

## Marketing Roadmap and Proposal



Presented to:

**Eric Holbrook**

**Memorial Eye**

2470 Gray Falls, Suite 150

Houston, Texas 77077

**Presented by:**

Agency258

Marian LaSalle

Russ Johns

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## Roadmap Summary

Dear Eric,

It was a pleasure meeting with you and Linda about assisting you with the digital ad. We are pleased to be partnering with you for your online marketing needs. Based on our experience, we are highly confident we will exceed your goals.

As discussed, your long term goal is to be seen, be heard, and attract new patients for each of your four locations.

We understand the need to create a very personalized message that will communicate your ability to help people with their eye care needs, and to build a loyal fanbase eager to share the information with their family, friends and co-workers.

We will be creating several online activities that will create additional brand awareness and methods to allow you the opportunity to get the message out to your local community.

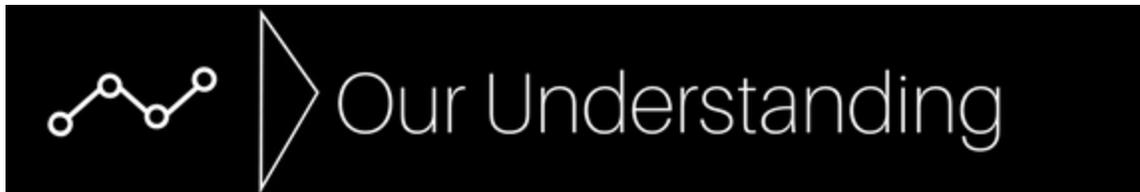
As the following pages of our proposal show, we utilize a wide range of skills and tools to accomplish this boost in qualified online traffic.

If you have any questions or concerns about this proposal, please feel free to call or email us at [marketing@agency258.com](mailto:marketing@agency258.com) Marian's Cell 713-826-4942, Russ's Cell 206-930-7440.

We are providing a written marketing plan that takes stock of your current position, and then lays out the specific strategies and activities we'll complete to assist your company in reaching your lead generation goals.

Sincerely,

Russ Johns, Marian LaSalle, and the team at Agency258



## **Current Online Position**

As of today we understand you have a low online reputation, and very little social media presence. You have an existing website and a brand new ad campaign.

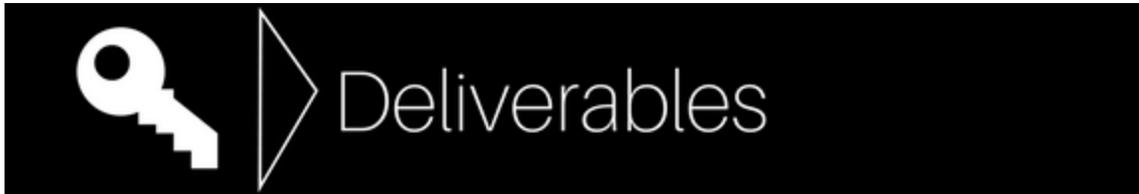
We will be focusing on brand recognition, online traffic, and increasing communication through email and reputation marketing.

We understand that by increasing your online traffic and leads, this will improve the opportunity to expand the brand and build your patient base. Our mutual goal will be to increase the amount of interest and traffic so you can share your values and benefits to your growing community.

## **Target Audience**

For inbound marketing to be truly effective you have to know who you are talking to. We believe we are targeting a specific female audience, ranging in age from 40-60, who live and work in the areas of your four locations. We will create our marketing library to reach them and give them incentives to bring in the whole family.

When we understand the predominant problem that brought your previous customers to your door, especially your best and most profitable patients, it helps us recognize the motivation that brought them to you. This helps us create content that attracts more of *those* prospects. It allows us to expand the arsenal of topics, approaches and tools.



## **Website**

It's critical to make sure your website has tools and content to increase its visibility on Google. Our online success with inbound marketing depends on a solid 'HOME BASE.' We'll work with you to make sure that your site will be aligned with your marketing goals. Creating quality content, sharing valuable information that your community wants to consume and share, will increase the traffic to all areas of your business. When we increase traffic, we always recommend a WordPress security service to protect it from crashes and hackers.

## **Content Creation**

We begin by taking existing content and repurposing it into videos, blog posts, graphics, social media posts, and online events. We develop the content with your brand and message in mind to build on what already exists. Steadily building on previous efforts, we increase the methods of collecting leads immediately while working on new material for the future.

We develop libraries of 'evergreen' content to be repeatedly distributed over time. By increasing the depth of your online material, we can automate the process and focus on other list-building activities, like webinars, new social videos, and improving content.

We will be attracting new patients with online reviews and email marketing.

Plus, we have helpful tools to reach out to 'lost' patients, and bring them back to your practice.

We will be able to sell more eyewear with email newsletters and social posts with powerful marketing tools, and replace the print ads that are dwindling down as more people do their shopping and tasks on their phone and tablets.

## **Social Media Marketing**

To keep content flowing smoothly, we'll create a collaborative editorial calendar that will keep all content flowing on all the channels we have selected. Channels include your website, Facebook, Twitter, and Instagram. The only way we can maintain long-term success is to continually engage people.

We will start with your sales pages and email campaigns, blog posts, social videos, and branded graphics.

## **Email Marketing**

Agency258 recommends creating your personalized email automation and client nurturing campaigns. We develop this for you to increase the engagement of your community, and increase the communication within your community, and build long-term relationships.

Newsletters and 'one-off campaigns' are included in the email marketing strategy, and we also will be developing your personalized automation strategy to measure results. Our goal is to setup automated email campaigns triggered from the user's actions on your website.

Agency258 provides countless options for automation, and will be working closely with you to create the best results for your business.

We work together to personalize every aspect of your marketing. We collect the data we are tracking and then create highly effective campaign automations. We utilize segments to expand the details for your contacts so we and can view a contact's full individual history, and send highly personalized emails and followups.

Our goal is to develop behavioural based responses as we improve the understanding of each individual in the community. By developing the systems early, we can create a database of users and continually improve future messages and campaigns.

We have the opportunity to develop a deep community of raving fans that know, like, and trust your business, and will continue to share your products and services in their community.

There are a few tools we recommend adopting, which can be different for each client. The Thrive Theme you already have and for your email, Active Campaign. These two tools provide the data collection and automation

solutions required to gather data, initiate campaigns, wait for certain things to happen, and nurture your sales processes.

We develop and document your workflows to provide a way to improve results and enhance all of your marketing efforts.

The end result will be that you will have developed THE most valuable asset for your business-YOUR LIST

## Online Events

LIVE videos and events are very popular and can be recorded for reuse again and again. We will produce content every month, either in-person or online, through our social media channels. We will test our findings to identify the best results for the effort.

## Monthly Consulting & Reporting

We'll provide ongoing strategy and monthly reporting of our progress so you can feel confident that things are moving forward. We'll provide this counsel through a monthly one to one to one and one half hour phone call/video-meeting or in-person. We'll also spend time helping you analyze your existing results, and strategizing for each next step outside the time frames of these meetings.

**Where do people look for an eye doctor?**

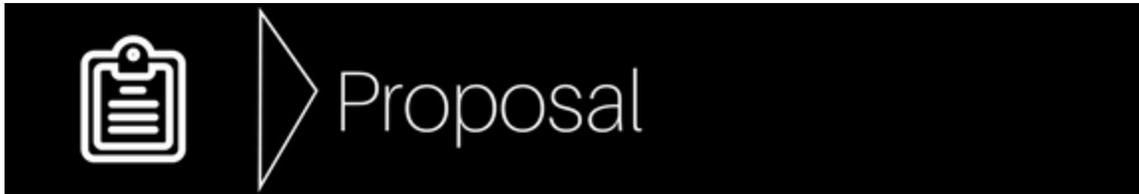




## Recommendations

### **Our Recommendations**

- Create email autoresponder and follow-up campaign
- Access to blogs and train the blog writer for online SEO (if needed)
- Add Website Security and Monitoring (if needed)
- Develop a social media campaign and content library
- Develop short social videos and branded images for the brand strategy
- Develop an online event strategy to increase engagement
- Initiate reputation marketing program to grow a 5-star rating
- Establish baseline analytics to measure growth and report progress



## Working Together

Agency258 works as a partner, and, as an extension to your business. We work side by side with you and your team to provide the best possible results in your digital marketing strategy.

Our offer is just as equally simple. We require a six-month commitment to ensure the programs and efforts have the opportunity to mature and grow. We know that digital marketing is a 'process,' and your business deserves the time and the attention.

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The fee is a monthly recurring amount due at the start of the program.

**Monthly Recurring Amount : \$2,000.00**

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Additional Fees will be charged (at cost) for any additional approved services recommended for marketing growth or campaign expansion.

### Additional Fees:

- Reputation Marketing (\$300 per Month)
- WordPress Updates, Security and Monitoring (\$100 per Month)
- Facebook Marketing Paid Ad Campaigns (Recommended: \$20 per week to start)
- Printed Brochures and Graphic Design (As Required)
- Software and Tools (As Required) such as commercial email platforms, specialized themes and builders inside the WordPress platform

**Intent to Proceed:**    **Signed:** \_\_\_\_\_    **Date:** \_\_\_\_\_