

# INTERNET MARKETING SERVICES

## DIGITAL MARKETING 4.0



# A Diverse Range of Client Solutions

Sharp Innovations, Inc., having both 20+ years of industry tenure yet the pliability to embrace inevitable change, is uniquely positioned to offer an impressive range of services. These marketing, technology, and creative services are aimed at helping our clients address real-world problems. We are an Digital Marketing firm with a strong reputation for offering high value services for small- to medium-sized businesses in a wide range of industries. We are known by our competition as an organization that attracts and consistently employs a talented team that helps clients reach their goals.



Since 2008, our leadership team has been offering executive coaching and strategic consulting to corporations and small businesses. In 2014, we purchased our new facility complex named Kingdom Crossroads and began attracting strategic partnerships both onsite and offsite. Our collaborative efforts have brought myriad talent in the areas of consulting, digital marketing, technology, software development, graphic design, and public relations. Collectively we offer top-notch insight, direction, and integration to help clients maximize their ROI on their digital marketing efforts. We welcome you to visit our office and meet our team. We strive to build lasting relationships with each client.

**Our mission is to advance the Kingdom of God through excellent marketing, technology, and creative solutions that bolster our client's success and the evolution of our team.**

After a member of our strategic consulting team takes a client through the free consultation, we can determine which of our 3 client solution tiers are best for you and your business:



## 3-Tier Programs for Sharp Innovations' Strategic Marketing Services

**TIER #1**  
Core Internet Marketing Programs



**TIER #2**  
Digital Marketing ROI Performance Programs



**TIER #3**  
Internet Marketing Consulting Programs



# What is Digital Marketing?

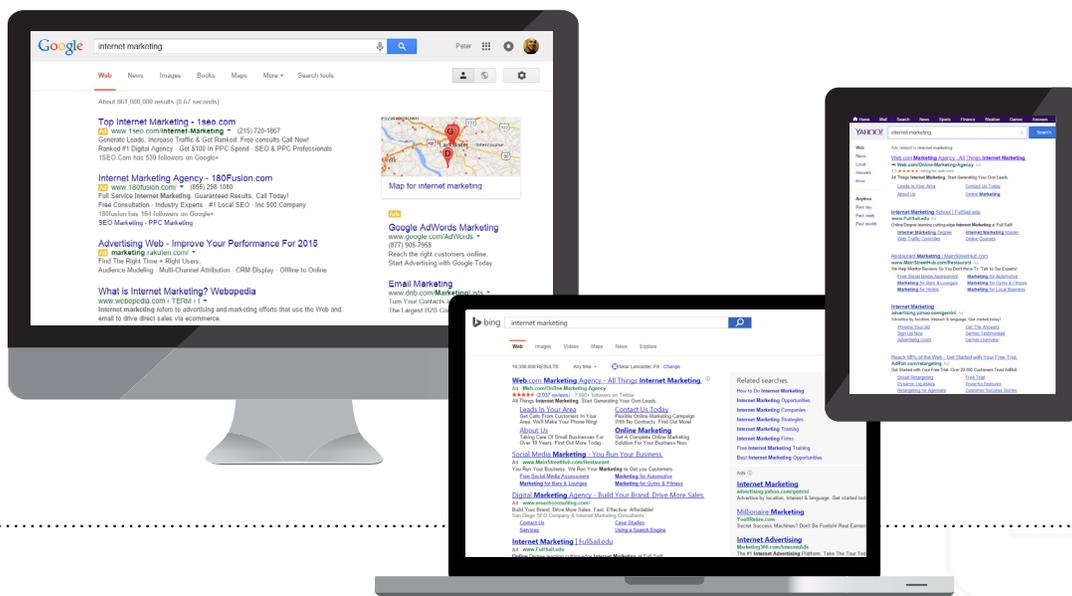
Digital marketing is the process of promoting a product or service via the Internet. The first step of marketing a business or service online is building a website. By having a website online, a business is making their first footprint in the online world. A website is a great tool to let potential customers know about the services or products your business offers. For your company to fully benefit from your web presence, you need to provide avenues for potential customers to find you online. This is where digital marketing comes in to play.

Digital marketing establishes these avenues and directs Internet users who are searching for your service to your website. The advantage of Internet marketing is that you can directly target customers that are actively searching for the services you provide and point them directly to your website. Without actively marketing on the Internet, your website just sits there in a passive mode. Our approach to helping you grow your business is to first get to know your business. We listen to what our clients need. We understand each business is unique. Some may want us to take a full-service approach, while others might just need a little assistance. Whether you want to start a blog on your website or outsource your social media (see Page 13), Sharp Innovations can boost your business to the next level of digital marketing.

Three tiers in our strategic marketing services make it easy to find the right approach for you.

## Search Engine Optimization (SEO)

SEO is the process of increasing of the quality and quantity of visitors to a website through organic search results on search engines such as Google, Bing and Yahoo.



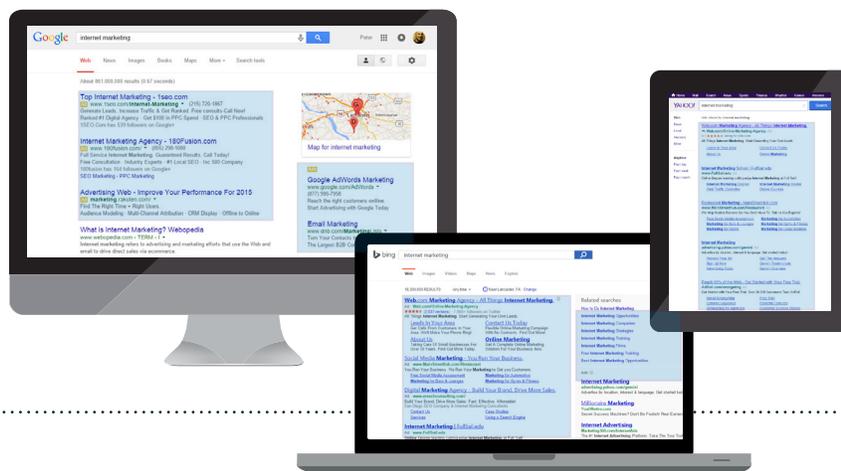


The first step of search engine optimization (SEO) is to choose the keyword themes and keywords that an individual would use to find products or services related to your websites' content or subject. Once you have chosen the keywords for which you would like your site to appear, there are certain on-page and off-page elements that must be optimized to tell the search engines that your website is relevant to the selected keywords. On-page optimization consists of elements that are actually on your website, such as the site's navigation, page titles and semantic design elements. Once the on-page updates are completed, it is time to move to the off-page elements. Off-page optimization relates to the elements of optimization that do not require changes to the actual website, the most important of which is link building. Link building is the process of getting other websites to link to your site, which helps signal to search engines that your site has authority. If the search engines view your site as being relevant to the keyword being searched, it will return your site in the organic results. The advantage of SEO is that it allows the advertiser to drive relevant visitors to their website through related keyword searches.

## Pay Per Click (PPC)

PPC is an advertising solution that allows the advertiser to display their ad as a sponsored result when a selected keyword is searched. The major search engines; Google, Bing and Yahoo all provide their own PPC advertising platform.

*\*Examples Highlighted Below*



**With Google Shopping**, you can advertise your products directly in Google Search. These ads show photos, pricing, product and store names and more directly on Google Search, Images, YouTube, and more.

**Social media platforms**, while free, also allow you to pursue PPC advertising directly on their platforms, sometimes with even better results than search engines. Facebook's ads, for example, typically features a cheaper cost than paid search ads on Google, and you can segment down to very specific demographics, interests, and behaviors. Hosting an event or running a promotion you want to be sure local residents will see? Social media is the perfect place to advertise!

**With pay per click (PPC) advertising**, you bid on keywords that are related to the content of your site. You then set a bid amount that you are willing to pay if a user clicks on the ad that is displayed. When a user performs a search on one of the selected keywords, your ad will appear in the sponsored results area with a link to your site. The advantage of PPC advertising is that you only pay the bid price if a user actually clicks on the ad and is directed to your website. PPC campaigns are a great way to drive targeted traffic to a website, but it tends to drive less traffic and isn't as much of a long-term solution as organic SEO marketing.



# Organic SEO Services and Pricing

## SEO Programs

Each SEO tier provides an in-depth search marketing solution, 2 and 3 being distinct because of their customizability. With all of the tiers, however, you'll receive both on-page and off-page website optimization.

A typical on-page optimization includes a review of the site's navigational structure and page titles, as well as an analysis of how the site follows standard semantic web design practices. The required on-page changes will be drafted and presented for approval before they are made live. It is important to remember that some websites might require changes to be made to the structure of the site itself, which may result in a slight alteration to the look of the original site.

Once the on-page changes have been completed, we will move to the off-page optimization of your site. Off-page work includes but isn't limited to directory/listings submissions through Advice Local, social media and blogging, Pay-Per-Click (PPC) and other methods. A primary goal with this suite of off-site techniques is generating quality links to your website through numerous means. One of these is ensuring fresh and frequent social media posts, and blogs rich with optimized content. Another particular avenue we pursue for market optimization is with local directories/listings. It's vital to enroll in directories that your business can claim as its own like Google My Business and Bing Places, and ensuring all information (Name, address and phone especially!) is correct and filled out fully. We will work with you to make the most of these opportunities.

## Content Marketing & Blog Management

We specialize in search engine optimization (SEO), beginning with an optional SEO website audit and proceeding to ongoing monthly, in-depth competitor analysis and keyword research and reports through a dedicated account manager.

Our search engine optimization clients receive site content that is tailored for relevant keywords and themes, which will ultimately result in more site traffic and more targeted leads. This service includes re-writing site content in cases where poor ranking performance and poor traffic statistics may call for a re-integration of keywords and themes within your site copy. Re-writing would include assessing keyword performance and developing a plan to include a more prominent theme on each page with the goal of increasing site traffic while protecting the integrity of the site's readability and usability.

## Annual Optimization Re-Assessment

We'll look at your performance with our program and determine if you'd benefit from a re-optimization of the content on your website.

If a re-optimization would be of benefit to you, we'll refresh the data on the keywords and keyword themes, and run re-vamped optimization of your website with any changes you agree to. This will keep your website fresh and in the best shape to drive traffic and conversions.

## Package Breakdowns

Our **starter package** is great for companies looking to get their foot in the door with an SEO program. Basic setup, cleanup and maintenance items are covered under this program, which you can see outlined on page 8. This program is best for clients who have limited pages or content and are looking to get a bit more out of their search rankings.

Our **performance package** is a great choice for those companies looking to increase and track not only their referrals and traffic, but also conversions and leads. Additional benefits covered in the performance package that are above the starter package include: level 2 access in our custom SEO tool, conversion tracking of 1-2 website KPIs, Schema/hCard tagging, blogging starter, and biannual competitive site analysis.

The **advanced package** is for larger websites who are dedicated to increasing their traffic and referrals through improvements to their overall search marketing efforts. Included in this package beyond the performance and starter programs are: yearly custom imagery for social pages, yearly competitive site analysis, conversion rate optimization, social media manager and blogging starter, and Google Content Experiments.

*The following chart (Page 8) outlines our SEO tier packages and what is included with each. Our custom SEO solutions (Tiers 2 and 3) will provide an excess of keyword themes, landing page creation opportunities, video/audio content, and regular site content updates, to name a few.*





# Monthly Keyword Ranking Reports

With all of our SEO programs, we provide the client with a detailed keyword ranking report every month. This report shows the ranking position for each targeted keyword in the three major search engines: Google, Bing and Yahoo. Within the report, the client can review the current ranking position of each keyword along with the ranking position from the previous month. These reports are a great supplement to the other data we provide in our reports, including page-by-page performance, traffic reports, conversion reports, and more. Along with the detailed keyword ranking report, the client will also receive a monthly executive summary to provide a snapshot of the campaign and provide a performance overview.

An example of a keyword searches ranking report can be found below.

Hi Steven,

I wanted to provide you with your SEO report for May, 2015. This report summarizes the past month's rankings for the keywords we are targeted in Google, Yahoo! and Bing.

We are noting the following keywords as having seen notable increases in ranking the most over the past month:

- aurora fire pump
- Fairbanks morse
- fire pump controller
- rfpa 20

Below is a snapshot of traffic statistics for May, 2015, which shows a slight increase in traffic and referrals, with an overall increase over the previous 3 months and year:

Source	May-14	Feb-15	Mar-15	Apr-15	May-15	Diff(Mo)	3 Months	1 Year
Visitors	899	1480	1047	1059	1762	51	28	182
SE Referrals	606	1328	1332	1332	1532	60	266	778

Following is a snapshot of your optimized pages performance. As Google moves away from focusing solely on keywords and begins providing less data in that regard, we are now including the following data that will allow you to begin monitoring the performance of specific pages on your site (vs. just individual words).

Landing Page	May Traffic-15	May Traffic-14	Change
Home	389	356	80%
About	97	85	200%
Products	80	40	50%
Aurora	211	235	-11%
Fairbanks	70	20	210%
Edwards	44	81	-53%
Jencks	63	42	54%
Inter	14	11	8%
Download	206	87	112%
Thomasnet	20	11	82%
RFPA	473	253	84%

Also included this month is a snapshot of your website conversions. This tracks all the contact form signups you've received. We've recently just set this up to track conversions, so keep an eye on this heading forward.

Goal Completions (Form submitted)	2015	2014	Change
January	5 N/A	N/A	N/A
February	0 N/A	N/A	N/A
March	2 N/A	N/A	N/A
April	3 N/A	N/A	N/A
May	1 N/A	N/A	N/A
June	N/A	N/A	N/A
July	N/A	N/A	N/A
August	N/A	N/A	N/A
September	2	-100%	
October	1	-100%	
November	2	-100%	
December	7	-100%	
Total	11	24	-52%

You're leading source of goal completions for this year is organic Google searches.

Source / Medium	Goal Completions	% Goal Completions
1. google / organic	8	72.73%
2. (direct) / (none)	1	9.09%
3. thomsonet.com / referral	1	9.09%
4. yahoo / organic	1	9.09%

Our SEO team is constantly working to improve your search referrals and site traffic, but having your participation in all facets of our program will help maximize your investment. If you have any questions or concerns about specific performance parameters, please feel free to contact us.

Best regards,  
Rodney Hoover  
SEO & SEM Specialist, Sharp Innovations, Inc.  
Phone: 717.290.6769 x103 | Toll Free: 888.575.8977 | Fax: 717.290.6877  
[Free Consultation](#) | [Our Team](#) | [Our Portfolio](#) | [Internet Marketing](#) | [Blog](#)

Sharp Innovations, Inc.  
<http://www.sharppinnovations.com>

## Ranking Report

Project: Client 1  
Mar 1, 2008 (Compare to Feb 1, 2008)

**Google**

Keywords	Website	Position	Prev	Change	Page	Best
Keyword 1	http://www.clientsite.com	7	8	▲ 1	1	7
Keyword 2	http://www.clientsite.com	4	11	▲ 7	1	4
Keyword 3	http://www.clientsite.com	6	8	▲ 2	1	6
Keyword 4	http://www.clientsite.com	9	9	—	1	7
Keyword 5	http://www.clientsite.com	10	-	+	1	10
Keyword 6	http://www.clientsite.com	9	-	+	1	5
Keyword 7	http://www.clientsite.com	3	4	▲ 1	1	3
Keyword 8	http://www.clientsite.com	4	5	▲ 1	1	4
Keyword 9	http://www.clientsite.com	11	11	—	2	11
Keyword 10	http://www.clientsite.com	4	5	▼ 1	1	4

**bing**

Keywords	Website	Position	Prev	Change	Page	Best
Keyword 1	http://www.clientsite.com	3	3	—	1	1
Keyword 2	http://www.clientsite.com	4	2	▼ 2	1	2
Keyword 3	http://www.clientsite.com	3	3	—	1	3
Keyword 4	http://www.clientsite.com	4	4	—	1	2
Keyword 5	http://www.clientsite.com	1	1	—	1	1
Keyword 6	http://www.clientsite.com	4	4	—	1	4
Keyword 7	http://www.clientsite.com	4	4	—	1	3
Keyword 8	http://www.clientsite.com	5	5	—	1	2
Keyword 9	http://www.clientsite.com	1	1	—	1	1
Keyword 10	http://www.clientsite.com	2	-	+	1	2

**YAHOO!**

Keywords	Website	Position	Prev	Change	Page	Best
Keyword 1	http://www.clientsite.com	2	5	▲ 3	1	2
Keyword 2	http://www.clientsite.com	3	5	▲ 2	1	3
Keyword 3	http://www.clientsite.com	1	3	▲ 2	1	1
Keyword 4	http://www.clientsite.com	1	1	—	1	1
Keyword 5	http://www.clientsite.com	3	3	—	1	3
Keyword 6	http://www.clientsite.com	1	1	—	1	1
Keyword 7	http://www.clientsite.com	1	-	+	1	1
Keyword 8	http://www.clientsite.com	6	3	▼ 3	1	3
Keyword 9	http://www.clientsite.com	1	1	—	1	1
Keyword 10	http://www.clientsite.com	1	1	—	1	1

Legend:  
 ▲ Moved Up    ▼ Moved Down    — Not Changed    + Added    - Dropped



# Sharp Insights (SEO Reporting Tool)

*Not many web marketing firms can claim they have an in-house search engine optimization tool at their disposal, but thanks to the forward-thinking crew at Sharp, this has become a reality. In many ways Sharp Insights simplifies things. Rather than endless lists and tabs of statistics you're probably very much removed from, our tool focuses a lot of attention on your bread and butter: sessions, conversions, search queries, etc. Sharp Insights complements our SEO offerings quite well, allowing for a focused touch in our ongoing efforts to improve clients' search engine authority.*

See what all is included in our custom tool below:

## 01 Starter Package+

### Recommendations

An overview of our current recommendations on your site, when we need feedback from you.

### Total Traffic

See your current month statistics, as well as the difference from previous months. Hover over a previous data period to see the full stats for that date.

### Organic Traffic

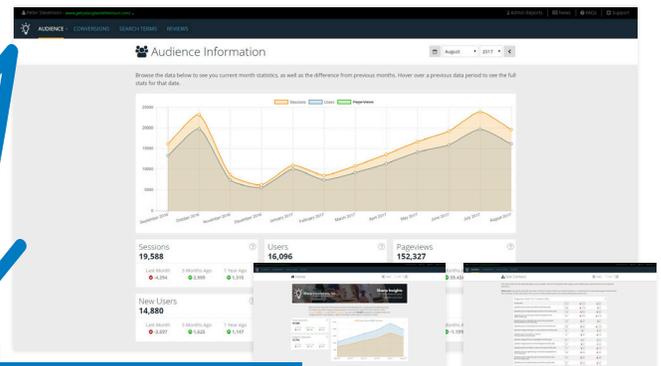
View your current months organic search traffic in comparison to previous months. Hover over a previous data period to see the full stats for that date.

### Site Content Usage

Top optimized pages on your website. Each link corresponds with a page on your website we've optimized one of your keyword themes for.

### Reviews

Local search efforts partially rely on data pulled from reviews. See how your business rates among some of the top review websites for your industry.



## 02 Performance Package+

All Items From Level 1, plus...

### Conversions

Conversions/goals are specifically trackable tasks that viewers on your site accomplish. This can be as simple as submitting a contact form, turning them into a potential lead.

### Real Time Data

Updated on-the-fly data to represent current users interaction on your site. This feature is still considered in "beta", so usage may change or be restricted over time.



## 03 Advanced Package+

All Items From Level 1 & 2, plus...

### Search Terms

The search terms data included here is to be used as a general guide, as Google does not provide complete data in efforts to protect end users data. That being said, browse this data to get an idea what users are searching for, and how you may rank for those terms.



To maximize value and results for our clients, if you select higher programs you not only receive additional benefits outlined in the chart below, but we also increase the number of hours we will dedicate to your digital marketing each month. We are also bundling multiple services together, as shown below.

SEO Services		Starter Package	Performance Package	Advanced Package	Advanced+ (Ecommerce) Package
		(2+ hrs/mo)	(4+ hrs/mo)	(6+ hrs/mo)	(10+ hrs/mo)
<b>Research &amp; Content</b>	Keyword Research	10 Themes	15 Themes	20 Themes	20+ Themes
	Content Optimization & Cross Linking	✓	✓	✓	✓
	General Site Usability <i>(User Experience &amp; Other Improvement Suggestions)</i>	✓	✓	✓	✓
<b>Setup/ On-Page Optimization</b>	On-Page Optimization	✓	✓	✓	✓
	Targeted Title & Description Meta Data	✓	✓	✓	✓
	Image Alt Text	✓	✓	✓	✓
	H1/H2 Header Optimization	✓	✓	✓	✓
	Sitemap and XML Sitemap Creation/Setup	✓	✓	✓	✓
	Robots.txt Creation/Setup	✓	✓	✓	✓
	404 Error Page Setup	✓	✓	✓	✓
	.htaccess Creation/Setup	✓	✓	✓	✓
	Google Search Console Setup	✓	✓	✓	✓
	Bing Webmaster Tools Setup	✓	✓	✓	✓
	Embedded Map For Contact Page	✓	✓	✓	✓
	Analytics Setup <i>(Tracking/Filters/Integration with Webmaster Tools)</i>	✓	✓	✓	✓
	Privacy Policy Creation/Setup	✓	✓	✓	✓
	Common Spam Bot Filtering	✓	✓	✓	✓
Demographics/Geo/Interests Setup	✓	✓	✓	✓	
<b>Access To Custom Report Panels In Our Custom SEO Tool</b>	Level 1 Access	Level 2 Access	Level 3 Access	Level 3 Access	
<b>Conversion Tracking/Thank You Page Setup</b>		1-2 Conversions	2+ Conversions	2+ Conversions	
<b>Social Media Tie-In</b>	Blog Links to RSS Feeds	✓	✓	✓	✓
	Social Pages Linking	✓	✓	✓	✓
	Social Media Setup On Primary Social Websites	✓	✓	✓	✓
	Social Share Button Setup		✓	✓	✓
	Blog Setup		✓	✓	✓
	Social Media & Blogging Program		Blogging Starter+	Social Media Manager and Blogging Starter Services included: 1 social posting per week and 1 written and 1 edited if client supplied (optional) per month	
<b>Custom Imagery For Social Pages</b>	Hourly Billable**	Hourly Billable**	1 / year	1 / year	
<b>Google Business Listing / Bing Places</b>	Google My Business Listing Creation/Setup	✓	✓	✓	✓
	Bing Places Listing Creation/Setup	✓	✓	✓	✓
	Custom Google Review Button/Link	✓	✓	✓	✓
	Google My Business & Bing Places Optimization <i>(Images, Hours, etc)</i>	✓	✓	✓	✓
	Google My Business Monitoring	✓	✓	✓	✓
	Review Building Recommendations	✓	✓	✓	✓
	Google 360 Tour Partner Paid Service	Optional Fee	Optional Fee	Optional Fee	Optional Fee
<b>On-Going Optimization &amp; Services</b>	Canonicalization	✓	✓	✓	✓
	301 Redirects	✓	✓	✓	✓
	Monthly Reporting & Annual Review	✓	✓	✓	✓
	Add New Keyword/Themes/Pages <i>(1/mo after 6 months)</i>	✓	✓	✓	✓
	Updated Best Practices <i>(EX: Mobile-First algorithm changes, AMP as applicable)</i>	✓	✓	✓	✓
	Backlink Cleanup	✓	✓	✓	✓
	404 Error Cleanup	✓	✓	✓	✓
	Search Console/ Webmaster Tools Monitoring	✓	✓	✓	✓
	Reoptimization & Freshening Up As Needed	✓	✓	✓	✓
	Pagespeed Optimizations	✓	✓	✓	✓
	Setup & Monitoring in Relevant SEO Tools <i>(SEM Rush, AHREFS, etc)</i>	✓	✓	✓	✓
	Usability, User Experience & Other Improvement Suggestions	✓	✓	✓	✓
	<b>Schema/hCard HTML Tagging</b> <i>(Additional Info Shown in Search for higher CTR)</i>		✓	✓	✓
	<b>Competitive Site Analysis</b>	Hourly Billable**	1 every 2 years	1 / year	1 / year
<b>Targeted/Optimized Content Creation</b>	2 / year	2 / quarter	1 / month	1 / month	
<b>Conversion Rate Optimization</b> <i>(Tracking/Testing/Analysis)</i>			✓	✓	
<b>Google Content Experiments</b> <i>(Set-up &amp; Design/A-B Testing)</i>			✓	✓	
<b>Directories &amp; Linking</b>	Advice Local Listing Management	✓	✓	✓	✓
	Content Focused Link Building	Hourly Billable**	Hourly Billable**	Hourly Billable**	Hourly Billable**

+ Blogging Starter: 1 written and 1 edited if client supplied (optional) per month

\*\* Internet Marketing Hourly Charge Is Billed At \$150/Hour

## Pricing:

**\$345/mo**  
\$1,200 start-up

**\$675/mo**  
\$1,500 start-up

**\$975/mo**  
\$2,000 start-up

**\$1375/mo**  
\$2,000 start-up

## Program Notes

1. All SEO clients that request global keyword management, blog posting management, landing page creation and/or other supplemental optimization services will be quoted on a custom program pricing model on a case by case basis. Please call our sales team at 888-575-8977 or e-mail us at sales@sharpinnovations.com for more info on your custom needs, if applicable.
2. This covers all program infrastructure manipulation and coding from the development departments to collaborate with the SEO staff.
3. Organic SEO clients can go beyond their keyword limits under our SEO maintenance after six months provided the pages exist to do so. The limits are setup as an initial buffer period to keep the scope focused for program initiation. If a client has further needs or requests, we will quote this as a custom SEO account. This would include landing pages, blog setup and management, or anything else that is non-standard.
4. All standard client payment options for billing apply: credit card, e-check, or monthly invoicing (\$5/month processing fee applies). Sharp Innovations reserves the right to decline for any reason including industry keyword competitiveness and/or national/international sales barriers that would require a custom SEO pricing program, as well as other variables.

## SEO Audit Report Service

**Our SEO audit service is designed for clients who want to take the first step in performing a comprehensive diagnostic survey of their website so a customized search engine optimization (SEO) plan can be devised.** SEO audit services gauge how your current website is performing and how our team could ideally approach your site's optimization or digital marketing efforts – for a one-time, non-repeating fee of \$250. This is a great approach for clients going through the development of a new website or a redesign, or those who are not currently on an SEO program. It's an effective, affordable assessment.

### The Benefits of an SEO Audit:

- A detailed report of your current SEO status that outlines potential issues with your website and its ability to rank successfully in search engines
- A focused plan of action that outlines a recommended package or customized plan based on your results
- A clear score out of 100 showing how well your website is doing
- No commitments required on your part to any services beyond the SEO audit



# PPC & Paid Advertising

## Custom PPC Program (Paid Search)

We offer customized pay per click (PPC) advertising programs that are designed to fit the needs of clients that are looking for more exposure on the web. We offer completely customized Google AdWords services, YouTube promotion, LinkedIn advertising, and other PPC advertising services (Spotify, Pandora, Amazon, Shopping, and more!) that are designed to fit the needs of clients that are looking for more exposure on the web. These custom programs are designed for clients that want aggressive PPC services, have highly competitive keywords, or who want national or even international coverage.

Our PPC advertising services are built specifically for your business. Each advertisement is unique to your business and the platform on which it's being used.

- The custom programs are designed for clients that want an aggressive PPC campaign, have highly competitive keywords or want national/international coverage and wish to start their PPC advertising budget at \$500.00/month (and up).
- There is a minimum of \$200/month for our Paid Ad Management fee for our digital marketing team to take on any new client relationship vs. them managing it themselves.  
**(A \$500 setup fee is charged for any newly started paid ad campaign.)**
- All new Paid Ad management fees will be assessed by our digital marketing team and scaled according to what is being managed, how many estimated hours per month we will invest to manage and optimize your accounts, etc.
- Price reductions may apply for clients who are doing other digital marketing services with us be it: SEO, content marketing, social media, and/or e-mail marketing services, etc.
- Any clients who are on a Tier 2 or above can be bill you separately or billed as part of your PPC program. This can be discussed during your consultation with our digital marketing and sales teams to determine what is truly the best recommendation for your unique case.



### Tier 1 PPC Clients

Core PPC Programs

**Typical Investment:**

**\$200-\$500/month management fee \***  
**\$500-\$1,000/month Ad Spend**

**Typical Solutions:**

Paid ads on 1 search platform (typically Google search)  
**OR** social media ads on 1 platform (if applicable)

*\*Management fee based on hours spent (custom quoted)*

#### Best for Service Industry Clients

If doing in conjunction with an active T2 or greater SEO program, you can save on your management fee by using hours from your existing program.

### Tier 2 PPC Clients

PPC ROI Performance Program

**Typical Investment:**

**\$500-\$1500/month management fee \***  
**\$1,000-\$5,000/month + Ad Spend**

**Typical Solutions:**

Paid ads on multiple search platforms  
**AND** social media ads on targeted platforms  
Retargeting campaigns to previous website visitors

*\*Management fee based on hours spent (custom quoted)*

#### Best for Service Industry / Product Clients

If doing in conjunction with an active T2 or greater SEO program, you can save on your management fee by using hours from your existing program.

### Tier 3 PPC Clients

Sharp PPC Consulting Programs

**Typical Investment:**

**\$1500+/month management fee \***  
**\$5,000/month + Ad Spend**

**Typical Solutions:**

Paid ads on multiple search platforms  
**AND** social media ads on targeted platforms  
Retargeting campaigns to previous website visitors

*\*Management fee based on hours spent (custom quoted)*

#### Best for Ecommerce Clients

If doing in conjunction with an active T2 or greater SEO program, you can save on your management fee by using hours from your existing program.

## Paid Advertising Audit

**\$150/hour x 5-hours or \$750.00 to do a 1-time Paid Advertising Audit**

Our Paid Advertising Audit services include an assessment of what current campaigns are running and a discovery phase to determine best opportunities on platforms such as YouTube, Spotify, Google Display, etc.

Opportunities include promoting your business on:

- Multi-Browser Search Ads
- Video Ads
- Local Search Ads
- Display Ads
- Audio Ads
- Map Listing Ads
- E-commerce Ads
- Mobile App Ads
- Remarketing Ads

*Note: An annual audit of paid ads is included for clients already in an ongoing paid advertising program with us.*



# Enhanced Digital Marketing Programs

## Sharper Edge™ Email Marketing Automation

Sharper Edge™ e-mail marketing automation can help boost the power of your CRM and offer efficiency through automation, yet keep your messaging personalized and timely, with campaigns that speak to your audience. Sharper Edge analyzes crucial CRM data to easily improve customer relations, and help facilitate quicker, more efficient email responses to customer leads and/or conflict resolution. The Sharper Edge™ Dashboard gives a simple, visual breakdown of leads and lead status (potential, interested, qualified future, etc.) and campaign segmentation so you can take actionable steps toward conversion.

### The Benefits of Sharper Edge™

- Increase Lead Generation
- Grow Existing Markets
- Discover New Markets
- Improve Upselling
- Improve Customer Interaction.
- Increase ROI by Automating
- Marketing Processes  
*(reducing the need for internal resources and enabling your staff to concentrate on other crucial tasks that elevate your business)*

## Sharp Reviews (Reputation Management & Online Review Accelerator)

**(\$250/month as a stand-alone service; \$200/mo as an add-on to any other Digital Marketing program)**

Bad reviews happen to every business. Sharp Reviews reputation protection system is designed to limit the number of customers leaving bad reviews by getting early customer feedback on your service, allowing you to address potential problems before they become bad reviews.

Good reviews are hard to ask for. Sharp Reviews takes away the awkward need to personally ask each satisfied customer for a review by providing a simple feedback form.

Do your competitors have better ratings, more overall reviews, or more recent reviews than your business? If so, your potential clients might be contacting your competitors instead of you, even if you're ranking better than your competitors! Start converting more prospective customers into paying customers by collecting and managing more reviews and improving your online reputation with Sharp Reviews.

## Conversion Rate Optimization

**(+4 hours/month to your digital campaign OR can be used within existing hours when enrolled in any Tier 2/Tier 3 programs; OTHERWISE \$150/hr add-on service option)**

All the traffic and visits to your website don't mean much if those potential customers aren't taking the desired action – whether that is purchasing, downloading information, or filling out forms so your team can follow up.

There are a variety of ways Sharp Innovations can help improve your website's conversion rates and help turn more of your visitors into customers. This includes polls, heat mapping, split testing, and a variety of other proven strategies.

We'll help you find your biggest conversion roadblocks by evaluating your key landing pages and the conversion funnel, and then identify and implement strategies to help improve your results





Digital marketing is ever evolving. Sharp Innovations recently celebrated over 20 years of doing business. We've seen many changes and amazing opportunities in the digital realm across the decades. As use of new devices, apps, social media platforms, and voice search continue to grow, so do the opportunities for big-picture solutions and practical strategies.

That's why we're excited to offer our new service: Sharper Edge™, a 3-tier approach to help you get more bang for your buck in this increasingly dynamic, digital marketing world.

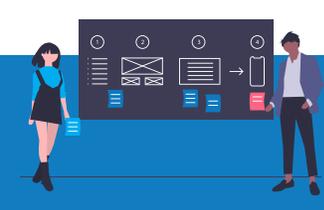
Intelligent Email Marketing works best over time, so we ask for a 12-month commitment for new accounts to get started. After the initial year, your plan will convert to month-to-month. This is to ensure the best opportunity to succeed due to variances in different industries' buy cycles in addition to building continual marketing momentum to achieve ROI growth.



**Tier 1: Marketing Automation Launch**  
(3-7 hours)

Setup Investment:  
**\$1500**

Monthly Marketing Investment:  
**\$999** (1st 6-months)  
**\$399/month \*** (months 7+)



**Tier 2: Sharper Edge™ Leads Guaranteed OR Standard**  
(7-12 hours)

Setup Investment:  
**\$2,000**

Monthly Marketing Investment:  
**\$750** (2a) **\$950** (2b) **\$1,150** (2c)



**Tier 3: Sharper Edge™ Partner**  
(15+ hours)

Setup Investment:  
**\$2,500**

Monthly Marketing Investment:  
**\$1,499**

	Tier 1 Marketing Automation	Tier 2a SE Leads 3+	Tier 2b SE Standard	Tier 2c SE Leads 5+	Tier 3 SE Partner
Typical Digital Marketing Team (Hours/Month)	3-7 hours	7-12 hours	7-12 hours	7-12 hours	15+ hours
Dashboard Training	Included	Included	Included	Included	Included
Import CRM Data *	Included	Included	Includedx	Included	Included
Install Signup Button on Website (Newsletter, etc.)	Included	Included	Included	Included	Included
Text for Incoming Lead Notifications	Included	Included	Included	Included	Included
Marketing Emails to Newsletter List	1/year	1/quarter	1/quarter	1/quarter	1/quarter
Number of List Marketed To	1/month	1-2/month	1-2/month	1-2/month	2+/month
Inbox Handling & Appointment Coordination	1st 6 months	Included	Included	Included	Included
Marketing Team Phone Call Consultations & Reporting	1/month	1/month	1/month	1/month	2/month
Form Submission Auto Responses	1st 6 months	Included	Included	Included	Included
Landing Pages Remarketing	1st 6 months	Included	Included	Included	Included
Automated Email Campaigns for Existing Client Retargeting		Included	Included	Included	Included
Marketing Automation Programming **		2	2	2	3
Shopping Cart Abandonment Handling		Included	Included	Included	Included
Dedicated Marketing Team Members		1	1	1	2
Curated targets list to assist with running own campaigns		Included	Included	Included	Included
Lead Potential		3+ ***	UNLIMITED	5+ ***	UNLIMITED

~ After 6-months, Marketing Automation Launch Pricing to \$399/month, only tech support if system down, any content, strategy, or marketing input is \$150/hour after 6-months done. This is a "client self-service long-term program when adequate internal resources exist".

\* Up to a defined limit. Client will also send us a cleaned list of user data (if not API).

\*\*\* If on leads guarantee and less than the minimum is generated, a \$200 credit will be attributed to the account for next month. This will be assessed quarterly. Leads are counted as phone appointments with a scheduled time.

\*\* As needed or relevant.

Lead = Available lead who requests to set a specific meeting appointment | Level assessed quarterly based on appointments and time required





# Social Media & Content Marketing Services

## Social Media Manager

Our Social Media Manager plan grants you weekly social media posting of newsworthy content and distribution to all existing social media sources (i.e. Facebook, Twitter, YouTube, LinkedIn, etc. — your outlets are not limited, and we can work with you to determine which ones are most strategic). A Sharp social media specialist will contact your team for engaging content and will research the market for post-worthy trends. You will also get a predetermined number of promotions per year based on the level you select. Promotions are a great way to help build your audience, gain valuable feedback, and/or promote your brand. You will only be financially responsible for the cost of a promotional give-away (if you choose to give something away), and we'll foot the bill for any other campaign fees.

### Social Media Manager Starter \$350/month

**What's included:**

- 1 weekly social post (Shared messaging across platforms)
- 1 promotions/year (Contest/Ad/Survey/etc) with advanced targeting

### Social Media Growth Program \$795/month

**What's included:**

- 3 weekly social posts (Platform specific messaging) + monitoring of comments & messages
- 1 monthly media creation (custom image, infographic, etc)
- 2 promotions/year (Contest/Ad/Survey/etc) with advanced targeting

### Custom Social Media Dominance Programs Starting at \$1000/month

**What's included:**

- 5 or more weekly social posts (Platform specific messaging) + monitoring of comments & messages
- 2 monthly media creations (custom image, infographic, etc)
- 3 or more promotions/year (Contest/Ad/Survey/etc) with advanced targeting

**See Sales team for custom quote**

## Blogging

By utilizing our Blogging services, you will get the creation and/or editing of a set number of blog posts per month. Blogging is a great way to keep your site fresh, while also targeting select keyword themes that can help drive additional traffic and leads. Our content team will be proactive and reach out to you for blog content or approval so you can rest easy knowing our team has it under control. We'll connect with a variety of members from your team in order to give us an insider's edge in posting relevant content.

### Blogging Starter \$250/month

**What's included:**

- 1 blog/month (300-500 word minimum)
- Distribution to social channels
- 2nd blog option if you create the content

### Performance Content Marketing Program \$795/month

**What's included:**

- 3 blogs/month (300-500 word minimum)
- Distribution to social channels
- 1 monthly media creation (custom image, featured image, chart, infographic, etc)

### Custom Social Media Dominance Programs Starting at \$1200/month

**What's included:**

- 5 or more blogs/month + (300-500 word minimum)
- Distribution to social channels
- 3 or more monthly media creations (custom image, featured image, chart, infographic, etc)

**See Sales team for custom quote**





## Social Media Performance Program

Both Social Media Manager Starter & Blogging Starter - \$495.00/month - 17%+ savings

With our Performance Program, you will receive the benefits of both the Blogging and Social Media programs in one bundle.

### **What's included with Social Media Performance:**

- Weekly social media postings
- Two promotions (contest/ad/survey/etc) per year
- Creation of 1-2 blog posts per month
- Second blog option, if you create the content

## Content Marketing

**Content marketing through blog posts can increase site traffic and search engine rank.** A content marketing specialist can develop content using relevant keywords, effective calls-to-action, and links back to your website - all of which help you get higher engagement and conversions on your key performance indicators (KPIs), no matter which step in the sales funnel your customer exists. These steps include:

1. Awareness
2. Research & Consideration
3. Purchasing

Our content marketing specialists will target your customers where they are with your information, product, or service in a way that tells a good story to help solve their problem and provide value. We then analyze the results to maximize conversions.

## Customer Targeted Paid Social Advertising

(+5 hours/month to your digital campaign OR can be used within existing hours when enrolled in any Tier 2/Tier 3 programs; OTHERWISE \$150/hr add-on service option)

**The goal behind our customer targeted paid social advertising is simple:** directly serve ads to your target audience. Social media advertising allows us to really narrow down the details on your client profiles, and then target an audience that fits that specific profile.

Whether you want to target based on location, age, interests, or other set of identifiable characteristics, paid social advertising can lead to higher conversion rates and better return on your ad spend.



# SEO Case Studies

## Gettysburg Battlefield Tours

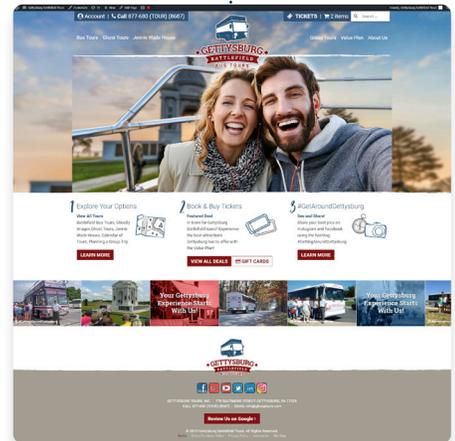
109% Social Referral Increase  
32% Conversion Increase  
31% Sales Increase

### The Challenge:

Gettysburg Battlefield Bus Tours approached us for search engine optimization (SEO), which ultimately resulted in an entire site redesign to expedite its benefits. The site needed a more cohesive design and simpler navigation, including an easier, more prominent, ticket purchase process.

### The Solution:

With the launch of its new site, Gettysburg Battlefield Tours enjoyed an increase in online sales by more than 30% in one year. A streamlined navigation with user-friendly cues helps ease the path to purchase and conversions rose by 32% in a year. The integration of cheerful social media links helped Gettysburg Battlefield Tours experience an increase in social referrals by more than 100%.



## Pyfer Reese

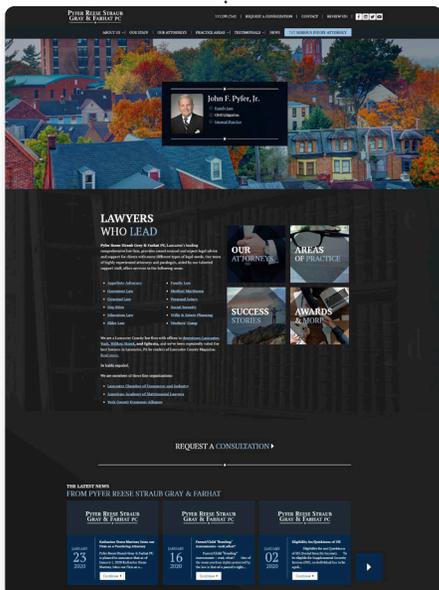
112% Website Traffic Increase  
226% Organic Referral Increase  
232% Conversion Increase

### The Challenge:

A full, mobile-first website redesign needed to highlight the team at the law firm of Pyfer Reese and each attorney's expertise to convey the convenience of multiple areas of practice all under one roof. Pyfer Reese wanted improved search rankings and increased awareness, especially of its new service, education law.

### The Solution:

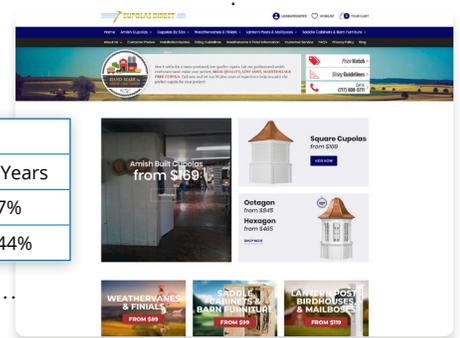
Realizing that it was important to ensure Pyfer Reese's mostly on-the-go visitors had access to all the features of the website via mobile device, the Sharp Innovations team developed a mobile-first focused website with simpler site navigation and instant access to the most relevant site pages. Sharp Innovations implemented SEO strategies to improve the law firm's search rankings and greatly increase website traffic, referrals, and conversions.



# Examples

## SEO: Cupolas Direct

Cupolas Direct was struggling to establish an organic search presence when they met with Sharp to see what could be done. Year over year growth has been increasing each year, and sales numbers reflect the influx of additional traffic and referrals.



Cupolas Direct   cupolasdirect.com					Growth Since 2017 Start					
Tier 2	April-17	April-18	April-19	April-20	1 Year	2 Years	3 Years	1 Year	2 Years	3 Years
Visitors	8,561	11,082	13,340	16,864	2,521	4,779	8,303	29%	43%	97%
SE Referrals	1,479	2,383	2,988	6,567	904	1,509	5,088	61%	63%	344%



## SEO: Gettysburg Tours

Gettysburg Tours planned to keep their existing site as relevant as long as possible when they came onboard in early 2013. With the web shift to more secure versions of webpages (HTTP to HTTPS), traffic data from HTTPS sources was not able to be recorded. This, combined with a poor mobile experience, led to the decision to shift to a new version of the website in early 2018.

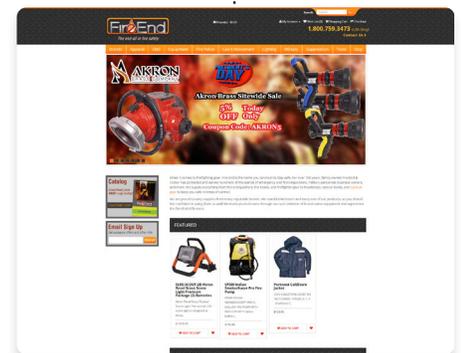
Gettysburg Tours   gettysburgbattlefieldtours.com							Growth Since 2013 Start									
Tier 2	April-14	April-15	April-16	April-17	April-18	April-19	1 Year	2 Years	3 Years	4 Years	5 Years	1 Year	2 Years	3 Years	4 Years	5 Years
Visitors	10,986	14,553	14,741	13,623	13,758	17,966	3,567	3,755	2,637	2,772	6,980	32%	26%	18%	20%	51%
SE Referrals	6,850	9,258	8,327	9,068	9,509	11,259	2,408	1,477	2,218	2,659	4,409	35%	16%	27%	29%	46%



# Examples

## SEO: Fire-End

Fire-End needed higher search rankings to help drive sales in a competitive market. Sharp Innovations implemented social media, blogging, and search engine optimization services to engage targeted consumers and drive more traffic to the Fire-End website. From 2018 to 2019, social referrals increased nearly 200%



Fire-End & Croker   fire-end.com			
	Jan - Mar 2019	Jan - Mar 2020	Growth vs Previous Year
Visitors	175	236	35%
SE Referrals	445	642	44%

## SEO: Steven Brown & Associates

Steven Brown & Associates wanted to increase search rank and improve its online sales and service conversions. Through successful search engine optimization and blog management, Steven Brown Associates experienced 106% increase in conversions and improved traffic to its website, as it is now viewed among one of the top experts in a niche market.



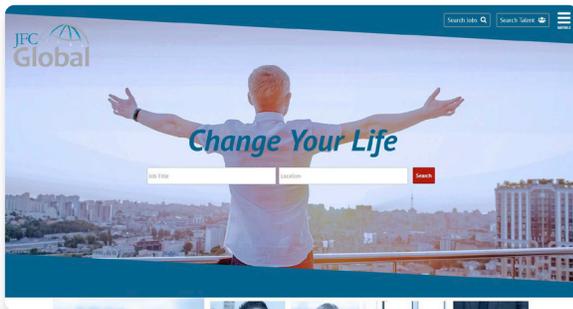
Steven Brown & Associates   stevenbrownassociates.com							
	2013	2014	2015	2016	2017	2018	2019
Blog Referrals	382	3,150	12,356	17,708	23,546	37,742	41,687
Growth Over Previous Year		725%	292%	43%	33%	60%	10%
Growth Over Starting Point		725%	3,135%	4,536%	6,064%	9,780%	10,813%



# Spotlight

## Content Marketing Spotlight Dominion Pest Control

Dominion Pest Control gained search rank for 35 keywords in one month (four of which are higher volume keywords) as result of its November blog post. The post alone resulted in a 26% increase in traffic to the site.



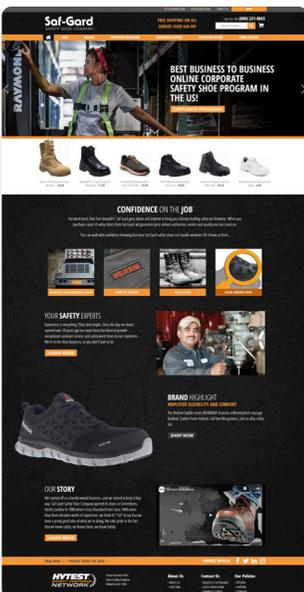
## PPC Spotlight JFC Staffing

From January 2020 to February 2020, site traffic for JFC sites:

- JFC Global increased 28.57%
- JFC Workforce increased 141%

## Progressive Web Apps Lubker Distribution

Lubker Distribution used an internal application to manage its warehouse, but it was created by a freelancer who passed away. Sharp Innovations was able to manage the software, update it, and help the company view crucial data again.



## Programming Spotlight Saf-Gard Safety Shoe Company

Saf-Gard Safety Shoe Company provides high-quality safety footwear, including its own SR Max brand, and other products to both B2B and B2C customers. We have been their trusted partner since 2000. We staff a team who does 100+ hours per week of work, who effectively manage their entire web-based infrastructure.

In recent years, when Saf-Gard acquired SafeShoes.com from Vulcan Safety Shoes, it needed to integrate the SafeShoes.com website into their already robust e-commerce framework. Our developers were able to seamlessly migrate the Magento functionality and account information of the former site to work within the Saf-Gard e-commerce platform, while keeping the design consistent. Additionally, Sharp developers migrated the blog content from the Magento blog extension into Wordpress, as well as enhanced site features, including the ability to differentiate permissions according to company roles, cross-report between product categories in its corporate shoe programs, customize products per Saf-Gard client requests in custom storefronts and more. We also developed separate e-commerce and corporate shoe program sites for the SR Max brand, Vulcan Shoes, and Michigan Shoes brands.

For further information on any of these services, details into different aspects, or meanings of terms used here, please visit our website at: