



Digital Marketing Assessment

Prepared By:

Dillon Jones



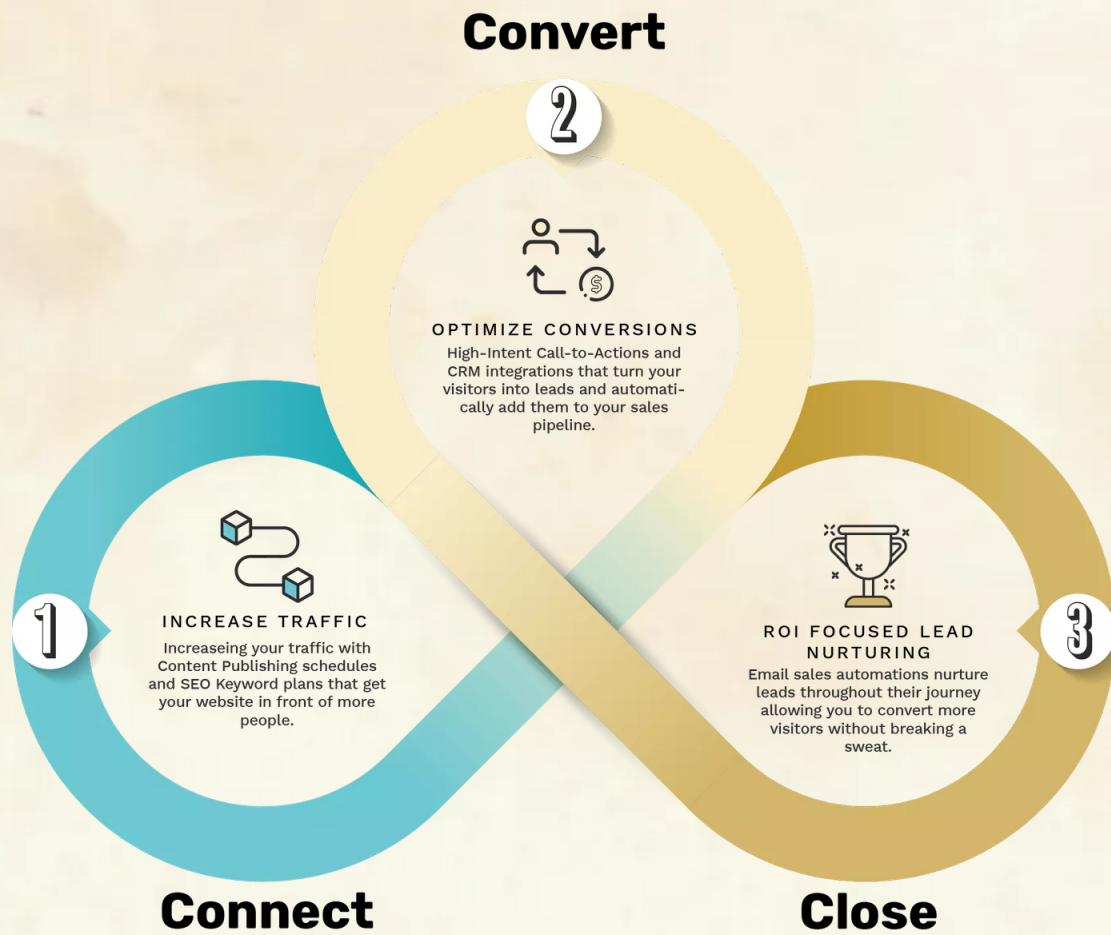
Our Winning Marketing Strategy

For any B2C business offering a professional service- the strategy is focused on a few questions:

- Where is my traffic coming from?
- What ratio are my clicks turning into leads?
- What am I doing with my leads?
- How am I collecting data and measuring success?
- What is my average cost-per-client vs. client-lifetime-value?
- How do I optimize and scale what is working?

To simplify our strategy- **we focus on the “3 C’s” of a successful marketing campaign.**

CONNECT. CONVERT. CLOSE.



What does it mean?

Connect. Convert. Close is our model for new client acquisition and lead generation for digital marketing. Using a combined strategy of SEO, Digital Ads, Web Design, and Sales Automations we plan to boost your traffic, optimize your conversions and ultimately get you more sales.

Anatomy of a Search Engine Results Page

A B2C professional service business will always have the best result from an aggressive Search Engine Marketing (SEM) campaign. This strategy includes:

Let's take a look at the Anatomy of a Search Engine Results Page (SERP):

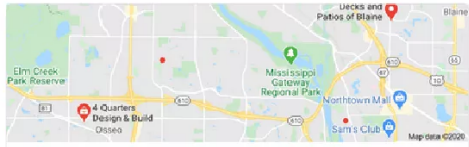
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Rating Hours

Hours or services may differ due to COVID-19

Johnny Decks
5.0 ★★★★★ (9) - Deck builder
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Decks and Patios of Blaine
No reviews - Deck builder
Blaine, MN
Open - Closes 6PM · (763) 401-7500

4 Quarters Design & Build
4.0 ★★★★★ (3) - Deck builder
Maple Grove, MN - In MAPLE II
Open - Closes 5:30PM · (612) 237-1861

More businesses

"MAP PACK"

- PPC Advertising (Google Ads)
- CRO (Conversion Rate Optimization)
- SEO (Search Engine Optimization)
- Content Writing
- Local SEO (Directories + Map pack)
- Directory Marketing

ORGANIC RESULTS

www.angieslist.com > ... > Deck Contractors > MN > Champlin ·

Top 10 Best Champlin MN Deck Contractors | Angie's List
Read real reviews and see ratings for Champlin, MN Deck Contractors near ... They were very accommodating and kept me advised on the overall schedule.

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Reviews of Deck Contractors In The Area ... ADecks Plus. Deck looks great. Had to build around hot ...

DIRECTORIES OFTEN RANK HIGH ORGANICALLY

Setting Benchmarks

Before a campaign begins, we like to understand our KPIs (key performance indicators) and set realistic goals to make sure your campaigns net a healthy ROI on your marketing spend.

To do this- let's estimate a client lifetime value:

Ex: Rebecca owns a private practice and her website call-to-action is a free 20 min consultation.

Free 20 Minute Consultation

Converts to Sale
1:2

Consultation Value (KPI)
\$1,750

Hour Long Therapy Session

Revenue from Session
\$175

Service Frequency
20 avg.

\$10 Earned for Every \$1 Spent

Cost per new Client Goal
\$350

Client Lifetime Value
\$3,500

ROI
10x

Summary:

With these goals in mind we can then begin to breakdown new KPIs such as:

Impressions vs. Click rates

Click vs. Consultation rates

Consultation vs. Client rates

And by focusing on these main data points we can then begin to assess what is working well and what needs improvement to channel our resources into high yield campaign groups.

Want To Learn More About How It All Works?

Check out our [Ultimate Guide to Marketing](#).

Learn about our process and strategies and get concrete steps towards boosting your business online.

[Get My Marketing Guide](#)



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What Johnson Jones Group Can Do For Your Business

Wanna know what we can do for your business? Take a look at our marketing services below.

Website

- Cloud hosting service with Flywheel
- Custom Site Design
- Built with WordPress
- Custom Theme Built with Elementor
- 6 Page minimum
- Media Assets sourced through Adobe Stock Library
- Ongoing Website maintenance*
- Plug-In and Theme Updates*
- Security Monitoring*
- Uptime Monitoring*

Search Engine Optimization

- SEM Rush Project Included
- Up to 70+ High DA Backlinks
- Monthly Website Technical Audit
- Link Building Campaigns
- Domain Authority Optimization
- Monthly Keyword Positioning Report
- On-Page Optimizations Bi-Monthly
- Off-Page Enhancements
- Annual Content “Freshening”
- Monthly SEO Suggestions

**For the length of your contract*

Google Ads Management

- Google Ads Account Creation
- Dedicated Ads Specialist
- Custom Landing Page Creation
- Opteo AI Hourly Account Audits
- Monthly Reporting
- Facebook & Instagram Display and Retarget Advertising
- Monthly A/B Split Testing
- Up to 10 individual Ad Groups
- Cost-Per-Acquisition Target Audits
- Custom Call-To-Action Design
- Location Optimization
- Negative Keyword Management
- Search Terms Audit
- Individual Keyword Custom Bidding
- Call Forward Tracking (if applicable)
- Custom Campaign Demographics Targeting
- Conversion Tracking w/ Analytics Integration

Content Writing

- Up to 4 Blogs/Month (billed per blog)
- Up to 2,000 words
- Free Image Sourcing and Licensing
- Unlimited Rounds of Revisions
- 12-month Content Plan
- Free Posting & SEO Optimization on All Blogs
- Internal/External Linking
- Skyscraper Technique Focused Writers
- Focus Keyword Strategy Pre-Research
- Landing Page & Service Page Copywriting
- Email Distribution For Backlinks

Strategy/Consulting

Monthly Consultation Packages Available
One-Time Campaign Projects Billed Hourly
Regular Meetings With Dedicated Account Rep

Sales Automations

- Active Campaign Subscription License
- Up to 20 Unique Automations
- SMS Campaign Availability
- Website Chat Service Available
- Custom Email Design
- Email Marketing Template
- Custom Integrated CRM
- Software API Integration
- Unlimited Contacts
- Automated Facebook Audience Integration
- Up to 2,500 Active Leads In Automations
- Up to 5 Users W/ Custom Permissions
- Unlimited Custom Fields & Tags
- Lead Reporting Functionality
- Up To 1 Hour Maintenance Per Month
- Mobile App Available

Reporting

- Monthly Reports From Dedicated Account Manager
- Google Analytics Account Setup/Maintenance
- Search Console Account Setup/Maintenance
- Google Data Studio Monthly Reporting:
 - SEMrush data
 - Google Ads
 - Google Analytics
 - Search Console
 - Active Campaign
 - Spreadsheet Sales Data
 - Callrail

Looking for someone to run it all for you?

Pay-per-lead and get all our services and we'll run it for ya too! You just pay for the leads you get.

Supercharge Your Marketing With Our Marketing Add-ons

Looking to get all the bells and whistles? Upgrade your marketing package with in-house produced media and display advertising



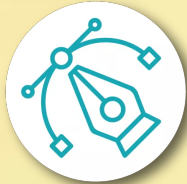
Local SEO



Videography



Photography



Graphic Design



Facebook Ads



Instagram Ads

Your Project Onboarding Roadmap

Curious about what happens next? Here's a little info about our onboarding process.

Website Onboarding

Design Presentation

Design Presentation: 1 Hour of your time

After our initial meeting our team will use the information we gained to craft you a design for your new website. This gives you chance to get in early and make any changes to the aesthetics of the site.



From here we'll give you a Content Map. A document that you can fill out that we can use to create the content for your website.

Content Entry

Final Revisions and Quality Assurance

Once your content is ready for the site, our team will start putting everything together. We'll make edits and rewrite headlines to both maximize your brand messaging and boost your SEO.



Then once all the content is in place, we'll send the site over for a final round of changes where we can address rewording content, spelling errors, etc.

Project Kick-Off

Talk about your project needs: 1 Hour of your time

We'll hop on a video chat and ask you some questions to help us better understand what makes your business unique. This meeting is all about setting expectations and creating a roadmap to your projects success.



Development

Content writing: 2-4 Hours of your time

After our initial meeting our team will use the information we gained to craft you a design for your new website. This gives you chance to get in early and make any changes to the aesthetics of the site.

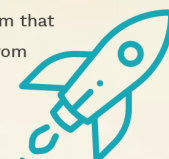


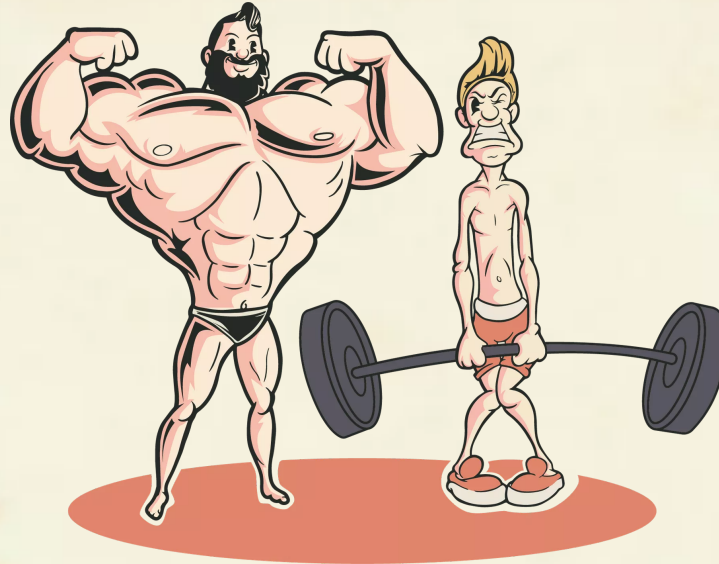
From here we'll give you a Content Map. A document that you can fill out that we can use to create the content for your website.

Launching Your Website

Your Website Goes Live

We'll have you on standby to confirm that you receive test communications from the website and any other platform integrations we've created.





Why Choose Johnson Jones Group?

We're a specialized team of Digital Marketing experts that build Google-friendly marketing systems with the goal of getting you more high-quality leads that pay for themselves. We don't just make you websites and manage your ads, we build you a digital marketing ecosystem that works together to maximize your ROI.

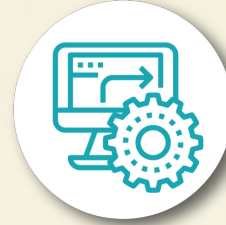
Pricing Packages

Pick the pricing model that works best for your business.



One-Time Projects

\$140/Hr.



Monthly Retainer

≈ \$800-\$2,500/Mo.



Pay-Per-Performance Plan

Call For Pricing

Ready to Get Your Marketing Back on Track?

Give us a shout, shoot us an email or book a time to meet with us
and we can through next steps on your project.

[\(612\) 254-9452](tel:(612)254-9452)

dillon@johnsonjonesgroup.com

<https://calendly.com/dillonjones/marketing-assessment>

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