



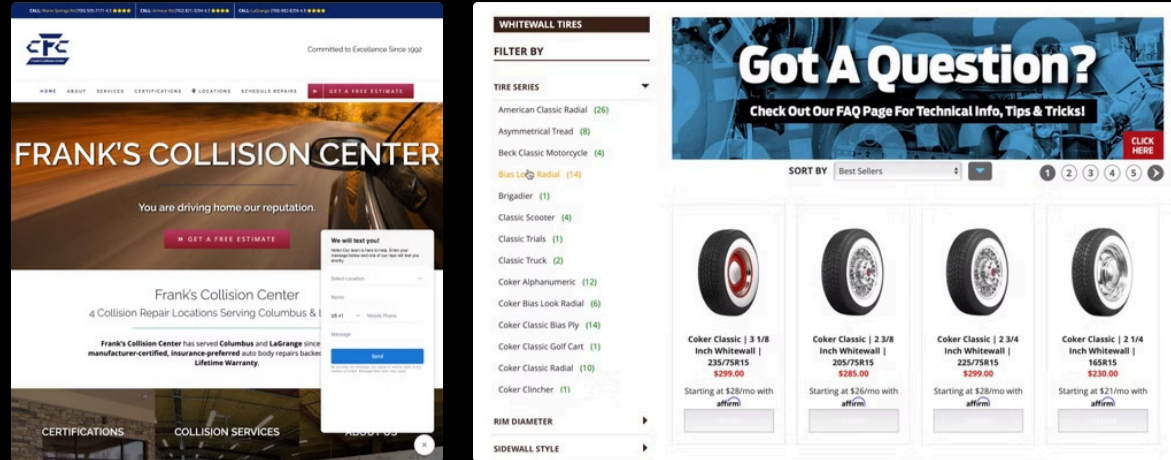
# We Help Businesses Grow

Harbour Pointe Creations, LLC.

Freelance Social Media Marketing | Paid Search Ads

Video | Amazon | Data Analytics

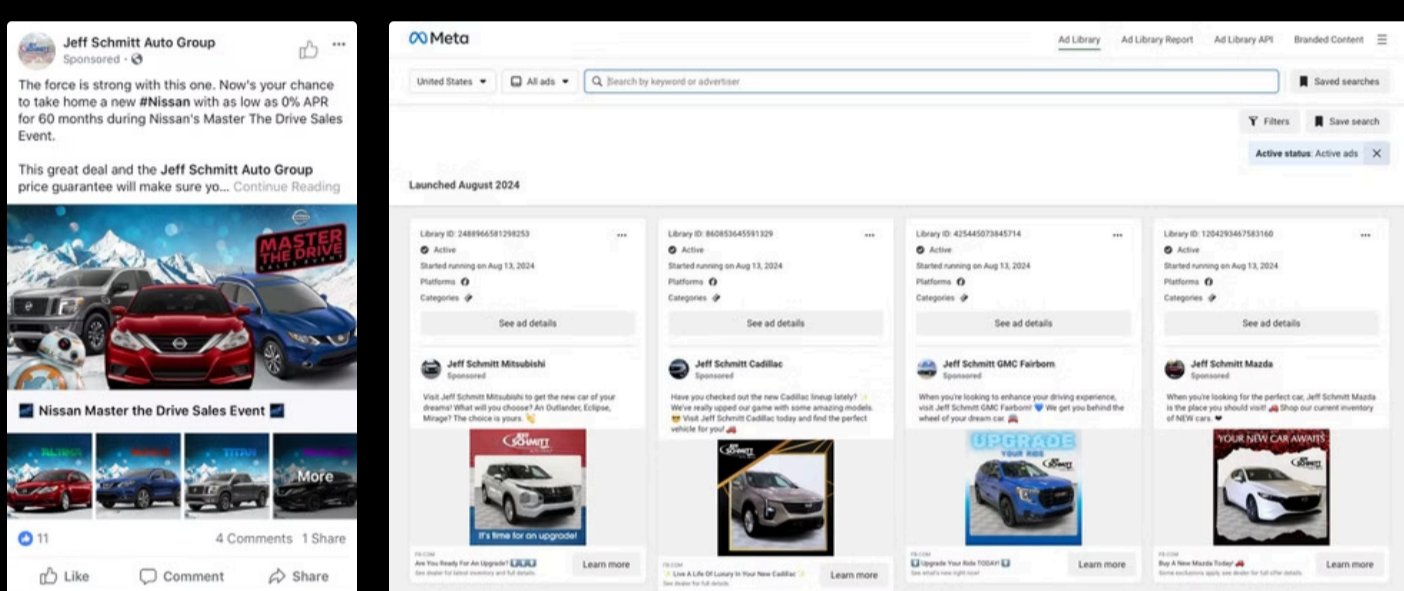
# LET'S REVIEW YOUR MARKETING Website



Example website: Let's look at your business website, and see what potential customers experience as they shop on your website.

- Google + Meta Pixel tags?
- Yelp business listing?
- Google Business Listing?
- SEO (2,000 backlinks + NAP + Marketing Landing Pages + Local Directories/Citations + Sitemap Submittals)
- What are the goals you tried to achieve with your business website?
- Who is managing your website each month? How much is the cost for labor to keep your website current?
- How many leads are you getting each month from the website? How many leads convert to sales?
- Do you have landing pages for each segment of your ads campaign? Are you surveying the leads on Meta or is the survey to vet them happening on your landing page? What was your vision for the method used for lead generation?
- How are you following up with your leads? What CRM or email strategy are you utilizing to nurture you customer lifetime valued leads?
- What are you doing with your website subscriber list? Are you re-targeting them as an audience in your Meta ads account? Is there a campaign to generate new Google reviews using your subscribers list and customer list?

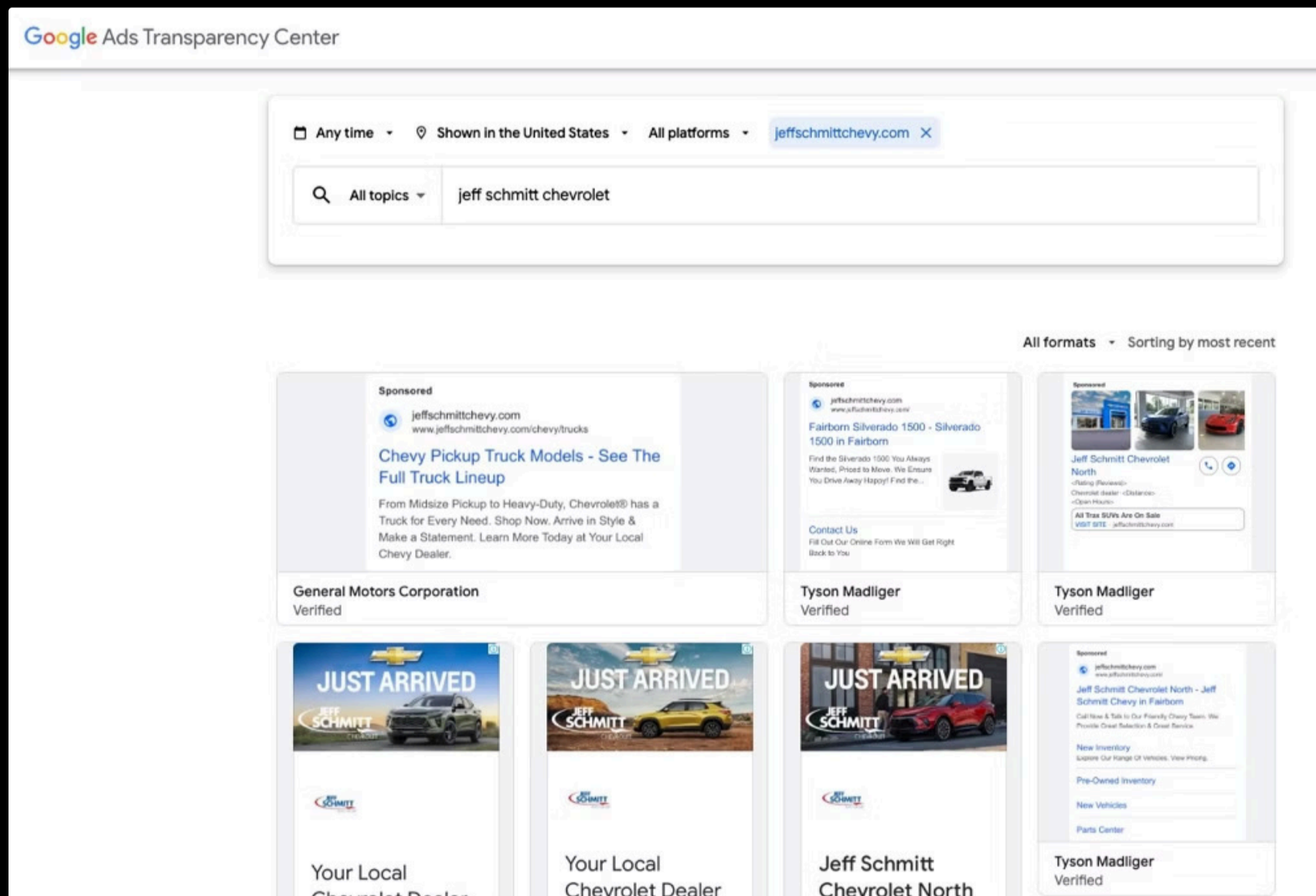
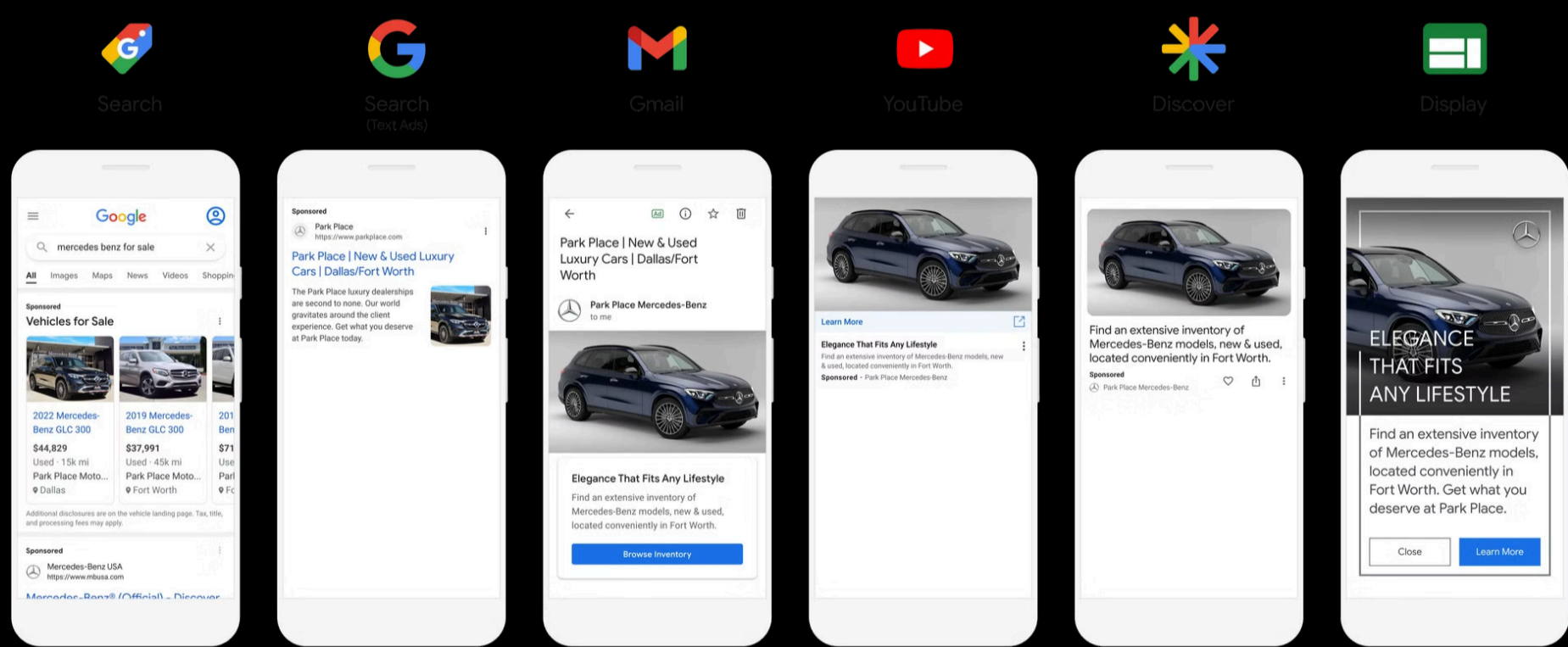
## Social Media Ads & Editorial Calendar Content



Example social media marketing paid ads and editorial calendar posts. Meta has to show a public library look-up tool of all their clients who spend on their sponsor ads.

- You should be asking yourself, are you posting regularly on socials? Who is managing your social media content?
- Are your Meta ads optimized for returns? If I called the leads generated from your ads, are they serious buyers?
- Meta algorithm pushes 3-5% of your followers your posts. So, is your top performing content being boosted as ads?
- If you have a subscriber list on your website, are you uploading them to Meta to re-market to? Is there a campaign to generate new Google reviews using your list?
- If you're paying for an agency, are they charging you 20-30% service fee on your ads budget, which lowers your actual paid ads budget. For example, \$1,000 Meta spend budget - 20% = \$800 for spend. At HPC, Inc. we want your ads to get the most out of your ads budget. Therefore, you're only charged 10% for ads management fee. The service fee on managing your ads is separate from the labor fee for the Social Media Marketing package in many agencies. The labor fee for Social Media Marketing covers creating viral videos, reels, and over-all content for social media, which will be used to push out boosted posts using the separate paid ads budget on Meta. For example, \$2000 for Social Media Package, \$500 for one-time setup fee, and 10% fee on a recommended \$1000 separate budget for Meta paid ads.
- What are your goals with social media? Are you getting the return you hoped for?
- Are the paid ads optimized for high-impact or are they generic low-funnel quality?

## Google Ads



Example Google paid ads. Google has to show a public library look-up tool of all their clients who spend on their sponsor ads.

- Are you running Google ads? If "yes", is the quality of your ads being optimized or are they generic?
- Do you get emailed a copy of the ads. So, that you can provide input before they run through your ads budget?
- If you're paying for an agency, are they charging you 20-30% service fee on your ads budget, which lowers your actual paid ads budget. For example, \$1,000 Google Adwords spend budget - 20% = \$800 for spend. At HPC, Inc. we want your ads to get the most out of your ads budget. Therefore, you're only charged 10% for ads management fee. The service fee on managing your ads is separate from the labor fee for the Paid Search Marketing package in many agencies. The labor fee for Paid Search Marketing covers creating viral videos, reels, and over-all content for paid search ads on YouTube, Google Adwords, Google Display ads, and the rest of the Google network. For example, \$2000 for Paid Search Marketing Package, \$500 for one-time setup fee, and 10% fee on a recommended \$1000 separate budget for Google paid ads. This applies to Yahoo and Bing paid ad networks as well.
- Google ads is great for exposure, but are you getting the returns you hoped for?
- Overall, are these marketing strategies achieving your annual revenue goals? If you're not on track to crush 2024 revenue goals, then maybe it's time to try something new. Are you interested in that?

# SPECIALIZED IN HELPING AUTOMOTIVE & RETAIL BUSINESSES GROW

**WE CREATE VIRAL VIDEO ADS FOR AUTOMOTIVE**

**Services Offered**

- 15-Sec, 30-Sec & 1-3 Mins Videos
- New & Used Cars, Collision, Parts & Service, Finance
- Meta (Facebook), Instagram, X, YouTube, TikTok, Google Ads, Bing, Yahoo, etc.
- Product Videos for Amazon, Etsy, Ebay, etc.
- Custom Quotes Available

**Learn More**

**10+ Years Social Marketing**  
15x CTR, Higher ROAS, & MORE!

- 2 Thumbnails, 1 Video Promo & Unique Posts
- 1-Month Editorial Content Calendar
- Meta (Facebook), X (Twitter), Instagram Ads Manager
- 1-Pg. Looker Studio Analytics Dashboard

5-7x/wk POSTS  
GEO-LOCATED ADS  
1 PROMO VIDEO AD/ WK

**Service Careers** ZIMBRICK

Courtesy Follow-Up After Delivery  
631-724-4700  
KingORourkeCadillac.com

- We offer Courtesy Follow-Up Delivery with your new vehicle.
- We will gladly answer any questions.
- We can do a remote video call or in-person.
- We're here to help!

**HEALTHCARE PROFESSIONAL DISCOUNT**

Our communities owe a lot to the courage and selfless service of all first responders and healthcare professionals. This discount program is our way of giving back to those who always have our backs.

(856)461-8400

**BARLOW CHEVROLET**

**BARLOW CHEVROLET**

**SAVE AN EXTRA 15% ON ALL SERVICE**  
(856) 393-4036  
BarlowChevrolet.com

We're all in this together and understand everyone's concern. We will pick up your vehicle and return it to you if you wish and we'll be sure to wipe down your steering wheel, door handles, etc. We also offer video calls and remote invoicing.

Thank you for your continued business!

**CONDUCT BUSINESS DIGITALLY AT BARLOW**

- CONTACT-LESS TEST DRIVES
- HD VIDEO WALK AROUNDS
- OFF - SITE APPRAISALS (WE COME TO YOU)
- WEB CAM DEAL PRESENTATION
- DIGITAL CREDIT APPLICATION
- SECURE DOCUMENT SIGNAGE
- VIDEO TUTORIALS
- CURBSIDE PICKUP

**DO A DEAL FROM THE COMFORT OF YOUR LIVING ROOM. THEN SCHEDULE A TIME FOR PICK UP. IT'S THAT EASY!**

## ABOUT:

Harbour Pointe Creations, LLC. was created by Von Galt who for the last 15 years created viral social media ads, paid search ads, and data analytics for car dealerships through a General Motors, Inc. advertising agency formerly called Cobalt, Inc. Today, Von and many other excellent Marketing Specialists joined their expertise together to offer top-notch enterprise digital marketing services to other industries, as well as automotive.

We're confident you'll love our services. **PLUS, we can assure you that we'll get exposure to your target audience. We'll even quality check the leads generated to a landing page form as reassurance that they're quality leads and provide training to increase your closing ratio.**

# BRANDS WE'VE WORKED ON



# OUR PROCESS

## Step 1:

We will begin by understanding your goals, objectives and needs, and develop a customized strategy to help you reach them.

## Step 2:

We will create and design compelling content for your campaigns and create ad copy that engages your target audience.

## Step 3:

We will use the latest technologies and data-driven insights to deliver campaigns and track their performance, ensuring that they are successful.

## Step 4:

We will analyze the collected data and adjust campaigns as necessary in order to maximize their output. We'll even quality check the leads generated to a landing page form as reassurance that they're quality leads.

## WE CREATE VIRAL ADS OUR OFFERINGS

### VIDEO ADS, CAROUSEL ADS, FLYERS & MORE

- We create your ads for you, then you upload it into your marketing channels.
- Add-ons: We can set up & manage your social media, Google Ads, Bing, & Yahoo for you.



### REAL ESTATE

Listings, Buyers, FSBO, Auction, New Development, Land, etc.



### AUTOMOTIVE

New & Used Cars, Collision, Parts & Service, Finance



### VRBO, AIRBNB, ETC.

Vacation Rental & Excursion Businesses, etc.

[LEARN MORE](#)



# SERVICES OFFERED - ASK @BUNDLE SAVINGS

## Social Media Package

We will help you build a strong online presence, engage with your audience, and drive sales.

- Meta/Instagram Ad Creatives
- PPC Campaign Setup + Meta Ads Manager (Ads Budget set-up by client)
- Pixel + Tracking Setup on GA4
- 1 video ad/wk + 4 Meta Posts (1 creative, 3 optimize posts)
- Upload monthly email subscribers list to Meta for ads
- 1-mo. Editorial Calendar (5x/wk)
- Facebook Marketplace Listings
- Weekly Reporting + Check-In
- *Recommended additional Ad Spend Budget is a separate \$1000*, which the client sets up in Meta, etc. using their credit card. 10% Ads Management fee applied monthly.
- REPUTATION MANAGEMENT: Respond to Meta reviews only. THIS IS A SEPARATE ADD-ON.

## Paid Ads Package

We will create your ads and manage the campaigns on your multi-channel paid ads. Budget and campaign management on Meta Ads Manager, Google Ads, Yahoo, Bing Ads, and more.

- PPC Campaign Setup on Google, Yahoo, Bing, Amazon + Manage Paid Ads campaigns (Ads Budget set-up by client).
- Pixel + Tracking Setup on GA4
- 10 Ad Creatives (static ads + video ads)
- Weekly Reporting + Check-In
- *Recommended additional Ad Spend Budget is a separate \$1000*, which the client sets up in Google Ads, etc. using their credit card. 10% Ads Management fee applied monthly.
- REPUTATION MANAGEMENT: Respond to Google Business reviews only. THIS IS A SEPARATE ADD-ON.

## E-Commerce Marketing

We will create your product videos and ads, and then manage the paid ads on Amazon, Ebay, and Etsy.

- 10 - 20 product videos + descriptions (video editing/producing)
- Upload product listings on Amazon, Ebay, Etsy or Facebook Marketplace
- Paid Ads Management on Amazon, Meta, etc.

## Email Marketing

We'll help you build an email marketing campaign that engages your audience and drives sales.

- 4 weekly newsletters created/sent out
- Upload email subscribers list to Meta for ads
- Tag email campaigns/landing pages (utm) in GA4/GTM

## Video Editing

We will do video editing, create product videos, and promotional videos for your business.

Produce/Edit videos for:

- 15-second and 30-second promo/product videos
- 1-minute promo/product videos
- 3-minute promo/product videos
- Edit audio on podcast episodes
- Custom video projects

## Content Marketing

You just want the content created for you. You got it, We'll help you create high-quality content that resonates with your target audience and drives traffic to your website, and then you upload it into your multi-channel ads.

- For local Snohomish County & King County, WA, USA clients only. I will record content at your business for use in video ads, reels, YT shorts, and creatives.
- User-Generated Content (UGC) video ads can be arranged for non-local businesses.

## Google Analytics 4 & Google Tag Manager

We will conduct a full audit of your GA4, setup your events, and Explore reports. Plus, we'll tag your website events and data layer in GTM.

- GA4 Audit & Fix
- Tag events in GA4 + GTM
- Data Layer tags
- GA4 Explore Reports

## Google Looker Studio Dashboard

We will create your Google Looker Studio Business Intelligence & Analytics Dashboard.

- Create 1 - 3 Page Looker Dashboard
- Integrate ML & SQL into Looker
- Consult how to query your database in Looker
- Setup BigQuery + GCP for data mining

## Website Development

We will develop your website.

- Develop your website (GoDaddy WordPress, Shopify, etc.)
- Use client provided content & copyright free content for creatives to put on site
- Google Analytics 4 Setup
- Google Looker Studio BI dashboard setup
- GA4 Pixel tracking
- Meta Pixel Tracking
- SEO (2,000 backlinks + NAP + Marketing Landing Pages + Local Directories/Citations + Sitemap Submittals)
- Google Business Listing/MAPS + Review Campaign
- Yelp Business Listing + Review Campaign

## Website Management (Monthly)

We will manage your website.

- Web Content Management + Creatives
- System monitoring
- 1 monthly SEO optimization
- Google Looker Studio Analytics Dashboard
- 2 -Monthly Consultation Calls
- SEO (2,000 backlinks + NAP + Marketing Landing Pages + Local Directories/Citations + Sitemap Submittals)
- Google Business Listing/MAPS + Review Campaign
- Yelp Business Listing + Review Campaign

**WE CREATE VIRAL VIDEO ADS FOR AUTOMOTIVE**

**Services Offered**

- 15-Sec, 30-Sec & 1-3 Mins Videos
- New & Used Cars, Collision, Parts & Service, Finance
- Meta (Facebook), Instagram, X, YouTube, TikTok, Google Ads, Bing, Yahoo, etc.
- Product Videos for Amazon, Etsy, Ebay, etc.
- Custom Quotes Available

**Learn More**

**NEW TO GA4? NEW TO GTM? NO WORRIES!**

**REPORT ON!**

- GA4 ANALYTICS 4 FULL AUDIT
- GOOGLE TAG MANAGER INTEGRATION
- TAGS, GOALS, CAMPAIGNS...
- EXPLORE REPORTING IN GA4
- LOOKER, BIGQUERY, GCP SYNC
- TUTORING

**STOP STRESSING Hire a Developer OR Tutor**

**1, 3 & 5+ Pg. Looker Studio Dashboard**

- 1 Source of Truth BI Reporting
- 900+ Data Source Connectors + ML
- Side-By-Side Tutoring Available

**Looker**

### Social Media + Paid Search

Social Media marketing and paid search uses the same ads. We can create your content, ads, and manage your multi-channel marketing campaigns in both social media and search engine ads. Have a drop-ship store? No problem, ask about Amazon E-Commerce services.

### GA4 + GTM

Google Analytics 4 and Google Tag Manager are for tagging your social media and paid search traffic events to your website, which garner insights about user behavior for optimization.

### Looker, BigQuery, GCP

Google Looker is a combination of Looker Studio (Data Studio) and Machine Learning to provide a business intelligence dashboard that reports on your business's ecosystem. Looker is comparable to Tableau and Power BI. BigQuery and GCP are cloud database solutions.

# LET'S GET STARTED! WELCOME HPC, LLC.



- Harbour Pointe Creations, LLC. WA State Business License #604-121-489
- Statement of Agreed Service Contract are signed via Docusign, and followed with a PayPal invoice.
- Onboarding calls are scheduled shortly afterwards.
- We accept PayPal, Venmo, Zelle, SquareUp, checks, cash, and all major credit cards. The agreement contract will be attached in the PayPal or SquareUp invoice. Once the full payment on the 1st month is received, and then an onboarding meeting will be scheduled to begin set-up and fulfillment of your service.