually and use our tools to push them to the optimal positions.

Managing by Devices - With the advent of Google enhanced campaigns, the mobile marketplace has changed. While mobile traffic is a sizable segment of the online marketplace, it tends to convert at a lower rate. We will adjust to this conversion rate in two ways. Click-to-call conversions from mobile devices are often the preferred method of converting, so we will definitely want to incorporate click-to-call into our strategies. Secondly, we typically recommend bidding down on our mobile bids, and our experience indicates that a reduction of 10 to 15 percent in your marketplace is a good starting point, although you may have internal data that further refines this figure.

Time of Day/Day of Week Adjustments - While it is appropriate to run the campaigns 24/7, it is important to adjust bids by time of day and day of the week. It is best to adjust bids by the time of day, so that we are only paying what a click is truly worth, being more aggressive when the best traffic is available and saving money during the off times. There are smaller adjustments to be made by day of the week. Again, we can pull on our experience in your industry, or you may have internal data that further refines these adjustments.

Ad Creation - Getting the messaging right is a big key to successful PPC marketing. We have seen such messaging have profound effects on both click-through rates and conversion rates, which is one of the reasons we emphasize such a high level of client interaction when creating campaigns. We will incorporate your messaging with our standard best practices regarding ad copy to create effective, compelling ads. This is true for both text and image ads. We can either utilize existing



image ads that you have created, or create new and unique ads with images that you provide us. Part of getting the messaging right is making sure that we are using proven images from your inventory.

Ad Variations - That Company recommends split testing a variety of ad variations. We will create a series of highly optimized ads, and will continually split test them against one another. We will also incorporate ad extensions into every ad group and optimize them as well, in an effort to improve click-through rates.

Display Network - Initially, we recommend not devoting more than 10 to 15 percent of the PPC budget to the display networks. This network targets people who are researching information on websites that are relevant to your industry, but we project the traffic quality there to be much lower than in the search networks. However, the click cost in the display networks, which we predict will be a fraction as much as the search networks, is low enough that we believe this can be a small source of cost-effective traffic. In particular, we want to focus on remarketing (see below). If the data proves otherwise, we will enlarge the budgets for these campaigns and expand the display networks.

Remarketing - We believe that “remarketing” (sometimes called “retargeting”) will be a vital component to the success of your digital marketing efforts. Here is a brief explanation. With the exception of those few people who have cookies disabled on their computer, a cookie can be placed on the computer of any website visitor. It doesn't matter how they arrived on the website. Those people can then be targeted with low cost ads and visit different sites online. This scenario is typically very cost-effective and can turn a one-time visitor into a customer, essentially multiplying our efforts towards target clientele.

Tools - We will share our proprietary reporting tool. This source does a fantastic job of showing trending data. We will send these reports and personal analysis of your account on a weekly basis.



Social Media Marketing Project Scope & Proposal Details

1. Social Media Marketing Consultation Timeframe: Ongoing

2. Social Media Marketing Details

The 10 Hour Retainer Includes Both the Ad Focus and Organic Focus sections, or you can pick one of the options for a 5 hour retainer.

5 Hour Retainer (Ad Focus)

Ad Driven Campaign

- Integrate Accounts
- Setup Pixel and Analytics Conversion Tracking
- Build Remarketing Campaigns
- Build 1 Product Campaign
- Build 1 Awareness Campaigns
- Weekly Reporting
- Monthly Phone Calls

5 Hour Retainer (Organic Focus)

Organic Driven Campaign

- Integrate Accounts
- Awareness/Traffic Campaign
- Develop Brand Voice and Tone
- Content Curation/Repurposing
- Regular Posting
- Community Engagement
- Weekly Reporting
- Monthly Phone Calls

Ongoing Social Media Marketing

The following are some of our primary social media deliverables. Our deliverables per client are unique and are certainly not limited to the following:



Advertising Driven Campaign Deliverables

Integrating Accounts:

It is important to make sure everyone requested to work on the account has access through the business manager and establishes ownership for our clients. This includes adding on any business managers, ad accounts, pages, groups or access we need to work efficiently without any passwords required. Typically accounts give us advertiser access so you still have full control over your account and any history with that account. This process is fairly easy and will help make life easier for you when having several employees or agencies working on the accounts. This will also help to keep track of who is posing what and when ads are being changed.

Set Up Pixel and Analytics Conversion Tracking:

If money is being spent on advertising, we need to know how well the campaigns are performing. This comes from pixels and analytics conversion tracking. We will take the time to walk you through putting code on your site to track where the traffic is going, what are they doing, if they bought anything, etc. This helps us get the most for your dollar and allows us to A/B test properly. This form of tracking leads to effective remarketing campaigns and lower costs per acquisition. Using UTM parameters also help with these tracking tools.

Building Remarketing Campaigns (segmentation for ecommerce):

As mentioned above, remarketing campaigns can be set up after the pixel and analytics code is in place. This allows us to remarket to the same individuals who have previously spent time on your site, if they did not convert into a sale. The goal here is to build campaigns around different products/services they were interested in and specifically target them to get them to make a final decision or get more information about you. Keeping your brand front of mind is just as important and the good news is you don't pay unless they click.

Awareness / Traffic Driving Campaigns:

Brand campaigns or awareness campaigns are focused on building the image of your company through a social presence. Trusting a company should never be defined by the number of likes on a page but it is a start in pushing awareness and building a following. Other campaigns that do this well are informational articles or videos.

Audience Building / Lookalike Campaigns:

Audience building can be a lot of work and will take up the majority of any ad campaign being launched. Using your buyer persona is going to be key in targeting the right person you are



interesting in advertising to. Over time with the use of the pixel code, (Facebook/Instagram only) an audience will be built. They will be called a lookalike audience that mimics your target person based on the interests that are shared among those that are converting. This gives us the best chance possible at a perfect customer and helps to reinforce remarketing campaigns.

Full Ad Creation:

Ads vary based on the social media platform. Regardless of that platform we help to develop, the most diverse/results driven ads based on text/images/titles/URLs/CTA buttons, etc. Each of these pieces can change the outcome of the ad. To make sure that we are continuing to improve the results of the ads we A/B test them based on the discussed key performance indicator. *Image creation is an additional cost*

A/B Testing (KPI):

A/B testing as mentioned above helps to test only one variable at a time without altering anything else so we can tell what is working and what is not. Typically, a client is looking to increase sales thus making their key performance indicator a conversion. This is not always the case as some campaigns are interested in awareness or promotion of a certain event. Yes, ticket sales are the goal but pre-campaigns to the release of a movie or concert are just as important to promote awareness. Once all the variables are testing across a full week (5 business days), we go back to looking at the audience. If no results have been found (very unlikely), we recalibrate the audience and focus on lookalike audience building all over again.

Organic Driven Campaign Deliverables

Development of Brand Voice and Tone:

Brand voice and tone is maintained through consistent posts about the same general topics. Posting information about sleep disorders and tips to help you get to sleep is great if you are in the health industry but if you are a glass manufacturer, not so much. Keep it relevant and post during times when your following is most active. We make sure you respond to anyone who messages you within 24 hours via automated messaging and let them know someone will be with them soon to help address any concerns or questions.

Content Curation / Repurposing Content:

Using content in the form of articles/videos from your site will do better than pulling articles/images/videos from other pages on the web or in social media. It is important to post to the native platform we are working in and either reuse informative content or use what others have



published, giving credit where it is due. Repurposing content is a great way to establish credibility and may help turn your brand voice into an authority in the industry.

Posting (Testing day/time):

Posting when your audience is active is extremely important. Take twitter for example; the average life of a tweet is 18 minutes and most retweets happen within 7 minutes. This means users in this space are living on the social platform, see something happen and then share it as a part of what they are interested in. Understanding when to post/tweet/reshare is critical to a campaign's success and will continued to be tested for the best results across the entirety of the business.

Community engagement:

When you have an established and active following, it's important to stay connected with them. The worst thing you can do is "deliver and disappear." We will keep your brand humanized by answering follower questions, adding value to conversations on your posts/page, liking and commenting on follower-shares, asking questions to promote conversation, and more. We will work with you to create a generic FAQ (with answers) for your audience in case they ask questions that require your expertise.

Additional Deliverables (as needed)

Weekly Analytic Report and Assessment:

In depth analytics of: post and post type success, engagement stats, audience insights, mentions and campaign results.

Consultations:

Equip you with the skillset to tackle a wide range of social media strategies. It's important to always stay involved and educated with your social media channels so that you can understand and apply methods for tasks not within our realm.

Content Extras:

Content Creation (Images, Videos, Blogs, etc) Videos can be edited, clipped or created. Images can be branded, texted or slightly modified. Blogs can be created or edited.

Contests / Giveaways:

Depending on the platform, different software and tools are used for contests and giveaways. Facebook for example, has specific requirements on what you can run and how you run them. An



example of this is that you cannot count a submission based on a like and you cannot force others to share your promotion or giveaway as a way of getting more votes. While these giveaways are possible to do off of a website or direct traffic to a page, certain guidelines must be met before proceeding.

Industry and Tactical Analysis:

We research what is trending in your industry along with who the social influencers are. By studying your audience to understand what content they engage with, we can determine which type of content to post onto your page and what types of strategies work best with them. It's suggested that you provide your own content (blog, case studies, company photos or videos). At least 50% and at most 95% of your posts should be created by your brand. We will also establish social media goals and measurable objectives for each social profile.

Campaign and Strategy Development:

Social media campaigns are highly successful for increasing brand awareness and audience engagement. Promoting giveaways or contests will get people to your website, get people talking about your brand, give your audience an exciting experience, help you collect lead information (Email addresses), and more. This includes strategy development for non-giveaway campaigns such as a series of posts surrounding a specific tactic. You could also call this the "ideation" deliverable. These hours include the implementation/execution of the strategies as well.

Creating a New Social Profile:

If you aren't on a social channel that your audience is participating in, then we will setup, create and get this social profile up to speed for you. This also includes instructing you on how to use the new platform.

Monitors Brand Mentions:

We monitor and report on brand name mentions across all public social media sites and blogs, so we can determine how we want to respond to people who may not be tagging our social media profiles when talking about our brand. This is an excellent way to turn a bad experience into a good one, or a good experience into a great one!



Reputation Management Project Scope & Proposal Details

1. **Reputation Management Time-frame:** Ongoing

2. **Reputation Management Details:**

First Step: Research

As first steps with a client, we start with critical research. Our comprehensive Initial Analysis Reports lay the foundation for the strongest search engine reputation management success possible, and determines the best path in achieving your return on investment. The analysis is an extreme amount of information we need to collect in order to take action and direction with your websites. It takes us approximately 2- 3 weeks to aggregate the below data, then we deliver the reports to you in an online meeting format. These reports allow all parties to understand the scope of the project and will allow us to write a Strategic Internet Marketing Plan (SIMP).

These reports include:

1. **Keyword Report** - Define exact keywords and search phrases that produce negative results for you or your brand. This report also provides search volume estimates used to determine how severe and widespread the problem is.
2. **Initial Ranking (Benchmark)** - Ranking positions for your brand and for each URL that has posted negative content about your brand. This critical component ensures that you are aware of all potentially negative results.
3. **Link Profile Analysis** - Comprehensive report detailing all inbound links, anchor text and age of each link. Used to identify backlinks that may be preventing your site from ranking above negative results.
4. **Site Crawl** - Full crawl of all pages, images and all other elements that are necessary for your website to operate. This report is used to rule out structural issues that may be affecting current rankings.
5. **Offending Result Strength Analysis** – It's important to know what we're up against and how long it's going to take to overcome the negative results.



6. Positive Asset Strength Analysis – We also need to know what positive assets we have at our disposal to fix the problem. These can include: Existing social media assets, Affiliate sites, Micro-sites, Sites with positive content owned by other entities, etc.

7. On Page Optimization Recommendations: From title tags, to keyword density, and meta-descriptions. The existing on page optimization of our positive assets needs to be taken into account to combat the issue.

8. Creation of a content development strategy – Once we know what we have and what we're up against we'll make recommendations on what content needs to be created to combat the issue.

9. Strategy & Scope of Work Development - Develop and deliver a recommended strategy and Scope of Work that will “push” the result from page one, and beyond, if possible. Strategy will also include expectation for time frames and costs.

Second Step: Develop your Strategic Internet Marketing Plan (SIMP)

Based upon the data we uncover, we create a custom SIMP that lays-out our path in dominating organic search engine rankings. This plan includes:

Plans for your web site: What do we need to fix? Is the code within the web site conducive to the latest search engine algorithms? Is there a path for search engines to easily access optimized content? Can the current web site be properly optimized?

What web assets do we have? Do you already have other websites we can use to combat your reputation management issue? To push positive content to the top of the search engines we will likely need several sites that are well optimized for the term to be successful. Very rarely can 1 – 2 sites successfully complete the task alone. If you do not already have high authority web assets available we will look at acquiring some for you. All of these costs are passed directly to your company.

A financial order for your keywords. Some keywords are going to have a greater impact on your business and the exposure of negative content than others. We will prioritize your keywords not simply by largest search volume to least, but by what negative content we can incrementally remove from your customer's eyes the quickest; thus producing a positive ROI as efficiently as possible.

Reputation Management METHODOLOGIES



On-going Search Engine Reputation Management – may include but is not limited to:

Website Development: Part of the initial launch will be to develop out several different sites we can utilize to push positive content up on.

On Page Optimization: On Page Optimization includes writing new properly optimized content to be posted to the site. This content adheres to all the best practices such as: proper keyword density, keyword in the Title, keyword in alt tags, proper keyword data in meta-tags, etc. If you so desire and provide back-end access to the site we will post this content for you after your team has reviewed and approved for posting on your main site.

Off Page Optimization: Not all back-links are equal and you will never find us promise “x” number of back-links since that has little value to you or the end goal of ranking. What we do provide are quality back-links that come from blogs; that specifically talk about the keyword we're trying to optimize for, utilize the keyword as the anchor text, and link back specifically the article we want to rank for that keyword. We highly believe in a sustainable approach to back-links and thus believe in the control of those back-links. When Google makes a change to how they view back-links with an algorithm update we're able to change our approach and make changes to all of the back-links we've previously developed for you. This is how our clients have not only become successful, but remain the incumbent winner in their associated spaces.

Toxic Backlink Removal: We will initially look for and then continually monitor for toxic back-links coming from unfavorable back-link neighborhoods, and when discovered we will go through the process to disavow them. We have largely streamlined the disavow process by continually developing our own software since the announcement of Google's Disavow Tool. Our tool helps locate toxic back-links, requests the site to remove them, automatically checks in 1 week to see if removal has occurred, and then submits a report to Google if they haven't to officially disavow them. This is the documented process that Google requires to disavow toxic back-links. This process can be exceptionally time consuming if done manually. Our tool does a lot of the heavy lifting, but we combine human intelligence to ensure that ONLY bad links are removed for the best possible results.

Social Signal Development: Social Signals are beginning to have a significant impact on SEO which will impact our reputation management efforts, and that's why when we post up a new piece of content for a client we develop social signals to that content. This is completed through our social signal network that tweets, +1's, and shares the content. We take a much more gradual approach with existing content as Google would view a lot of social signals about an old piece of content as unnatural.



Weekly Meetings: For our clients we believe that we should have weekly meetings. Search Engine Reputation Management may take time, but we don't believe that our objectives/tasks should take any longer than they need to. By having a regular meeting with us you can keep us accountable, and we'll keep you and your team accountable for the action items that need to take place. In these meetings we will also be going over reports of the progress of the campaign, and consistently share with you the results of our relationship together.

THAT! Company Reputation Management Ethics

We believe in White Hat SEO, but we actually take our ethics a step further, we pass everything we do through a simple litmus test.

There are 5 questions that must be answered of things we think, say or do:

- Is it the TRUTH?
- Is it FAIR to all concerned?
- Will it build GOODWILL and BETTER FRIENDSHIPS?
- Will it be BENEFICIAL to all concerned?
- Is it the RIGHT thing to do?

So not only will we not engage in Underhanded Marketing Techniques, Black Hat SEO techniques, but we also will not work with companies that involve Adult themes, Gambling, or activities which we consider morally questionable, or that may exploit anyone.



Email Marketing Project Scope & Proposal Details

1. Email Marketing Consultation Timeframe: Ongoing

Ongoing Email Marketing

The following are some of our primary email marketing deliverables. Our deliverables per client are unique and are certainly not limited to the following:

1. Email Marketing Strategy Development
2. Meeting with you weekly or monthly to review email campaign analytics
3. Content Development – Built with your email marketing goals in mind
4. Tailoring your email marketing campaign to your specific industry context
5. Design Template Development
6. A/B Testing Consultation (subject lines, content, templates, etc)
7. Making sure that your messages are functional and beautiful across email clients and platforms, including mobile and tablets
8. Training you/your team on campaign design and maintenance
9. Helping you build your contact list to reach the maximum number of potential customers
10. Guidance on lead-nurturing best practices
11. Guidance on post-purchase email campaigns to help with up-sells and increase repeat purchases



That Company Key Differentiators

1. That Company believes strongly in accountability and education. We hold regular meetings and provide detailed weekly reporting to measure progress, identify problems, hold one another accountable, and collaborate on marketing solutions. Our departments frequently share information and insights. We believe that an educated client is a better partner. Rather than try to keep SEO and PPC a technical mystery, we detail the different steps we take, show what data we use to guide our decisions, and have open Q and A sessions on regular client calls. All of our long-term clients become well versed in the intricacies of PPC and SEO.

2. That Company relies on data and research to drive our decisions. We make sure tracking is accurate. We begin each new SEO or PPC project by conducting in-depth market research. In PPC, we continue to use the tracking data to guide our decisions. In SEO, we don't guess at keywords, or rely upon clients to intuitively know their best keywords. We conduct exhaustive keyword research to identify where the SEO opportunities lie. These initial analysis reports are unsurpassed in our industry. These reports identify any problems with the site that could limit the effectiveness of SEO efforts, the strength and depth of the competition, your current rankings, and marketplace opportunities,. Together these factors allow us to create a metric that balances the value of keywords with the difficulty in ranking your site on the first page for each keyword. We will use this metric and your feedback to strategically set priorities for keywords.

3. That Company is the cost-effective solution. None of our services require large setup fees. In PPC, rather than base our fees on a percentage of PPC spend, we have flat tier pricing. As such, we have no incentive to spend your budget each month, but instead to keep our clients happy by being as efficient as possible. Most importantly, we get results. Unlike firms that focus on selling clients links which don't impact their SEO results, or ranking keywords which don't impact their revenue streams, we rank clients for keywords that drive their businesses forward. In the end, the \$250 per month solution from India is often a waste of money, and the solution from That Company is a great value.

4. Our contracts allow for adaptability. We recognize that each PPC or SEO project is unique. We do not try to force clients into pre-packaged solutions. We incorporate best practices into our strategies, but shape each PPC or SEO endeavor around the needs of the client.

5. That Company uses Social Signals. Social signals are an increasingly important and often overlooked part of SEO. Almost no other SEO companies incorporate this element into their strategies. Matt Cutts, a frequent Google spokesman, expands on this philosophy here: <http://www.youtube.com/watch?v=ofhwPC-5Ub4>. This strategy is not an effort to use social media to



directly drive sales, but rather an effort to use social signals to drive SEO rankings. Social signals serve three important purposes. First, they have the effect of making website backlink efforts appear more genuine, and thus authenticate our larger SEO efforts. We believe this reason is why so many of our clients see a boost in their organic rankings every time Google runs a Penguin Algorithm Update. Second, the social signals carry SEO weight on their own. Finally, our special methodologies allow us to get new pages of content indexed by the search engines in hours, as opposed to weeks or months. In a competitive keyword space, social signals can often be the difference.

6. That Company stays on the leading edge. All of our PPC managers have passed the Google Adwords exam since the exam was updated to include the new changes coming with Google enhanced campaigns. The PPC Team is fully prepared for what Google enhanced campaigns are doing to the online marketplace. MailTrax Plus is unsurpassed in the detail of its reporting and testing features. As a result of our years spent cultivating a strong relationship with Google and Yahoo/Bing, we're invited to be part of Beta Test groups from time to time.

7. That Company is the technical expert. Before we brought it in-house, many other PPC companies used the software available through ppcmanagement.com to manage their clients' campaigns. Our graphic/Web design department has won multiple Addy Awards for its work. We are actually the service provider for a number of digital marketing companies that outsource their PPC and SEO labor to the firm they know they can trust—That Company.

Conclusion

We have proven time and time again that based on our commitment to client success and continual communication we will have a positive impact on any Internet marketing initiative. We believe by combining your team which has the industry specific knowledge along with our Internet marketing professionals who have the Internet marketing best practices and knowledge, we create a successful combination. We are very confident the That Company's team can make an immediate, as well as lasting impact on your online marketing efforts.

It all adds up to one thing—getting the best results for our clients!