



Unlock Your Brands'

E-Commerce Potential: A Marketing Blueprint

Ready to unlock your growth potential and boost sales? Our custom social marketing strategy is designed for small e-commerce dropshipping companies like yours. We'll create a plan that expands your reach, streamlines your operations, and builds a strong brand that resonates with your target audience. Let's work together to turn your website into a powerful sales portal for your growth.





High ROI Marketing Campaigns Understands Consumer Behavior



Retail Brands Reflect Potential Experiences

Let's connect your drop-shipping brand with consumers who care about sustainability and social impact. We'll craft compelling social media content that showcases your brand's commitment to positive change, turning each purchase into a story of impact. Imagine your customers not only buying your products but also actively participating in a movement that makes a difference. We'll build a passionate community around your brand, inspiring consumers to become loyal advocates for your mission. Consumers want to look good outside and feel confident inside.



Consumers Seek Answers through Retail Products

We understand that your customers are looking for more than just a product—they're seeking solutions that align with their values and make a positive impact. Our digital media marketing will go beyond simply selling your products; we'll tell the stories of how they empower individuals, solve problems, and create positive change in the world. We'll connect your drop-shipping brand with a community of loyal customers who feel good about their purchases, knowing that choosing your brand is a powerful way to make a difference.



Google Ads, Meta, Instagram, TikTok & Amazon Paid Advertising Strategy

E-commerce Success on Social Media: Focus on look-alike consumers who are buying products similar to yours.

Creative Strategies:

Showcase the positive impact your products have on the world through compelling visuals and stories. Encourage customer engagement by tapping into the power of user-generated content (UGC). Offer incentives like discounts or giveaways to encourage customers to share their experiences with your brand. Partner with micro-influencers in relevant niches to reach a wider audience and build trust. Utilize TikTok to create engaging content that showcases your brand's positive impact, sustainability efforts, and key values. Host challenges and contests for UGC, integrate shopping links, and track performance metrics to measure success.

Campaign Optimization:

Implement data-driven strategies to ensure your campaigns resonate with your target audience and drive results. This includes A/B testing different creatives and messaging, targeting specific segments of your audience based on their demographics and interests, analyzing performance metrics like click-through rates and conversions, and continuously adjusting your campaigns based on the insights you gain.

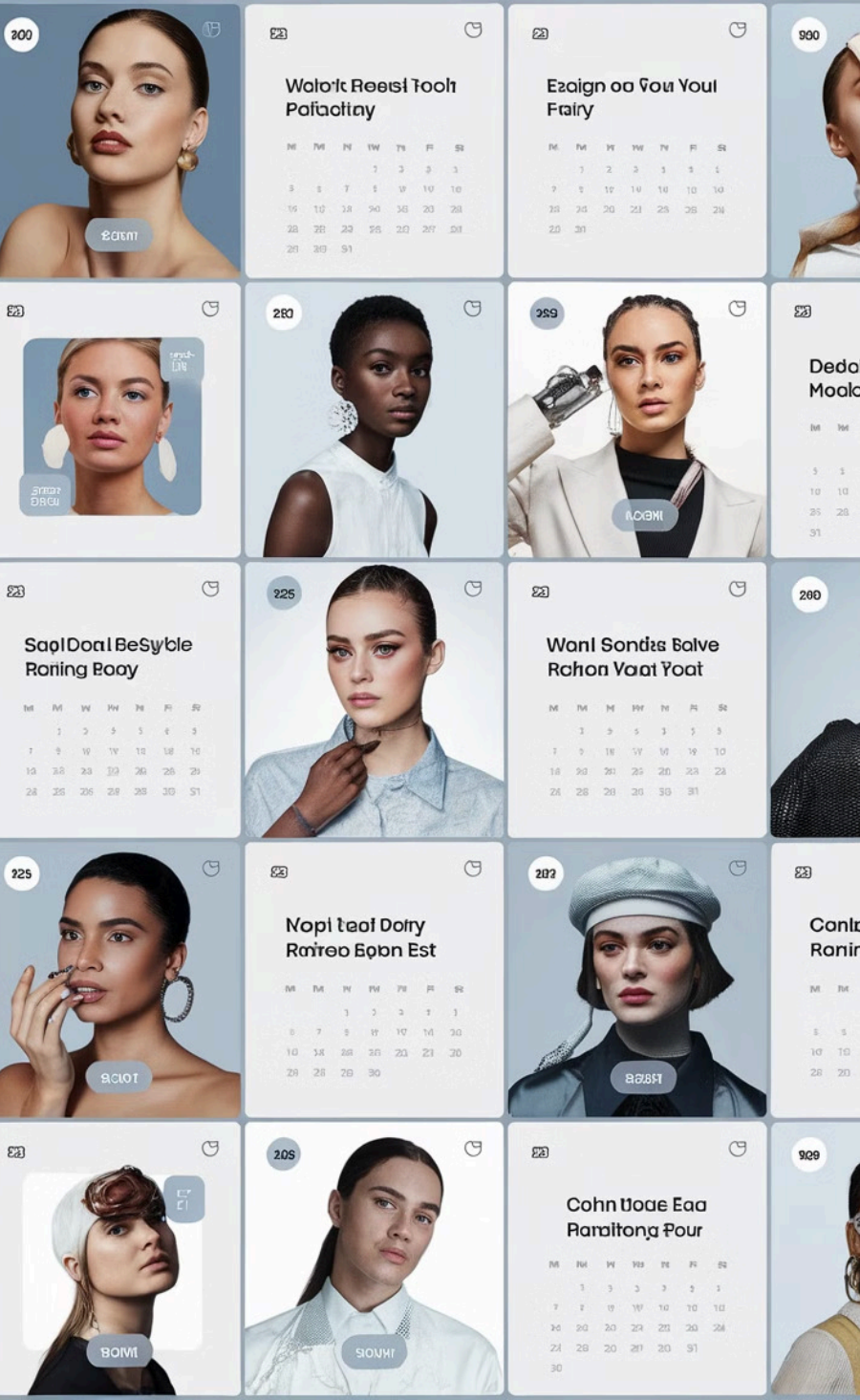
Social Media Editorial Strategy:

Create a balanced mix of content that includes product showcases, brand stories, and user-generated content. Prioritize video content to boost engagement and showcase your products in action. Maintain a consistent posting schedule to keep your audience engaged and growing. Utilize paid ads to amplify your most popular content.

Reputation Management:

Actively monitor and respond to reviews across all platforms. Analyze customer sentiment to identify areas for improvement. Amplify positive experiences to strengthen your brand's online reputation.

By implementing these strategies, you can build a strong community, drive sales, and increase brand awareness on social media platforms.



Social Media Editorial Strategy

1

Diverse Content Mix

We'll create a balanced mix of product showcases, brand stories, and user-generated content.

2

Video-First Approach

Emphasis on video content to boost engagement and showcase your products in action.

3

Consistent Posting Schedule

We'll maintain a regular posting cadence to keep your audience engaged and growing.

4

Boosting Posts as Paid Ads

We'll boost the most popular posts to relevant audience segments.

CRO UI/UX & Data Analytics Strategy (Mo. Website Mgt)

Our marketing agency will collaborate seamlessly with your website designer or we can create compelling landing pages that drive conversions and provide valuable insights into campaign performance. We'll leverage social media pixel tags to track user activity, integrate data into Google Analytics 4, and create customized Looker Studio dashboards for comprehensive reporting. With this comprehensive approach, we'll ensure that your landing pages are designed to capture user attention, drive conversions, and provide you with the data you need to make informed decisions about your marketing strategy. The lifeline of your business is marketing and sales, all other aspects from IT engineering, website development, data analytics, etc. are pillars supporting Marketing/Sales. Poor marketing ROI results in slump sales. *We understand that wholistic marketing/sales cycle.*

- 1

Landing Page Optimization

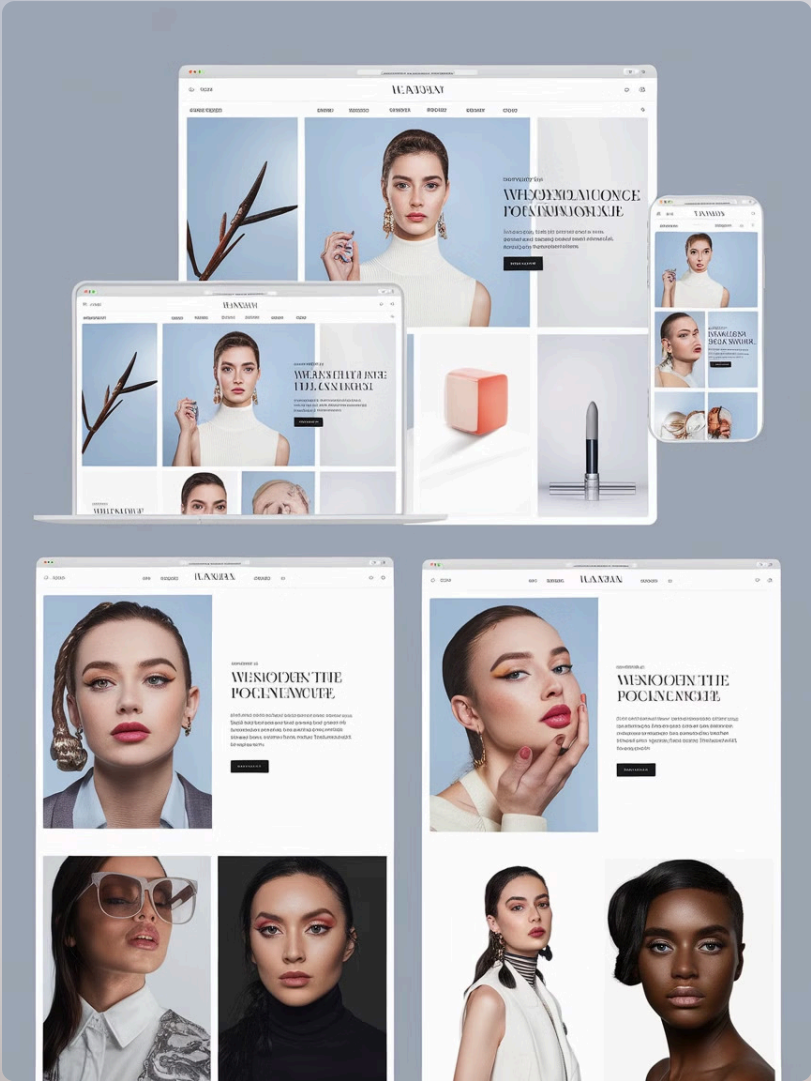
We'll work closely with your designer to create landing pages that are visually appealing, user-friendly, and optimized for conversions.
- 2

Pixel Tag Integration

We'll strategically place social media pixel tags on your landing pages to track user interactions and gather essential data.
- 3

Google Analytics 4 Integration & Looker Studio Dashboard Reporting

We'll integrate the data collected through pixel tags into Google Analytics 4 for in-depth analysis of campaign performance. We'll create customized Looker Studio dashboards that provide clear, visual representations of campaign performance, allowing you to easily track key metrics and make data-driven decisions.



Lead Generation and Nurturing

Retarget Email Subscribers

Seamlessly integrate your email subscriber list with Meta Audiences to create a custom audience for personalized ads on Facebook and Instagram. This targeted approach will nurture their interest, drive them back to your website or specific offers, and ultimately boost conversions and strengthen customer relationships.

Maximize Reach: Optimize Your Audiences

Our marketing agency will continuously optimize audience Continuously refine your audience segments using data-driven insights to ensure your ads reach the right people at the right time, maximizing campaign effectiveness and driving stronger results.

Unified Messaging: Email & Ads Working Together

Maximize impact by aligning ad creatives and messaging across email and social media channels, creating a consistent brand experience and driving higher conversions.

amazon





Reporting and Communication

Weekly Updates

Brief performance summaries and key metrics delivered to your team weekly.

Monthly Deep Dives

Comprehensive reports with in-depth analysis and strategic recommendations.

Quarterly Reviews

Face-to-face or virtual meetings to discuss overall strategy and long-term goals.

On-Demand Access

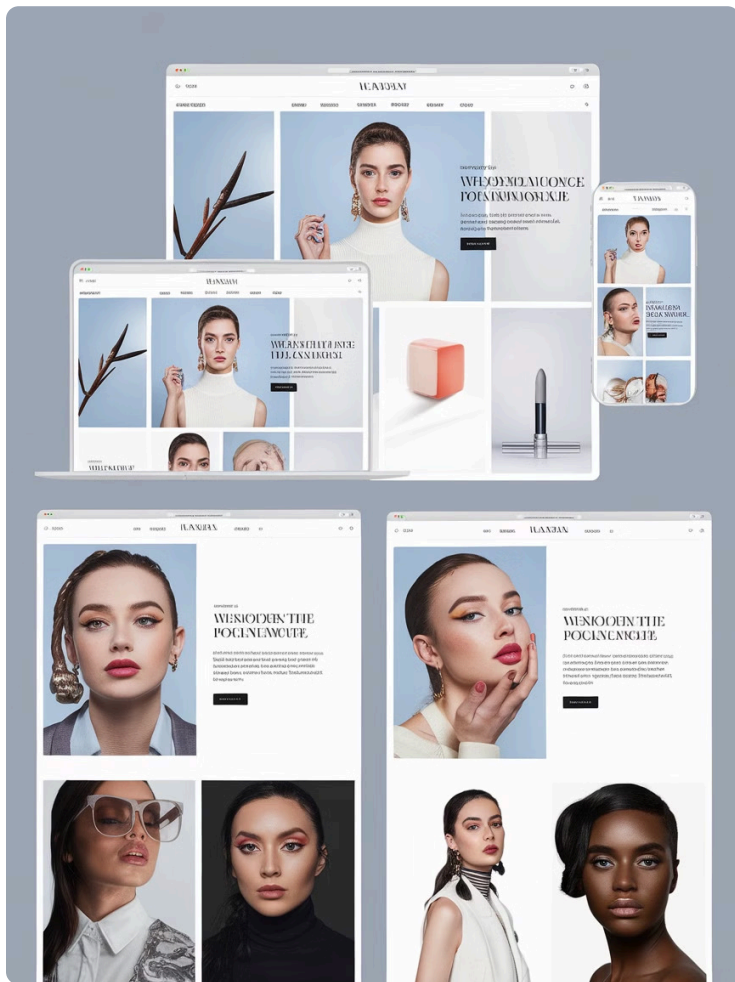
24/7 access to real-time performance dashboards for your team.

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)



Paid Ads Management - \$1500/mo.(5 Ads) OR Prorated @ \$300/Ad Campaign

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.



Comprehensive Break-down of Services:

We provide a customized package starting at \$1,500/month (retainer for labor in creating video/static ads) per product line (if you're enterprise) OR if you have a minimal volume of products, then the retainer is per account.

For example:

Makeup Line: \$1500/Mo. (Prorated @\$300/campaign)

Apparel Line: \$1500/Mo. (Prorated @\$300/campaign)

- Creation of 5 promotional video clips (15-30 seconds, 30-60 seconds, or 1-3 minutes each)
- Creation of 15 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/mo. We setup & 100% optimize your campaigns, but you adjust daily budgets accordingly.



Selling 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.) - \$500/mo. (Basic, Small Inventory) OR \$1000/mo. (Growth, Medium Inventory) OR \$1500+/mo. (Enterprise, Large Inventory)

- **Basic Package (\$500/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. We setup & 100% optimize your campaigns, but you adjust daily budgets accordingly.

Growth Package (\$1000/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. We setup & 100% optimize your campaigns, but you adjust daily budgets accordingly.

Enterprise Package (\$1500/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. We setup & 100% optimize your campaigns, but you adjust daily budgets accordingly.
- 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) - \$1000 dev.
 - Growth (medium inventory) - \$2000 dev.
 - Enterprise (large inventory) - \$3000+ dev.

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



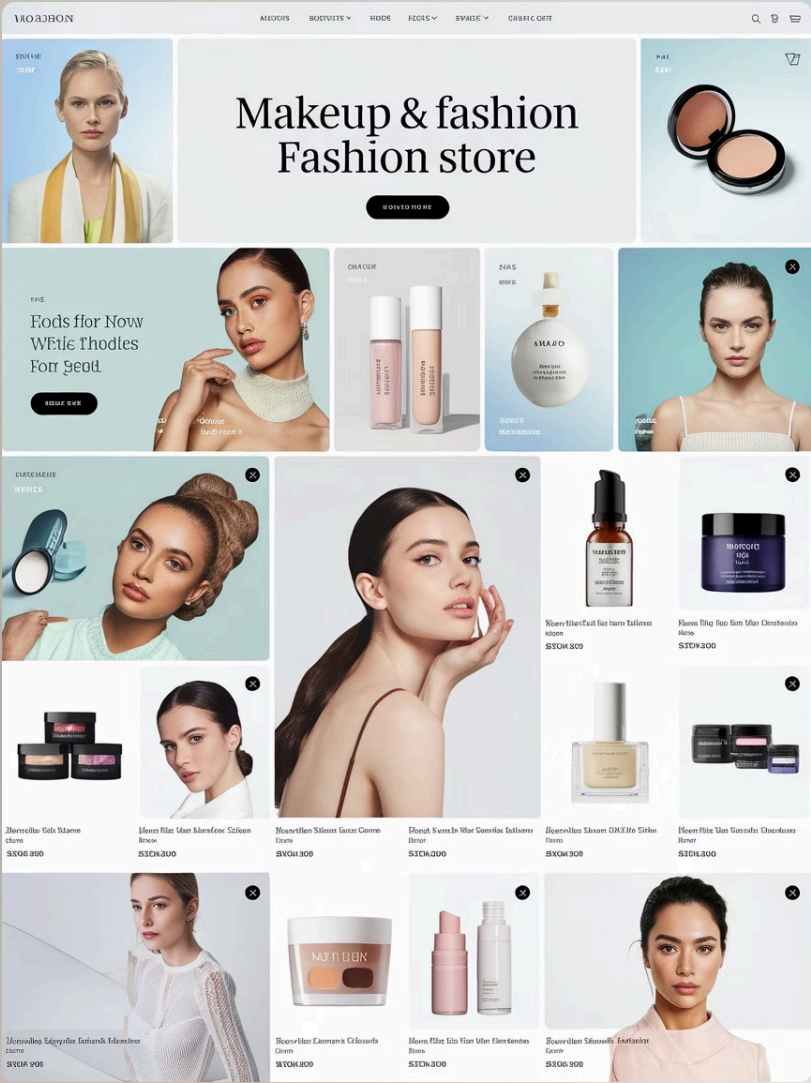
Build Consumer Trust with *Website Development*

If you don't have an existing website, we got you. 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/ Minimal Inventory) OR \$2000 (Growth) OR \$3000+ (Enterprise)

- BASIC Informational Website (\$1000 [Info Only/ 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.
- GROWTH E-commerce Website (Medium Inventory) (\$2000):
 - 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) (\$3000+):
 - 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)

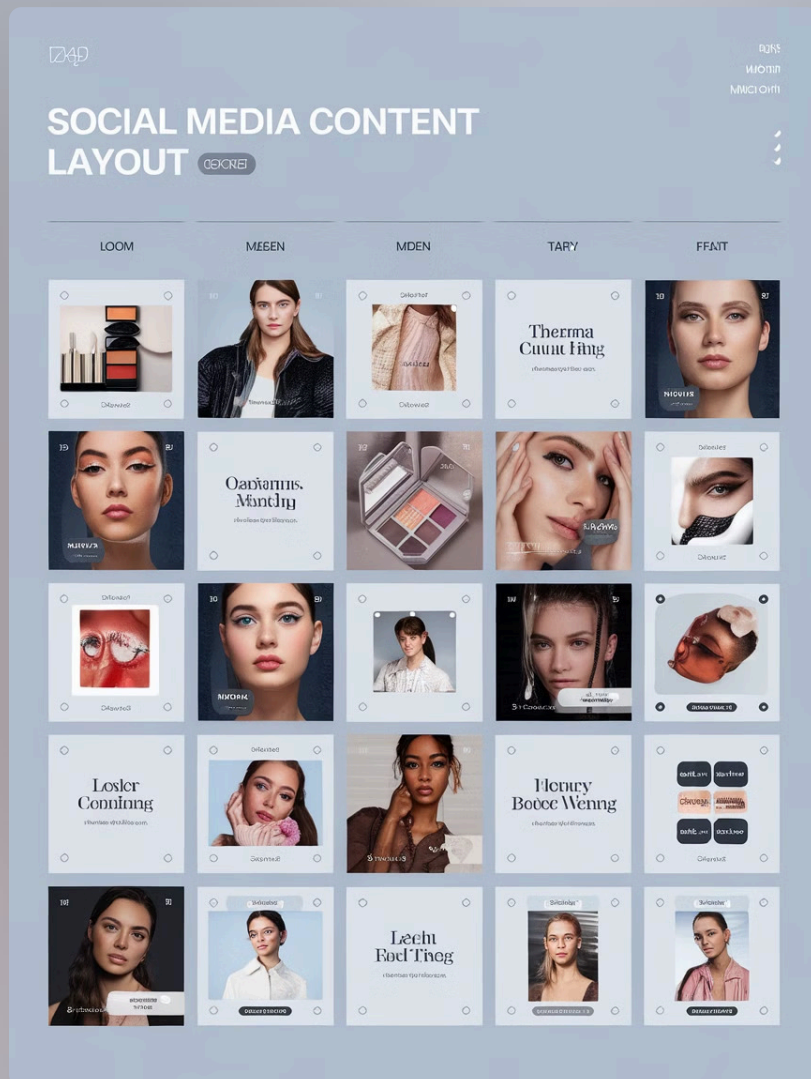
NOTE: On-going Google Tag Manager analytics & SEO is an add-on that's part of the *Monthly Website Management* package.



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

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.

- 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 with. We setup & 100% optimize your campaigns, but you adjust daily budgets accordingly. No additional cost for managing paid ads on socials if part of the full SMM service. Posts are essentially ads, and we just boost it for you.
 - 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



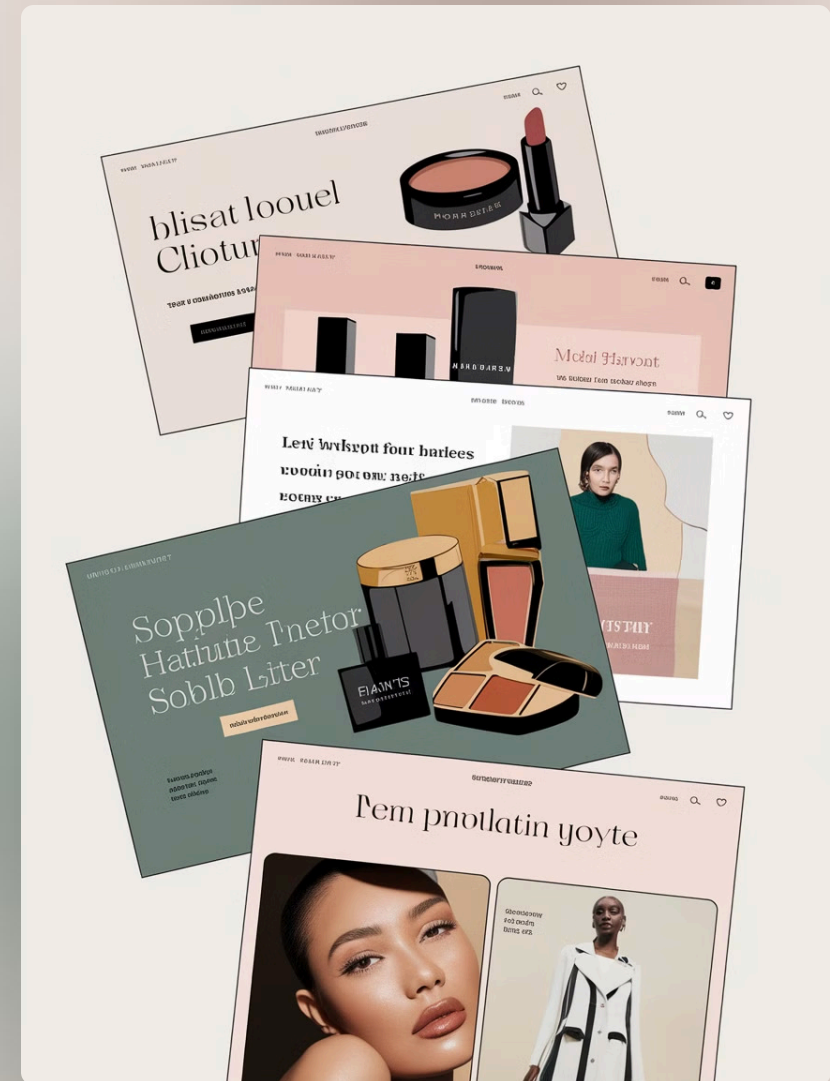
Drive Acquisition Through Dynamic *Email Marketing*

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.

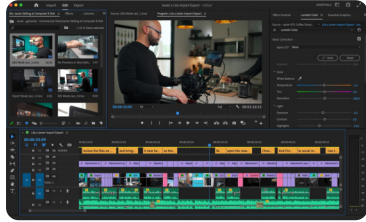
Email Marketing - \$500/mo.

- 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.



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



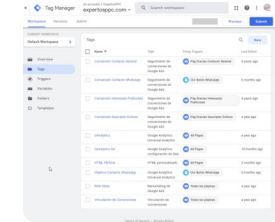
Content Creation: Custom Quote

- 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

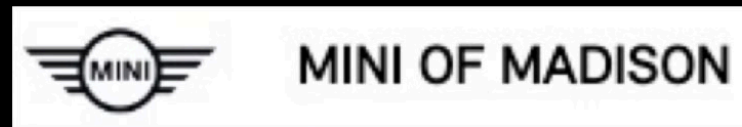
- Setup and audit Google Looker BI Dashboard
- Setup BigQuery database
- Setup Google Cloud Platform schema
- Consultation calls



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

Businesses We've Worked With





About

Looking to elevate your brand with cutting-edge marketing strategies that resonate with today's trendsetters? Harbour Pointe Creations, LLC is your partner. We specialize in crafting innovative digital marketing campaigns that drive brand awareness, engagement, and sales for forward-thinking brands like yours. With over 15 years of experience helping businesses thrive, we've honed our expertise in crafting compelling narratives, leveraging the latest trends in social media, and driving meaningful results that resonate on an essence level with repeat consumers. We're not just a marketing agency; we're trendsetters ourselves, constantly evolving and pushing the boundaries of what's possible with new pathways for communicating with customers. Ready to launch your brand into the future? Let's talk.

-Von Galt, MBA, Owner of **Harbour Pointe Creations, LLC.**



Let's Get Started!



Sign DocuSign Agreement & Invoice

- Statement of agreed service(s) & monthly invoice are signed via DocuSign Merchant Services.



Schedule Onboarding Call

- Onboarding calls are scheduled shortly afterwards.



BOOK A CONSULTATION ON THE WEBSITE: HarbourPointeCreations.net