

Internet Marketing Services

Tier 2 & 3 Performance Programs



A Unique Strategic Solution for Clients

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 a 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.



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

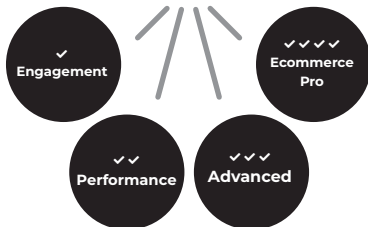
3-Tier Programs for Sharp Innovations' Strategic Marketing Services

- **TIER #1** Core Internet Marketing Programs
- **TIER #2** Digital Marketing ROI Performance Programs
- **TIER #3** Internet Marketing Consulting Programs



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



Comprehensive marketing & dedicated staffing.

★★★★☆
Tier 2 - Level 1
✓ \$1,749 /month
✓ 10 dedicated digital marketing team hours included monthly
discounted rate: \$174.90 / hr

★★★★☆
Tier 2 - Level 2
✓ \$2,525 /month
✓ 15 dedicated digital marketing team hours included monthly
discounted rate: \$168.33 / hr

★★★★☆
Tier 2 - Level 3
✓ \$3,255 /month
✓ 20 dedicated digital marketing team hours included monthly
discounted rate: \$162.75 / hr

★★★★☆
Tier 2 - Level 4
✓ \$3,999 /month
✓ 25 dedicated digital marketing team hours included monthly
discounted rate: \$159.96 / hr

★★★★☆
Tier 2 - Level 5
✓ \$4,649 /month
✓ 30 dedicated digital marketing team hours included monthly
discounted rate: \$154.97 / hr

★★★★☆
Tier 2 - Level 6
✓ \$5,249 /month
✓ 35 dedicated digital marketing team hours included monthly
discounted rate: \$149.97 / hr

★★★★★
Tier 2 - Level 7
✓ \$5,799 /month
✓ 40 dedicated digital marketing team hours included monthly
discounted rate: \$144.98 / hr

Our internal team of digital marketing professionals is strategically aligned with the best in the region to help deliver in-touch, local collaborative solutions!

* All Tier 2 plan include a \$3,500.00 fixed setup fee.

** Our full rate \$175/hour applies for additional hours. Or you can upgrade to next plan.

*** Tier 3+ plans pricing are quoted based on custom solution.



A Unique Strategic Solution for Clients

We understand that many businesses have a sometime indefinite ability to invest monthly in their digital marketing budget. That is why we have 3 tiers of service! We seek to offer impact and value to all businesses. We desire to meet you where you are and come alongside of you to help you reach the goals that you have for the future of your company!

1 What can we do to improve your goal processes & make your job easier (in terms of UX, content or other efforts)?

2 How can we help you generate better-qualified leads & how can we help you close more of those leads?

3 What metrics can we track in addition to sales numbers that would help us evaluate what's working?

4 Any new services/products/promotions or newsworthy items in the future or pipeline we can help build momentum for?

5 Whom would be our contact, who's the backup contact, and do they actually have the time to work with us on content approval? What should this approval process look like?

6 Any seasonality trends we should be aware of?

7 List the top 3-5 competitors/competitor websites:

1

2

3

4

5

8 What makes you unique vs your competitors (everyone has great customer service & experience, these aren't unique)? Any awards/recognitions/etc?

9 What are some of the questions you find yourself answering repeatedly about your service or industry?

10 What, if anything, frustrates you about the marketing / messaging prevalent in your industry currently?

11 What are the most common reasons a client/customer/user has stopped utilizing your service or decided to try alternate services?

12 Has anything major changed within your company in the recent months that could impact our marketing strategy?

12 Please state any previous SEO / digital marketing teams you have hired, and what your results/experience has been with them? What worked? What didn't?

13 Please specify your current monthly or annual digital marketing budgets so we best understand for strategic recommendations back to you.



Supplement Your Marketing Team for a Fraction of the Cost

Many well-known sources including Google and HubSpot have noted that websites engaging in proactive digital marketing to reach optimal results are posting fresh content/updates to websites and ensuring that blog entries are posted several times per week, not just one or a couple per month. Those companies are bolstering traffic and SEO rankings. We also have seen increased following and results with our internet marketing strategies for clients who post daily or several times a week to social media instead of just a few times per month or even weekly. Clients that invest in Tier 2 or 3 programs will enjoy the benefits of having a dedicated, digital marketing department working for their business at fraction of what it would cost to staff even one internal hire with benefits. Many of our Tier 2 and 3 clients have internal marketing staff (or teams) who collaborate with our team because they value our knowledge that they may lack in our industry.

Our Tier 2 and 3 clients are typically focused on and interested in the following:

1. Maximizing Conversions and Conversion Rate Tracking
2. On-going Analysis of ROI and KPI's (Key Performance Indicators)
3. Accelerating Content Marketing to Maximize Rankings and Lead Flow
4. On-going Focus on Inbound Marketing Strategies Tailored to their Business
5. Website Call Lead Tracking, Near-User Marketing and Accelerated Mobile Marketing
6. Marketing Budget Development, On-going Consulting and Implementation Management
7. Increasing Lead Generation
8. Growing Existing Markets
9. Discovering New Markets
10. Improving Upselling
11. Improving Customer Interaction
12. Increasing ROI through Automation

3 Tier Solution Comparison Graph

| TIER 1 CLIENTS Core Internet Marketing Programs | TIER 2 CLIENTS Digital Marketing ROI Performance Programs | TIER 3 CLIENTS Sharp Consulting Programs |
|--|--|---|
| Typical Investment: \$449-1,749/month | Typical Investment: \$1,749-6,000/month+ | Typical Investment: \$6,000/month+ |
| Typical Solutions: <ol style="list-style-type: none"> 1. Blogging 1-2 times/month (if applicable) 2. Social media posting weekly (if applicable) 3. SEO - Initial efforts to get organic search engine rankings (if applicable) 4. Fresh content updates to website twice a year or less frequently 5. If doing a Paid Ad Campaign like Google Adwords or Pay Per Click – typically spending \$500/month or more | Typical Solutions: <ol style="list-style-type: none"> 1. <u>Proactive Blogging</u> 1-5 times/week 2. <u>Proactive Social Media</u> Posting daily 3. <u>SEO –Most comprehensive SEO offerings</u> we have to maximize ROI and conversions from organic search engine rankings (if applicable) 4. <u>Proactive with having fresh content updates</u> initiated to website monthly or more frequently (content, info-graphics, or other design/programming features) 5. <u>Video/Audio</u> - Development of fresh video and/or audio content quarterly or more frequently by our team 6. If doing a Paid Ad Campaign like Google Adwords or Pay Per Click – typically spending \$1,500/month or more 7. Tier 2 clients many times desire to have paid marketing consultant input annually | Typical Solutions: <ol style="list-style-type: none"> 1. <u>The same solutions as you see in the typical investments of Tier 2 clients</u> <p>Common additional attributes:</p> <ol style="list-style-type: none"> 2. Development of the company's overall marketing budget and authority to make spending decisions between internal teams and approved client vendors 3. Client typically hires our consulting team for billable consulting projects in HR, systems, process, sales, marketing or other key areas of the business 4. These clients are typically on one of our 5-star hosting and maintenance programs because of the amount of monthly development requests that come into our creative and tech teams (5 hours+ month) 5. If doing a Paid Ad Campaign like Google Adwords or Pay Per Click – typically spending \$5,000/month or more 6. Sharper Edge™ e-mail marketing automation, offering efficiency through automation that retains personalized messaging, with timely campaigns that speak to your audiences. |

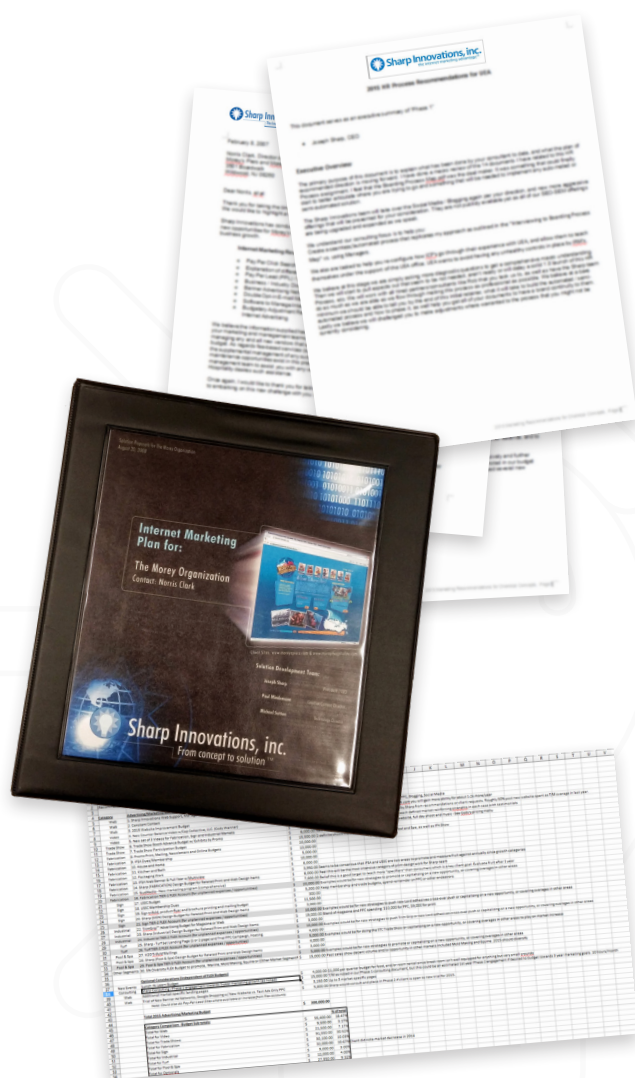


Tier 3 Client Solutions – Sharp Consulting Programs

Sharp Innovations' internal team of digital marketing professionals is strategically aligned with the best in the region to help deliver in-touch, local collaborative solutions for our Sharp Consulting clients. Our commitment is to transparently offer the best deliverable solutions to our clients, while keeping their account management simplified with the team they have grown to love. Our team is focused on ensuring that our clients reach their absolute pinnacle in terms of measurable marketing results. That is why our team is comprised of an internal group of skilled professionals as well as on-site synergistic partners that reside at our same complex: Kingdom Crossroads. For any other niche solution that is needed for Tier 2 or Tier 3 clients, we ensure that our clients know and understand the custom-built team of individuals that are on their project. They meet their team early on in our process; our internal team will often help to streamline and simplify client communication.

All Sharp Consulting work is billed at \$175/hour or offered with a fixed cost that is custom quoted. Here is a list of client objectives that we consider for each of our Tier 3 clients when they hire us:

- Maximizing Conversions and Conversion Rate Tracking
- On-going Analysis of ROI and KPI's (Key Performance Indicators)
- Accelerating Content Marketing to Maximize Rankings and Lead Flow
- On-going Focus on Inbound Marketing Strategies Tailored to their Business
- Website Call Lead Tracking, Near-User Marketing and Accelerated Mobile Marketing
- Marketing Budget Development, On-going Consulting and Implementation Management
- Marketing Response Automation with Web Visitors
- ID Website Visitors
- Lead Scoring
- Near-User Marketing
- Monthly Email Coupon Marketing
- Inbound Marketing Strategy
- Advanced Content Marketing Strategy
- MOFU & BOFU Content (Middle of Funnel & Bottom of Funnel) Services
- Advanced Mobile Marketing
- Reputation Management
- Link Building Re-invented (Off-line Marketing)
- Conversion Rate Optimization
- Website Call Lead Tracking Services
- Shopping Feed Promotion
- Online Community Development
- Website Security Analysis
- Google Content Experiments Service (A/B Testing)
- Email automation with personalized messaging through Sharper Edge™
- Quarterly newsletters with unlimited interaction response through Sharper Edge™
- Monitoring of shopping cart abandonment through Sharper Edge™



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

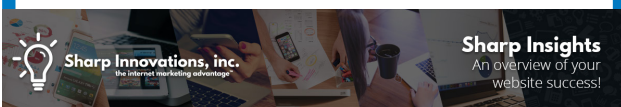
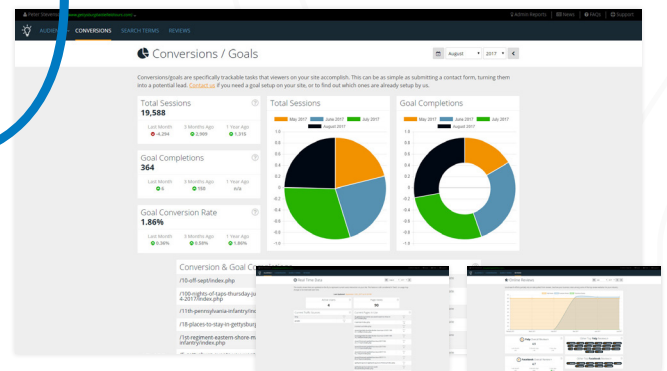
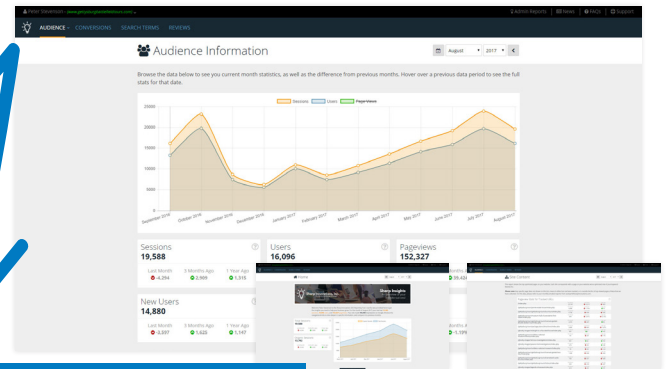
Updated on-the-fly data to represent current users interaction on your site. This feature is still considered in "beta", so usage may change or be restricted over time.

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.



SEO Case Studies

SEO Case Study: Chemical Concepts

Following our preliminary survey and discussions about campaign ideas and goals, we set into motion a Tier 2 solution that would work for them. With a combination of SEO, social media management, PPC advertising, blogging, videography and more, the Chemical Concepts team saw substantial growth year over year. They're excited with the direction of the campaign, and were happy to share the details with you below.

If you've ever sat down for one of our free website design or internet marketing consultations, you already know that we do things a bit differently here at Sharp Innovations. We want to understand your business inside and out, and we look to identify your goals, the target audience, potential hardships and more before we dive into your new website or internet marketing project.

In an effort to cater to the ever-changing digital landscape, we previously launched a three-tiered approach to our search engine optimization (SEO) efforts. While most clients fit into the Tier 1 program, some look for a more proactive approach that focuses on conversions, Return on Investment (ROI), Key Performance Indicators (KPI), accelerated content and more. This is why we launched our Tier 2 and Tier 3 SEO programs.



1st Year Success Factors

| Chemical Concepts chemical-concepts.com | | | | | | |
|---|-------------------|------------------|-------------|-------------|-----------------|--------------|
| Traffic | Organic Referrals | Social Referrals | Blog Visits | Conversions | PPC Conversions | Online Sales |
| 19% | 28% | 57% | 437% | 45% | 500% | 35% |

2nd Year Success Factors

| Chemical Concepts chemical-concepts.com | | | | | | |
|---|-------------------|------------------|-------------|-------------|-----------------|--------------|
| Traffic | Organic Referrals | Social Referrals | Blog Visits | Conversions | PPC Conversions | Online Sales |
| 4% | 40% | 18% | 52% | 24% | 16% | 6% |

The team at Chemical Concepts put us to the test, and we're pleased to share the results of the first year of their ongoing Tier 2 SEO campaign. Here are some of the key metrics measured over the duration of the campaign:

1st Year

- There were **19% more** user sessions in 2016-2017 when compared to 2015-2016.
- Organic referrals were a driving force in that growth, as Chemical Concepts saw **28% more organic referrals**.
- You may be thinking, 'The extra traffic and referrals are great, but are they converting?' The answer is a resounding yes - to the tune of a **45% increase in goal conversions** (those visitors filling out the contact form or placing an order)! This increase in goal conversions also accounted for a 35% increase in online invoiced sales.

Additional useful metrics that have improved as a direct result of the campaign are:

- 15% increase in users
- 18% increase in page views
- Average session duration went up 4%
- Bounce rate improved by nearly 2.5%
- Goal conversion rate climbed 22%
- Social referrals grew 57%
- Blog visits climbed 437%
- PPC conversions jumped over 500%

2nd Year

- There was a 24% increase in overall traffic to the site in 2017-2018 versus 2016-2017.
- Referrals are a key point of our SEO campaign, and Chemical Concepts saw a 40% increase in organic referrals, with a 26% increase in organic conversions from those referrals.
- Our SEO campaign has also dramatically improved several other factors for Chemical Concepts, including:
 - Social referrals went up 18%
 - Blog visits increased by 52%
 - 16% increase in PPC conversions
 - Orders placed jumped by 24%
 - Total online invoiced sales improved by 6%

We're thrilled with these results and would love to replicate them for your business. To get started on custom tailoring your own Tier 2 SEO program, give us a call at 717-290-6760 or send us an email at sales@sharpinnovations.com. We look forward to working with you!



SEO Case Studies continued...

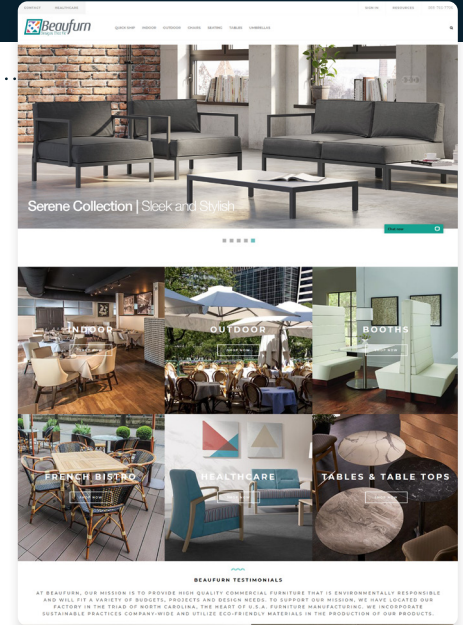


SEO Case Study: Beaufurn

We designed a campaign for Beaufurn that is both competitive and highly targeted. Using basic demographic data from existing analytics, we designed and implemented our ad-buy strategy. We strategized how to, first, drive conversions. Then, analyzing those conversion metrics, we focused on driving down cost. We consider ourselves stewards of your ad dollars. Our focus on Return on Ad Spend (ROAS) ensures our clients that we are running campaigns based on their bottom line.

We track and report users from click to conversion, evaluating which demographics and messaging will best result in conversions. This insight enables us to customize other campaigns for better performance. For example, Beaufurn's Cost Per-Click reduction below was accomplished by narrowing the ad display parameters according to best performing age demographic and users' regional areas.

When you tell us the goals of your campaign, we can provide understandable strategies to determine which actions and conversions will be the key performance indicators (KPIs) to reach those goals. Beaufurn, a furniture design company, wanted conversions for quote requests and orders. We helped them determine the average value of a quote and the average value of a single sale. With this information, campaign success can easily be determined by our clients, removing confusion and fancy marketer speak from the equation. We make it easy for clients to see the ROAS for each campaign.



Paid Traffic Conversion Growth Factors

| Chemical Concepts chemical-concepts.com | | | | | | |
|---|--------------------|------------|-------------|-------------|-----------------|-------------------|
| Ads Clicked | Search Impressions | Click Rate | Blog Visits | Conversions | PPC Conversions | Conv. Cost Change |
| 198% ↑ | 12% ↑ | 2.56% ↑ | 437% ↑ | 19.64% ↑ | 220% ↑ | 0.55% ↑ |

Cost Per-Click (CPM) Reduction

| Chemical Concepts chemical-concepts.com | | | | | | |
|---|------------|-------------------|-------------------|---------------------|------------------|----------------------|
| Clicks (Change %) | CTR Change | Q3 Cost Per-Click | Q4 Cost Per-Click | Avg. CPC (Change %) | Total Cost Saved | Conversion (%Change) |
| 34.65% ↑ | 0.61% ↑ | \$2.98 | \$2.07 | -28.8% ↓ | \$130.66 | -1.11% ↓ |

Beaufurn utilized our Paid Ads Management Services as part of their overall digital marketing strategy. While their conversion goal includes quote requests as well as direct sales, they reaped an added benefit of digital marketing strategies: brand awareness. Additionally, Paid Ads Management is a proven method for supporting seasonal business needs and the path-to-purchase journey overall.

Paid Traffic Growth

- Quarter over quarter Beaufurn saw a dramatic increase in Search Ads, up **198%**; impressions rose to just 12%, signifying improved ad quality and better targeting
- While organic conversions increased nicely, PPC conversions increased 220% in just a three-month window.
- While blog-visit growth was not the goal of the paid campaign, the increase in targeted users coming from search engines assisted in the **437%** increase in users reading and consuming customer-focused blog content, which helped drive more organic rankings. This allowed for "jumpstart" in organic search traffic and volume.

Additional useful metrics that have improved as a direct result of their Paid Ads campaign include:

- 12% organic search impressions
- 19.68% increase organic user conversions
- Average session duration went up 4%
- Bounce rate improved by nearly 2.5%
- Goal conversion rate climbed 22%
- Social referrals grew 57%
- Blog visits climbed 437%
- PPC conversions jumped over 500%

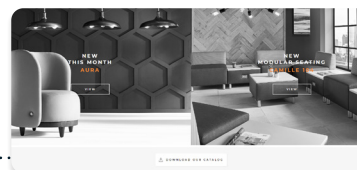
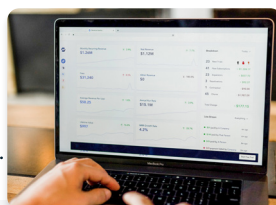
Ad Cost Management

- Once we establish consistent weekly conversions, we maximize the value of those conversions by tailoring the campaign.
- Utilizing the conversion tracking data, such as time of day, days of the week, user-age, and geographical locations data, in conjunction with site visitor behavior, enables us to maximize the likelihood our ads will be seen by active and interested buyers.

During the last quarter, Beaufurn's ad budget optimization resulted in:

- Cost Per Click reduced by \$0.91 campaign-wide
- Click Through Rate grew by 0.61%
- \$130 dollars trimmed out of the campaign without effecting Conversions

Looking to grow your customer base or sales with any aspects of Paid Traffic, Social, or Search? Give us a call at 717-290-6760 or send us an email at sales@sharpinnovations.com. We Look forward to growing your business.



SEO Case Studies continued...

SEO Case Study: Cupolas Direct

Once we got that Cupolas Direct website into a good position on the organic side, we saw potential with active social campaigns and blogging/content creation, under our recommendation, Cupolas Direct approved our approach and we included these services in their program effective January 2019. In 10 short months, you can see the effect.

| Cupolas Direct cupolasdirect.com | | | | |
|------------------------------------|---------------------------|--------|----------------------------|--------|
| | % Increase Year over Year | | % Increase Year over Start | |
| | Year 1 | Year 2 | Year 1 | Year 2 |
| Nov 9 Start | | | | |
| Sessions | 29% | 22% | 29% | 57% |
| Organic Referrals | 50% | 35% | 50% | 103% |
| Sales Transactions | 32% | 4% | 32% | 38% |
| Users | 30% | 26% | 30% | 63% |
| Pageviews | 29% | 17% | 29% | 51% |
| Social Referrals | 58% | 256% | 58% | 461% |
| Online Invoiced Sales | 37% | 23% | 37% | 67% |

* social results are for 10 months of active data



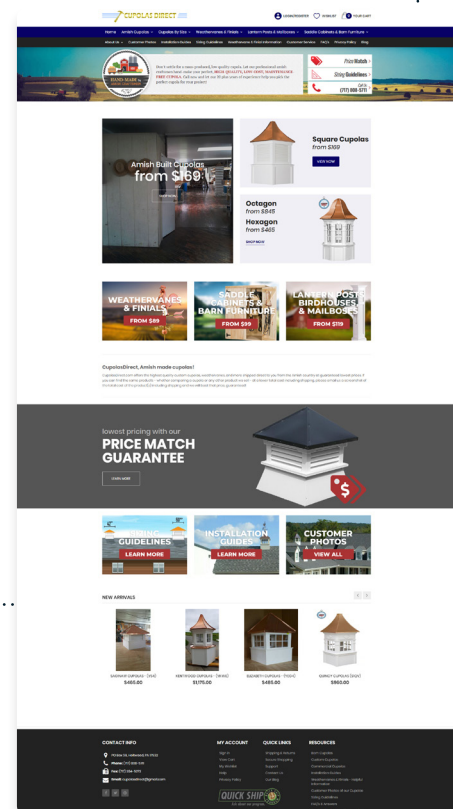
We're pleased to share the results of the first year of their ongoing Tier 2 SEO campaign. Here are some of the key metrics measured over the duration of the campaign:

1st Year

- Website visitor sessions increased from a little over 118,000 to more than 145,000
- Organic referrals increased by 50%
- Sales increased by more than 30%
- Referrals from social media increased from 413 to 1,471
- Blog implementation brought 610 visits to the website
- Online sales increased 37%

2nd Year

- From the start Tier 2 for Cupolas Direct, website visitor sessions increased 57%
- Organic referrals increased 35% in Year 2 for a total improvement of 103% since Tier 2 began
- Contact form submissions increased to 17%
- Cupolas Direct blog visitors increased 461% since its inception
- Online sales increased 67%



We're thrilled with these results and would love to replicate them for your business.

To get started on custom tailoring your own Tier 2 SEO program, give us a call at 717-290-6760 or send us an email at sales@sharpinnovations.com.

We look forward to working with you!

