



Home Improvement Contractor's Local Digital Marketing Partner

We're dedicated to fueling the growth and expansion of local home repair and remodeling businesses. We deeply understand the unique challenges facing home improvement in today's competitive market. That's why we've developed a suite of tailored digital marketing strategies designed to attract high-value service calls and cultivate referrals with lifelong customers.



Harbour Pointe Creations
Designing Immersive Experiences

Many home repair & remodeling business owners tell us these are their challenges



I want to do marketing for local customers FAST, but don't know where to start.

- Need someone to generate quality leads? We create video ads on social media and search engines that generate qualified leads in your area. Don't have a website? We got you covered.



My leads become cold when I FINALLY get back to them.

- We go above and beyond by creating a sales deck PDF (email) and JPGs (cell) for you. So, you can email or text a brief value presentation to phone leads or email leads right after you speak to them to keep them interested. Don't have one? We'll create it!



I need to PAUSE my ads when I'm booked for a while.

- Long-term agreements don't always work for everyone. Flexible month-to-month service, pause when you're booked and restart when you need more clients. Start booking jobs weeks in advance to fill up your calendar.

Nurture Lifetime Customers with *Monthly Website Management*

BEFORE ANY AD PACKAGES CAN BE BOUGHT, WE MUST PROPERLY BUILD OUT YOUR SITE WITH LOCAL SEARCH & PREPARE IT FOR CUSTOMER GENERATION. OTHERWISE, NO GOOD ADS CAN CONVERT WELL IF LANDED ON A POORLY CONVERTING WEBSITE & LACK-LUSTER FOLLOW-UP PROCESS.

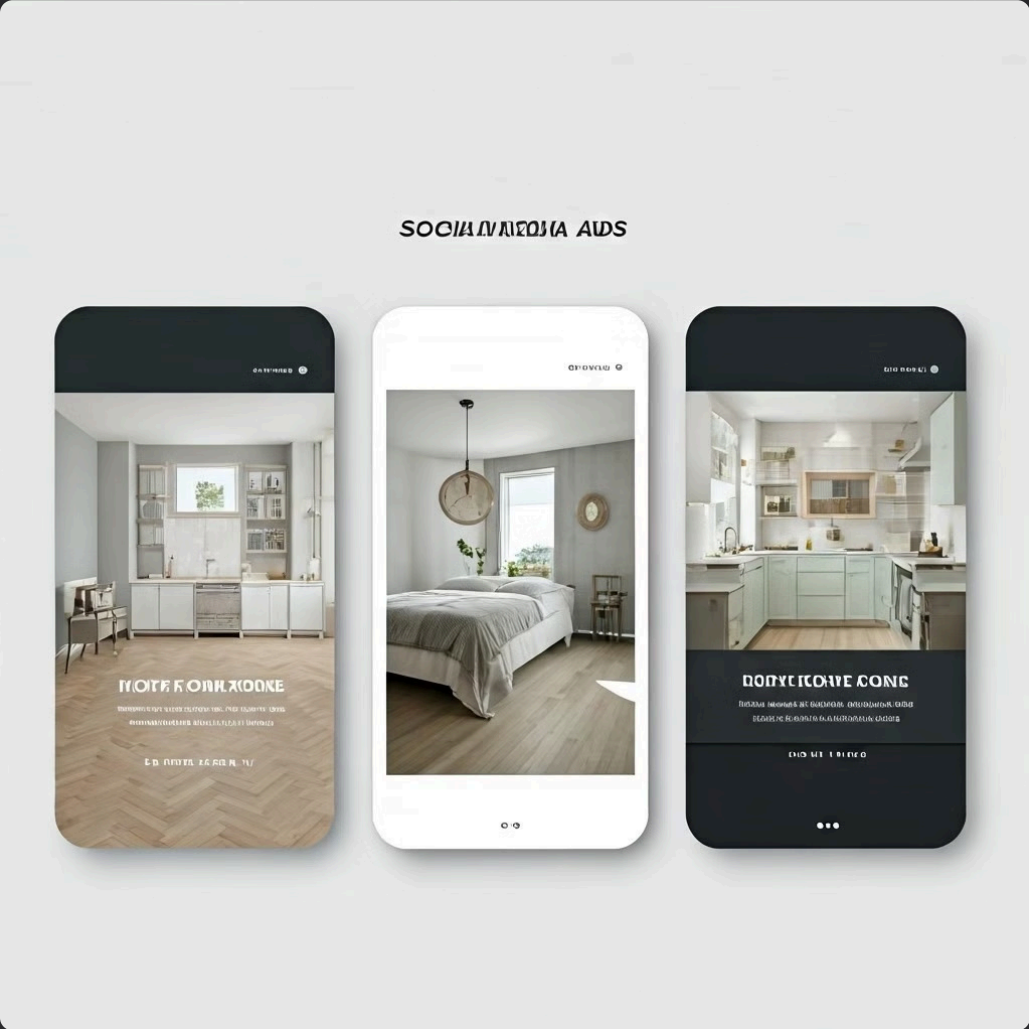
We know you're busy working with your customers. So, we free up your time by doing the monthly website maintenance for you. Plus, we keep your website performing with the web crawlers by implementing on-going SEO and local optimization.



- Monthly Website Management - \$500/mo. (Basic) OR \$1000/mo. (Growth) OR \$1500/mo. (Enterprise)
- Create a Sales Deck Presentation that you can text or email to phone/email leads to keep them interested until your onsite appointment
- 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 linking + Sitemap Submittals)
- Google My Business Listing/MAPS (G-Maps citations within 30 mile radius) + Reviews
- YELP Business Listing + Reviews
- 1 email newsletter sent to subscribers list (website subs list + customer database list)
- 1 monthly blog for SEO
- Survey follow-up of onsite estimate for improvement/increase closing ratio
- 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)

Generate New Customers with *Social Media Marketing + Reputation Management + Paid Ads Boosting*

You know your business, and we know how to use social media marketing to target your niche high-ticket jobs. We go beyond A/B testing, and provide you a sales presentation to text/email to phone/email leads. Social media works if you apply the skills, compelling creatives, and relevant audience targeting.



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 events, technician job postings, & 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, and then we call your leads on your behalf, and book your sales appointments (if requested)
- Meta pixel setup on their website
- 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: Included in SMM service
 - FACEBOOK, INSTAGRAM PAID ADS BOOSTING:
 - Recommended separate spend budget of \$1000 to start with
 - 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 Customer Growth with Our Targeted *Paid Ads Management* on Google, Yahoo, Bing, Amazon & Social Media

We know empty calendars loose money. That's why we offer a month-to-month option. You only turn on your ads when you need more high-ticket service jobs, and then pause them when you don't.

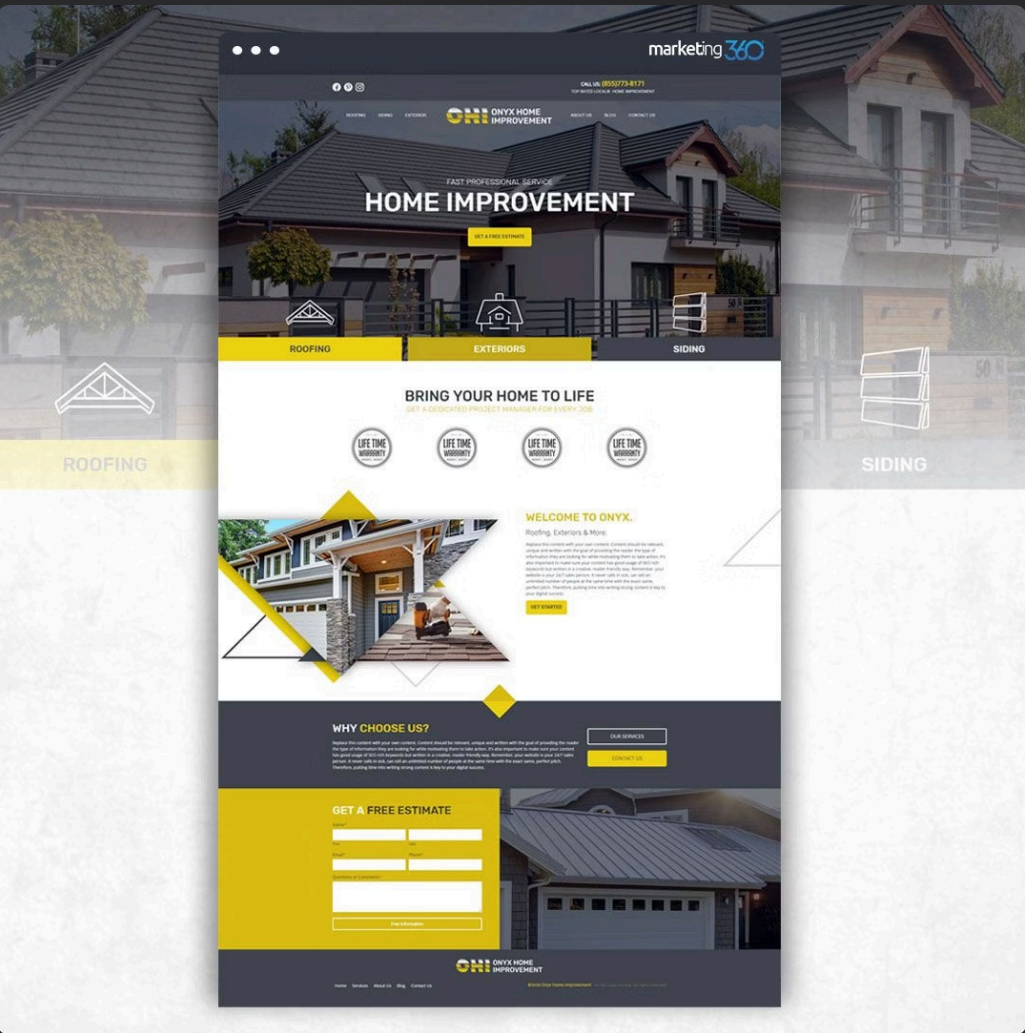
Paid Ads Management - \$1500/mo. (5 Ads) OR Prorated \$300/1 Ad



- 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)
- Google Ads tracking on Google Analytics 4
- 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

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 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.

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 customers grows for you.



gofix project . more than 10 year experience .

[WE SOLVE] ALL YOUR HOUSE PROBLEMS

FOR COMMERCIAL AND RESIDENTIAL SERVICES

Lorem Ipsum Dolor Sit Amet
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WE SPECIALISE IN

- ▲ **Installation** ▲ **Plumbing**
- ▲ **Maintenance** ▲ **Carpentry**
- ▲ **Electrical** ▲ **Repair**
- ▲ **And Much More...**

20 % OFF
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Open Monday to Saturday From 9 a.m. to 6 p.m.

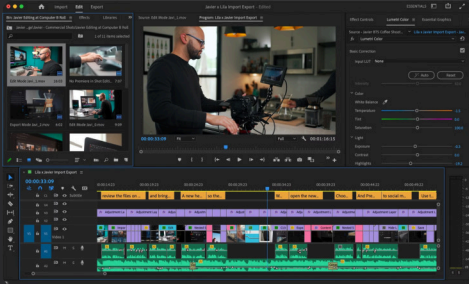
Call Us Today!
022-3839-998
www.gofixproject.com

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 (GoDaddy, 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



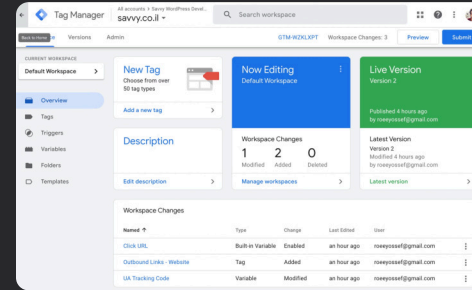
Video Editing: Custom Quote

- 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 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.



Google Looker + BigQuery + GCP: Custom Quote

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

Local Businesses We've Worked With





About

With over 15 years dedicated to helping local businesses grow, I've delivered impactful digital marketing strategies that drive sales. 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. Since 2018, I've expanded my freelance service through my own agency, Harbour Pointe Creations, LLC. HPC, LLC. works with a stellar team of Marketing Specialists focus on driving local customers to grow small businesses. Whether you're working to grow your 1st business, aiming to expand to multiple locations, or you're looking to retire and exploring your options, we want to be part of your journey. Your business is unique, and the different service packages are designed to be added on as we work with you to grow your business. Just as your business survives on life-long, repeat customers and their referrals. We too, do not seek one-time connections.

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



Are You Ready to Start Now?



Sign DocuSign Agreement & Invoice

- Statement of agreed service(s) and monthly invoice is paid via DocuSign Merchant Services in the agreement.



Schedule Onboarding Call

- Onboarding calls are scheduled shortly afterwards.



BOOK A CONSULTATION ON THE WEBSITE: HarbourPointeCreations.net