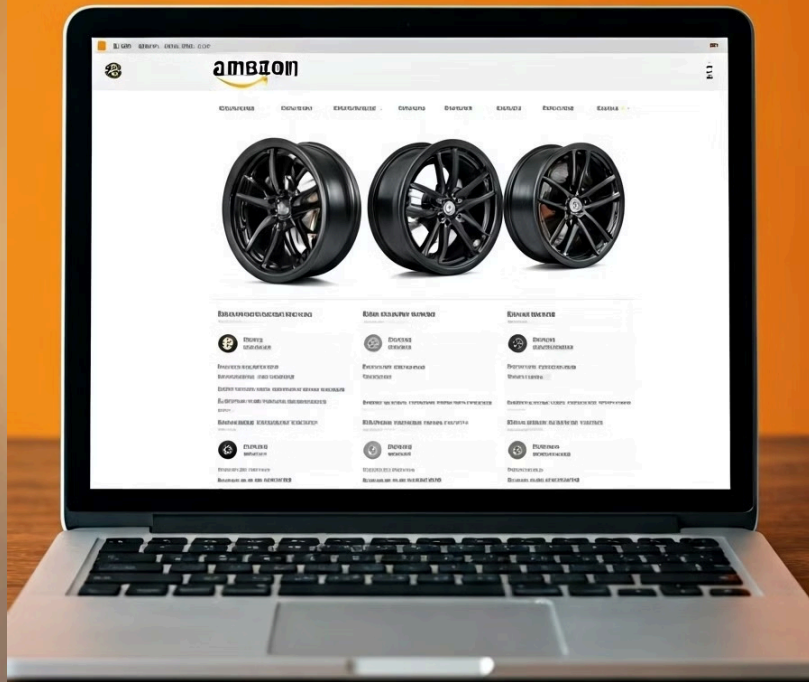


Auto E-Commerce Digital Marketing Partner



Rev up your auto brand with HPC! We're Harbour Pointe Creations (HPC), a digital marketing agency dedicated to driving success for auto brands selling essential car parts to wholesalers, car dealerships, retail, and the public . We understand the unique challenges facing the auto industry in today's competitive landscape. That's why we've developed a range of tailored digital marketing strategies designed to attract new wholesale partners, retail affiliates servicing the public, and even online consumers.



Harbour Pointe Creations
Designing Immersive Experiences



About

With over 15 years dedicated to the automotive industry, I've delivered impactful digital marketing strategies that drive sales and brand engagement. My journey began with Cobalt, Inc., where I participated in launching General Motors newest marketing initiative following the 2007 bankruptcy and HARP funding to drive automotive further into online purchasing channels. Holding various marketing roles, I developed and ran successful digital marketing initiatives for a vast network of car dealerships and auto brands. Since 2018, I've expanded my freelance service through my own agency, Harbour Pointe Creations, LLC. HPC, LLC. works with Marketing Specialists focus on growing automotive businesses.

Our specialty lies in promoting brand loyalty across e-commerce platforms such as Amazon, building new partnerships, and your own drop-shipping website. Our social media marketing utilize influencers and engaging content to ignite brand enthusiasm, and transform your products into must-have items for automotive enthusiasts nationwide. Let's work together to revolutionize your distribution, boost online sales, and cultivate a passionate community of lifelong customers.

- Von Galt, MBA, Owner of HPC, LLC.



Selling Parts with Our E-Commerce Merchant Monthly Management on Amazon, Ebay, and Etsy

There are more customers buying from e-commerce marketplaces such as Amazon and Ebay. Move your high-ticket merchandise by optimizing your product listings and paid ads strategy. Your competitors are utilizing these channels to gather new partnerships with consumer brand enthusiasm.

E-Commerce Merchant Store Management (Amazon, Ebay, Etsy, etc.) - \$1000/mo. (Basic, Small Inventory) OR \$2000/mo. (Growth, Medium Inventory) OR \$3000+/mo. (Enterprise, Large Inventory)

- **Basic Package (\$1000/mo. maintenance - Small Inventory:**
 - Creation of 1 product video (30-60 seconds) for each product listing (up to [X number of new products per month])
 - Creation of engaging product titles, descriptions, and bullet points
 - Design of product creatives (images and graphics) for listings
 - SEO Optimization of product listings for searchability and conversion + A/B testing
 - Management of web storefront (product organization, category structure, etc.)
 - 4 Monthly Consultation Calls (1 Call/Week)
 - Optional: Paid ad management (Amazon, eBay, Etsy) with a recommended starting ads spend budget of \$1000*/month

Growth Package (\$2000/mo. maintenance) - Medium Inventory:

- Includes all Basic Package services, but labor cost is adjusted for volume
- Optional: Paid ad management (Amazon, eBay, Etsy) with a recommended ads spend budget of \$2000*/month

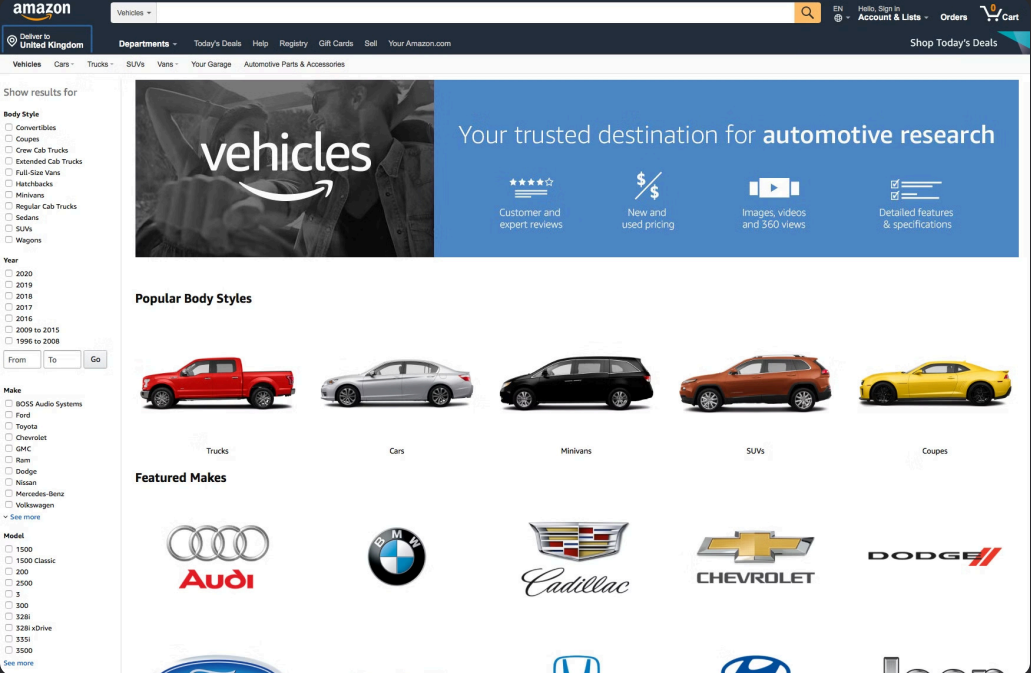
Enterprise Package (\$3000/mo. maintenance - Large Inventory and Complex Operations:

- Includes all Growth Package services, but labor cost is adjusted for enterprise volume
- Optional: Paid ad management (Amazon, eBay, Etsy) with a recommended ads spend budget of \$3000+*/month
- Additional Services: Inventory management, order fulfillment coordination, and fulfillment optimization strategies (may have additional costs)

SUMMARY:

- If you need a new web-store developed on Ebay, Amazon, Etsy, etc., then here are the package break-downs for website development on a e-commerce marketplace.
 - Basic (small inventory) - \$2000 dev.
 - Growth (medium inventory) - \$3000 dev.
 - Enterprise (large inventory) - \$5000+ dev.

NOTE: For labor cost only. Client must provide a separate merchant account with chosen e-commerce market channel.



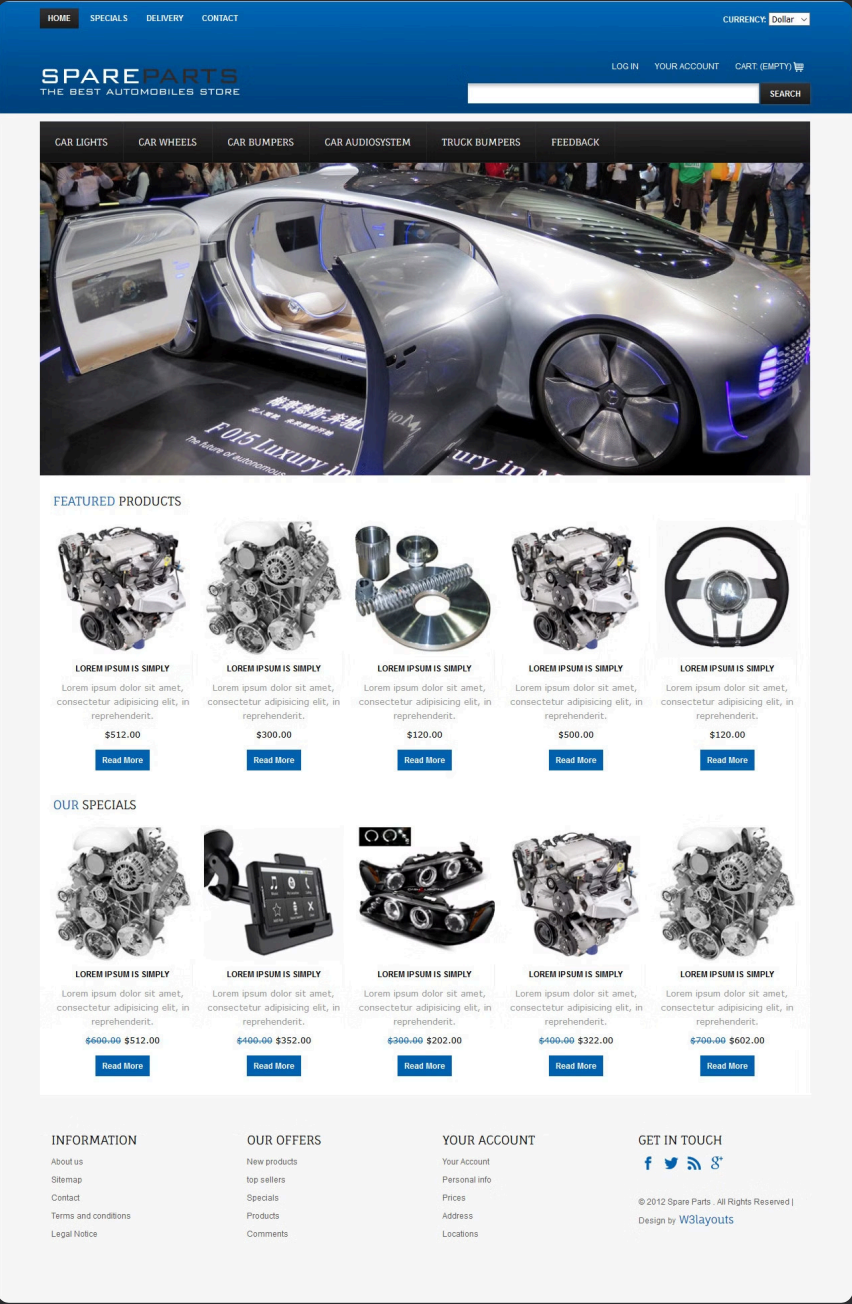
Build Consumer Trust with *Website Development*

We've seen simple clearance websites that are nice, but only 5 people visit it every month. Our websites are built to perform with aggressive built in SEO and enterprise level Google Analytics tags. So, you can measure its growth analytics in your Looker Studio dashboard. We don't build shells with empty vessels.

Website Development - \$1000 (Info only) - 2000 (Minimal Inventory) OR \$3000 (Growth) OR \$4000+ (Enterprise)

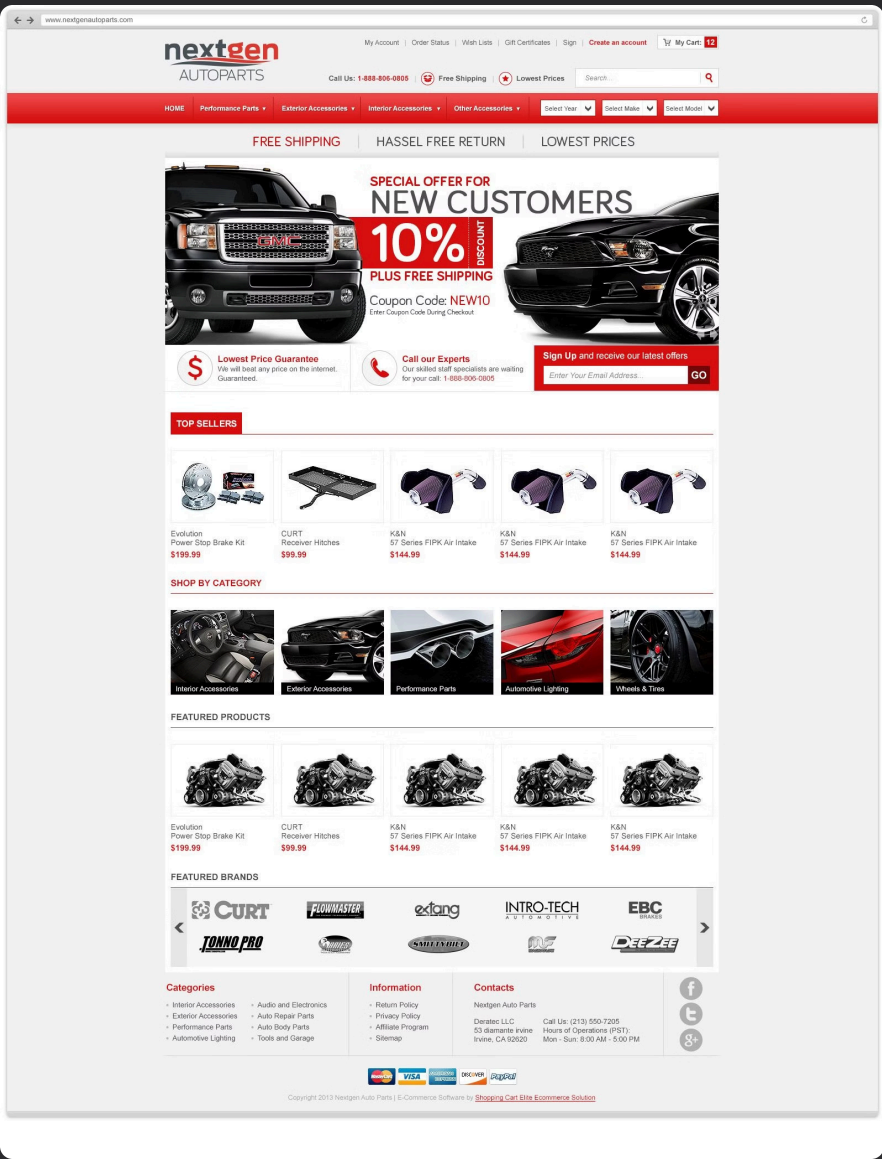
- BASIC Informational Website (\$1000 [Info Only] - \$2000 [Minimal Inventory]):
 - Develop a website with 3-5 pages (including about, services, contact).
 - Measure success with Google Analytics 4 (GA4) + Google Looker Studio BI dashboard setup
 - GA4 pixel tracking + Meta pixel tracking
 - Google Tag Manager tracking of data layer, utm ad campaigns, link/CTA button tracking, etc.
 - SEO (backlinks + NAP citations + submission to local directories + sitemap submission)
 - Google Business Listing/MAPS + Reviews
 - Yelp Business Listing + Reviews
 - Subscriber CTA button + 1 optimization call on how to turn subscriber list into converted leads.
 - Lead generation landing page + link to Meta forms + Google Ads forms (if client has set up ads)
- GROWTH E-commerce Website (Medium Inventory) (\$3000):
 - Develop a 5-10 page website with basic e-commerce functionality, supporting up to [X number of products]
 - Includes all features from the Basic Informational Website package, plus: enhanced SEO (backlinks)
- ENTERPRISE E-commerce Website (Large Inventory) (\$4000 - \$5000+):
 - Develop a highly customized website with robust e-commerce features, supporting [X number of products], multiple product categories, and advanced customization options (e.g., product filtering, sorting, dynamic pricing). Includes all features from the Standard E-Commerce package, plus: advanced SEO (backlinks)

NOTE: On-going Google Tag Manager analytics & SEO is an add-on that's part of the *Monthly Website Management* package.



Nurture Lifetime Customers with *Monthly Website Management*

We know you're busy fulfilling bulk orders with your distributors, and high-ticket Amazon orders. So, we free up your time by doing the monthly website maintenance for you. Plus, we keep your website performing with the web crawlers by implementing on-going SEO and local optimization.



Monthly Website Management - \$500/mo. (Basic) OR \$1000/mo. (Growth) OR \$1500/mo. (Enterprise)

- Updating assets such as holiday specials, video testimonials, new staff introductions, etc.
- Add new lead generation landing pages and gallery
- System monitoring
- Monthly SEO optimization
- On-going Google Tag Manager tracking of data layer, utm ad campaigns, link/CTA button tracking, etc.
- Measure success with Google Analytics 4 (GA4) + Google Looker Studio BI dashboard
- 2 Monthly Consultation Calls
- SEO (backlinks + NAP + Marketing Landing Pages + Local Directories/Citations + Sitemap Submittals)
- Google Business Listing/MAPS + Reviews
- YELP Business Listing + Reviews
- 1 email newsletter sent to subscribers list (website subs list + customer database list)
- 1 monthly blog for SEO
- SUMMARY:
 - **Basic (Informational):** \$500/mo.
 - **Growth E-commerce (Minimal Inventory):** \$1000/mo.
 - **Enterprise E-commerce (Large Inventory):** \$1500/mo. (consider additional fees for extra large inventory management)

Drive Acquisition Through Dynamic *Email Marketing*

We understand that not every customer who calls you or leads we generate for you are ready to buy immediately. So, we nurture your customer relationship with enticing video email campaigns that jumpstarts buying interest. Your sales funnel of partnerships and online buyers grows for you.


Email Marketing - \$500/mo.

- Create 4 email marketing newsletters.
- Send email newsletters to subscriber list.
- Upload updated monthly subscribers list into Facebook for re-marketing purposes.
- 4 monthly consultation calls (1 call/wk)
- 1 blog/mo. (also used in website, ads, etc.)
- 1 YouTube* podcast episode edited/produce w/you (also used in website, ads, etc. + 15 mins - 30 mins)
- 2 videos/mo. (15-Sec., 30-Sec., 1-3 mins. etc.)
- Promotional creatives for email newsletters, which can be reused in multi-channel marketing
- Reporting consultation
- A/B testing


NOTE: Email CRM must be separately bought by client (Hubspot, Constant Contact, etc.). The volume of emails sent is dependent on your Email CRM capacity. This is labor cost only.

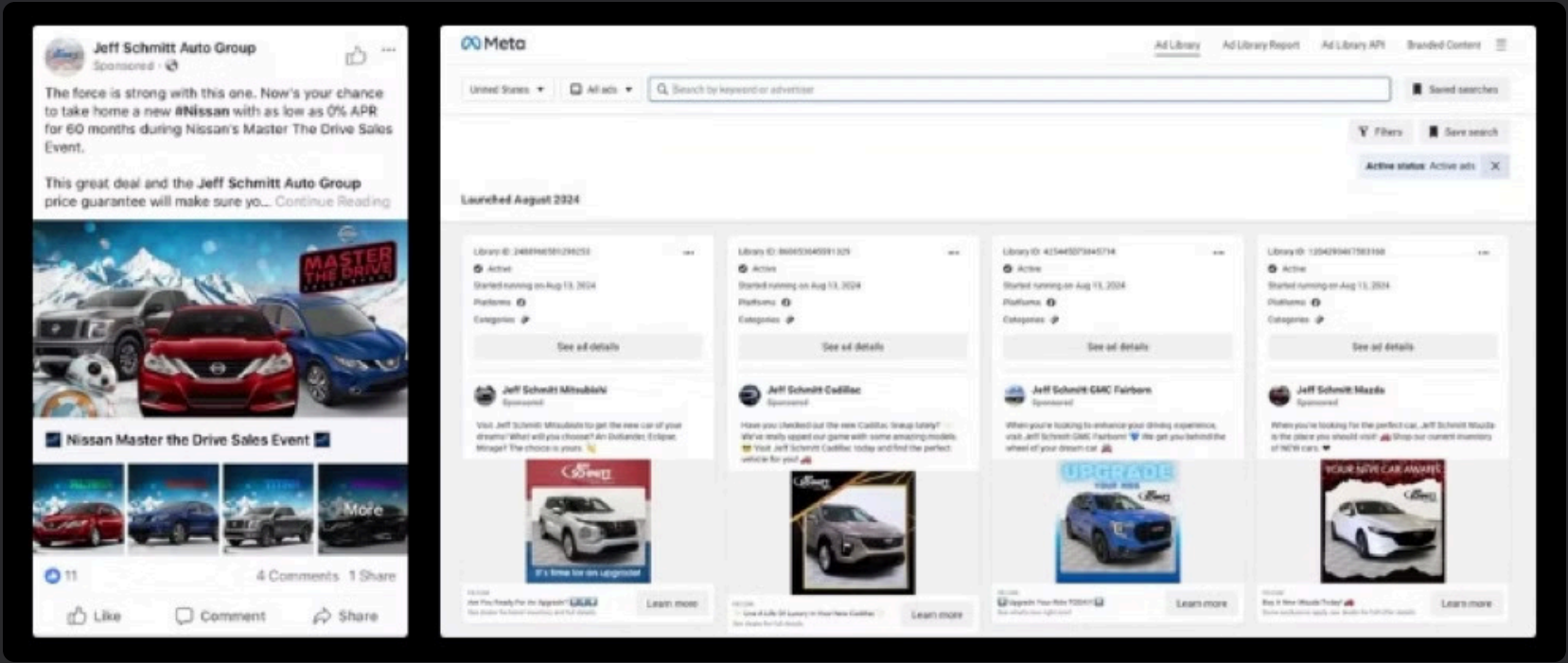



Let's see what your competitors are doing with Meta ads & Google ads?


 www.facebook.com

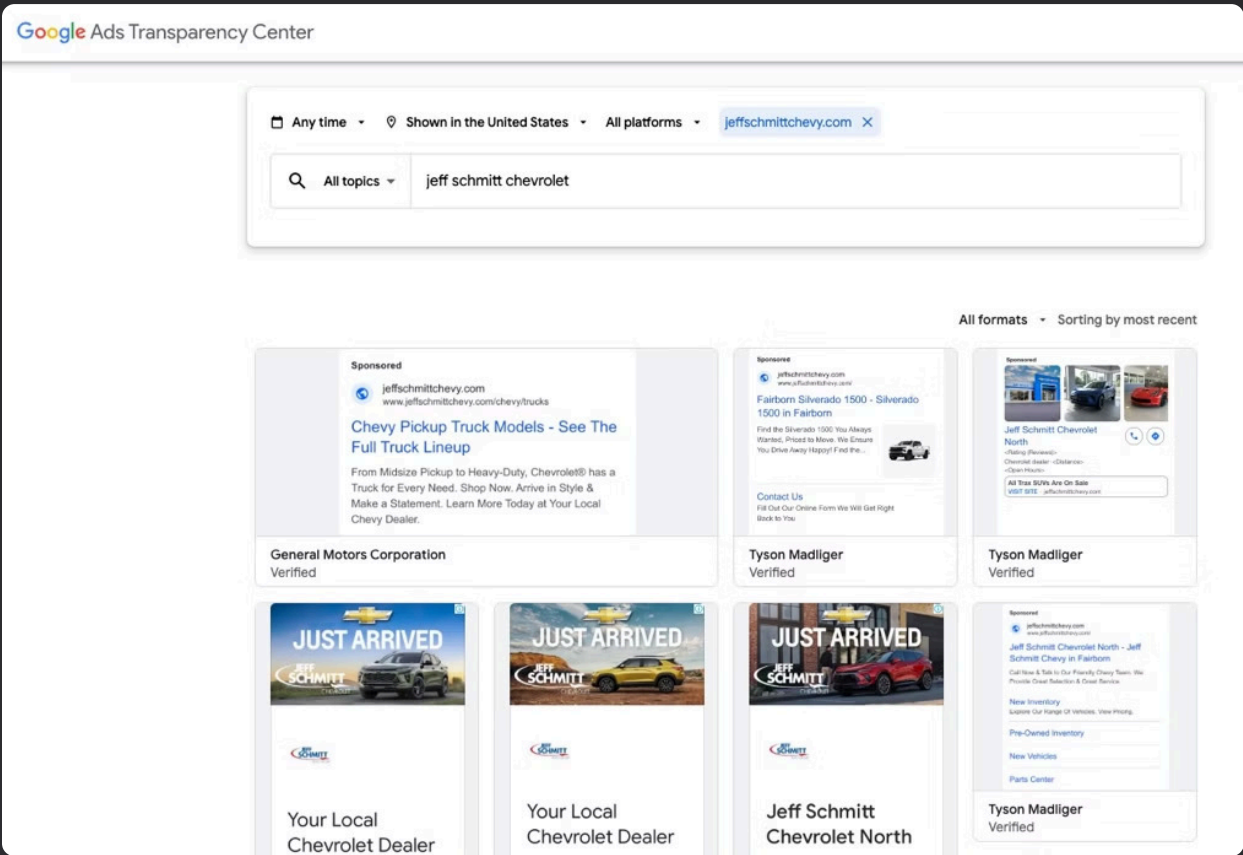
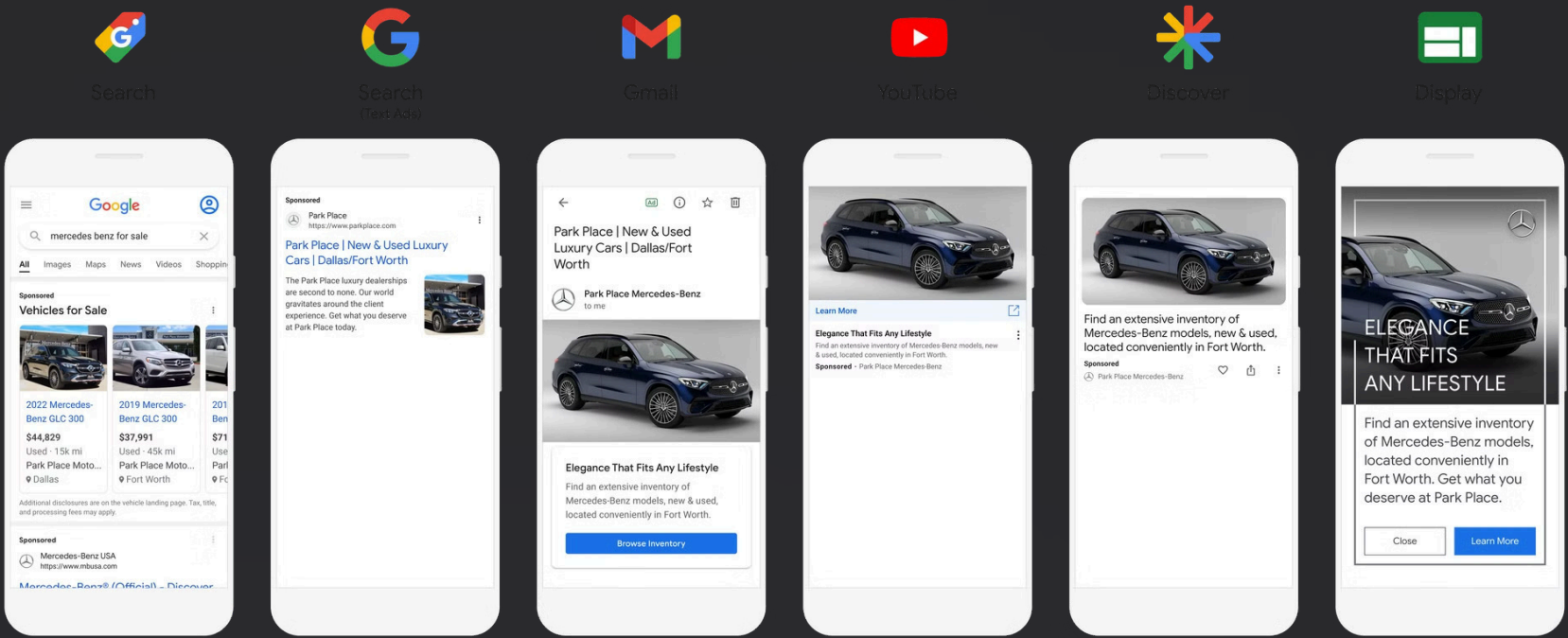
Ad Library





 adstransparency.google.com





Drive Customer Growth with Our Targeted *Paid Ads Management* on Google, Yahoo, Bing, Amazon & Social Media

Build brand exposure with consumer trust and lower partnership resistance by making your brand a household name on the search engines. Search engine ads get your brands in front of your niche market. The most successful brands and public facing. As well, as selling through distribution channels that sell products to the public.



Paid Ads Management - \$1500/mo. (\$300/campaign)

- Creation of 5 promotional video clips (15-30 seconds, 30-60 seconds, or 1-3 minutes each)
- Creation of 10 creative image ads (various sizes for different platforms)
- PPC Campaign setup and management across Google Ads, Yahoo, Bing + A/B testing
- Social Media Ads on Meta, Instagram, TikTok, Twitter and other social ads platforms also include in the Paid Ads Management package (You just need to select your desired platforms and allocate budget appropriately)
- Amazon Ads setup and management (if client has an Amazon Merchant account)
- 4 monthly consultation calls (1 call/week) + reporting
- Recommended ads spend budget: starting at \$1000/month

Generate New Customers with *Social Media Marketing + Reputation Management*

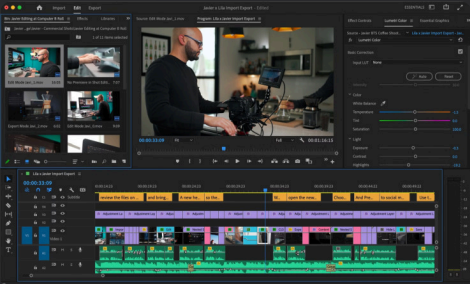
You know your online store and brand, and we know how to use social media marketing to target your niche high-ticket customers. Social media works if you apply the skills, compelling creatives, and relevant audience targeting. Successful brands have consumer recognition. Enthusiasm from the public help reduce partnership resistance. Grow your brand's value by making it a household name with consumers.



Social Media Marketing + Reputation Management + Paid Ads Boosting - \$1500/mo.

- 3-5/wk posts (1 video, 2 ads, 2 customer posts). **NOTE:** Videos can be created to promote trade show events & consumer education series, which are re-used for multi-channel marketing
- Facebook market place setup
- Monthly editorial calendar
- Create landing pages on your website to generate leads
- Meta pixel setup on their website
- UGC, Influencer, & testimonials branding strategy
- Upload new monthly CSV website subscribers list into Meta for re-targeting campaigns
- 4-monthly consultation calls
- REPUTATION MANAGEMENT: Facebook, Google, & Yelp Reviews only
- Optional Paid Ads Boosting: Included in SMM service
 - FACEBOOK, INSTAGRAM PAID ADS BOOSTING:
 - Recommended separate spend budget of \$1000 to start
 - Geo-located paid ads targeting your niche
 - Lead generation sent to Meta* forms or your website landing pages
- Optional: REPUTATION MANAGEMENT SERVICE ONLY \$500/Mo. : Facebook, Google, & Yelp Reviews only

Elevate Your Competitive Edge with Our Trendsetting Services



Video Editing: Custom Quote

- Edit and produce videos.
- Enhance audio, remove background, and improve sound quality.
- Podcast episode editing and consultation.
- Consultation calls.



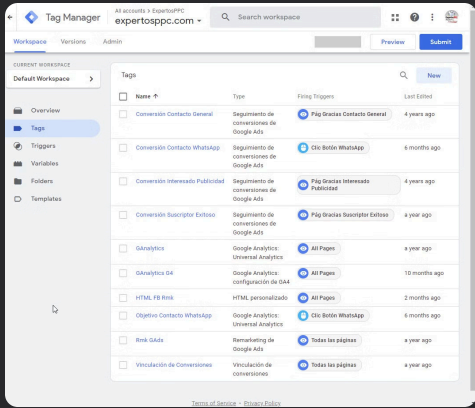
Content Creation: Custom Quote

- For local businesses only in Snohomish County & King County, WA, USA.
- On-site content creation.
- Create ads and video ads.
- Consultation calls.



Google Looker + BigQuery + GCP: Custom Quote

- Setup and audit Google Looker BI Dashboard.
- Setup BigQuery database.
- Setup Google Cloud Platform schema.
- Consultation calls.



Google Analytics 4 + Google Tag Manager: Custom Quote

- Setup and audit Google Analytics 4.
- Tag events in GA4 & Google Tag Manager (cost dependent on tag volume).
- Consultation calls.

Local Businesses We've Worked With



Let's Get Started!



Sign DocuSign Agreement & Invoice

- Statement of agreed service(s) & each month's invoice are signed via DocuSign.



Schedule Onboarding Call

- Onboarding calls are scheduled shortly afterwards.



BOOK A CONSULTATION ON THE WEBSITE: HarbourPointeCreations.net