



JOHNSON JONES GROUP

Custom Marketing Plan

Prepared By:

Johnson Jones Group



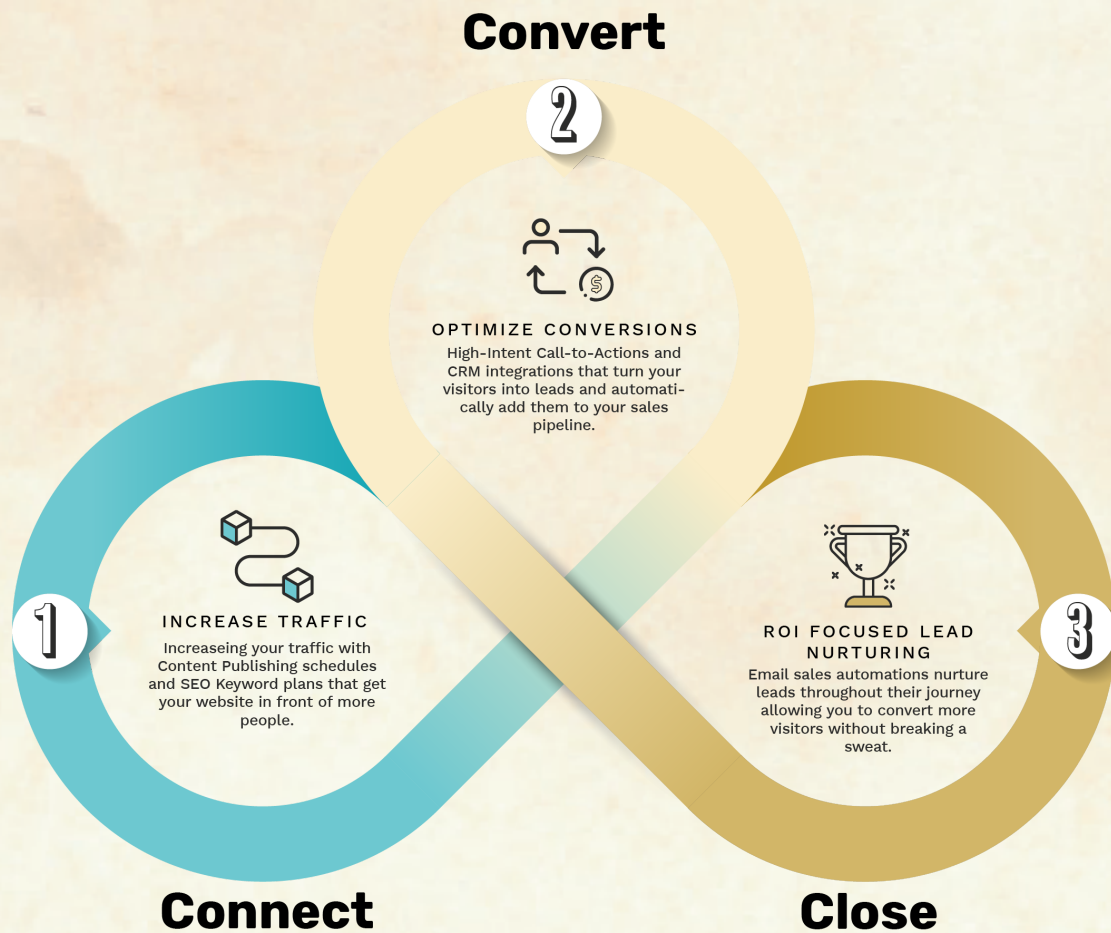
The Winning Marketing Strategy

For any business offering a 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.

Funnel Overview

The graphic below is designed to simplify the way you look at your marketing and performance. By simply organizing your data in this way- you can gain so much insight into your marketing. This is broken down into 4 levels of the funnel: Traffic, Leads, Meetings, and Sales.

To understand where you are performing well and where your weaknesses are in your marketing- take a look at the conversion rate (percentages on the right). This is an easy way to identify points where improvement could be made and where marketing efforts should be focused.





Goals & Market Viability

Before we can generate a marketing plan we need to first identify simple goals that can determine a direction for your marketing efforts.















OUR MARKETING GOALS

✔ Increase Website
Traffic

✔ Increase
Conversion Rate

✔ Increase Tours

YOUR MARKET VIABILITY REPORT

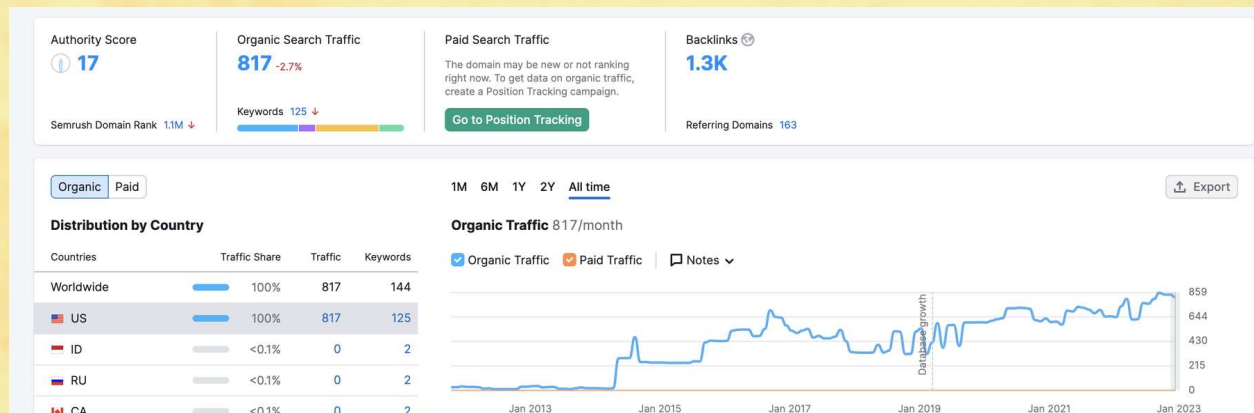
<input type="checkbox"/> Keyword	↓ Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
<input type="checkbox"/> wedding venue near me	480 	-18%	-18%	Low	–	\$0.65	\$2.78	In Account
<input type="checkbox"/> wedding venue	320 	+50%	+50%	Low	–	\$0.79	\$2.79	
<input type="checkbox"/> lake medina ohio	110 	+750%	+325%	Low	–	–	–	
<input type="checkbox"/> lakeside	70 	0%	-29%	Low	–	\$0.19	\$0.48	
<input type="checkbox"/> wedding venues medina o...	40 	+100%	+33%	Low	–	\$0.26	\$0.84	
<input type="checkbox"/> banquet hall	40 	-43%	+100%	Low	–	\$0.73	\$3.13	
<input type="checkbox"/> wedding reception venues ...	30 	+200%	+200%	Low	–	\$0.59	\$4.82	
<input type="checkbox"/> reception venues near me	20 	+100%	+100%	Low	–	–	–	
<input type="checkbox"/> lake wedding venues	10 	0%	-100%	–	–	–	–	
<input type="checkbox"/> medina catering	10 	-50%	0%	Low	–	\$0.78	\$3.99	
<input type="checkbox"/> wedding reception venues	10 	+100%	+100%	Low	–	\$0.50	\$1.79	
<input type="checkbox"/> outdoor venues near me	10 	0%	-50%	Low	–	–	–	
<input type="checkbox"/> wedding hall	10 	0%	0%	Medium	–	–	–	
<input type="checkbox"/> places to get married near...	10 	0%	0%	Medium	–	\$0.76	\$3.57	

In this section we look the total size of your market. This is done with a market viability report. A market viability report takes a list of relevant keywords. We then analyze their total monthly search volume to create a single market size pool.

Traffic Audit

At the top of your funnel is total monthly website traffic. We generate a report using a tool called SEM Rush to analyze how well your site is performing on SEO and Ads to generate traffic to your website.

Traffic Audit	Grade	Notes
Authority Score	Pass	Authority Score of 17
Backlinks	Pass	1.3k backlinks
Referring Domains	Pass	159 Referring Domains
Organic Traffic	Fail	Organic search traffic 817
Organic Keywords	Fail	Diverse keyword pool
Total Keywords	Pass	125 ranked Keywords



Website Audit

Our website audit is a 10-point inspection to give you a pass/fail grade on your websites performance and ability to generate inquiries.

Website Audit		Grade	Notes
SERP Audit	Analysis of SEO optimization for Search Enging Results Pages	Pass	Page titles are SEO optimized for a variety of local keywords
Map Audit	Analysis of Google My Business Optmization	Pass	First result in map pack with a high review count
UX Audit	General usability of website	Fail	Design is outdated and lacks clear user paths, CTAs, and the popup is intrusive
Mobile audit of website	View website on mobile device	Fail	Mobile navigation is hard to operateText on mobile is hard to readHeader is large and obscures the hero
CTA Strength	Are they offering a brochure?	Fail	A contact us CTA is not ideal as it offers no incentive to users
CTA Placement	Is the CTA prominent?	Fail	The CTA is not being highlighted effectively
Social Proof	Does the website feature any reviews or award badges?	Needs Improvement	Website features social proof but the design does not highlight it effectively
Text Readability	Text-to-Image Ratios and text formatting	Needs Improvement	Text is well formatted however there is a noticable lack of images
Navigaiton Clarity	Information availability and general site architecture	Pass	Page count and topics are well deliniated
Website Health	Run a GTMetrix report	Fail	D grade on GTMetrix



Latest Performance Report for:

http://williamsonthelake.com/

Share

Report generated: Thu, Mar 23, 2023 8:25 AM -0700
 Test Server Location: 🇨🇦 Vancouver, Canada
 Using: 🌐 Chrome (Desktop) 103.0.5060.134, Lighthouse 9.6.4

GTmetrix Grade ?

D

Performance ?

62%

Structure ?

84%

Web Vitals ?

LCP ?

7.3s

TBT ?

0ms

CLS ?

0.07

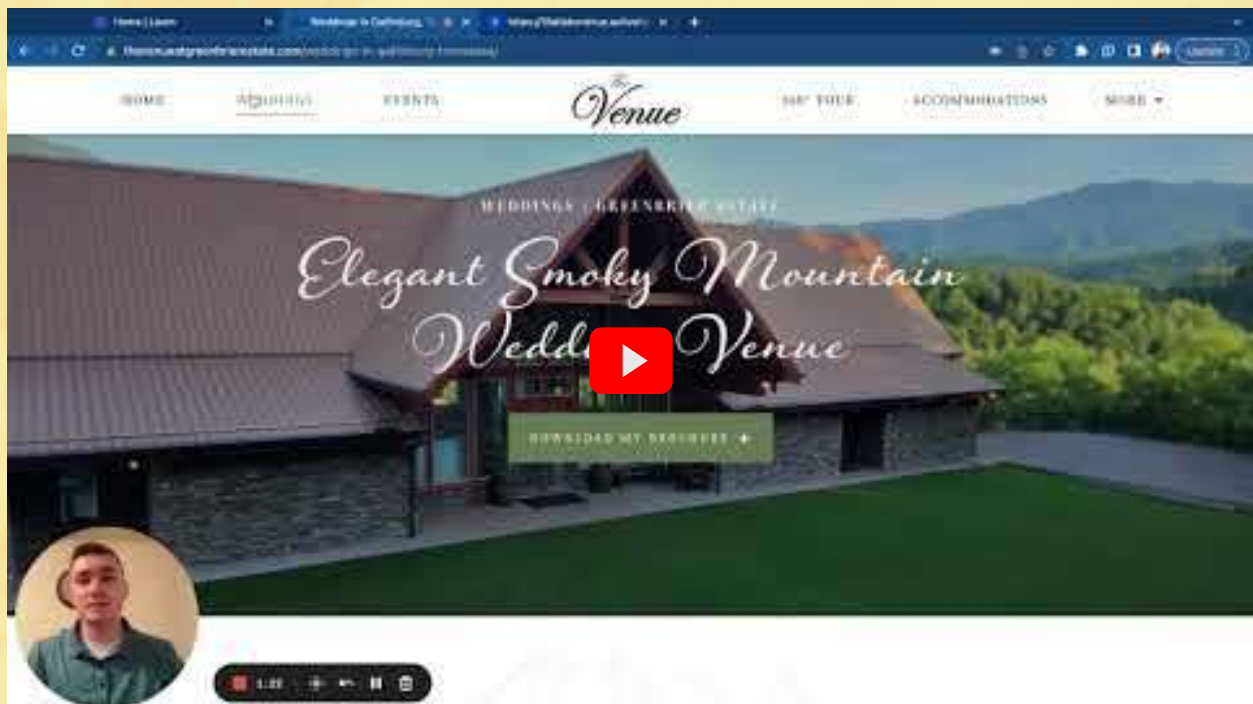
<https://gtmetrix.com/reports/williamsonthelake.com/Y8W1gQPk/>

Sales Suggestions

With our marketing plans, it can be difficult to gauge the success of your inquiry-to-sale ratio so we put a video together to simply show what is working for us. The goal here is to give you some tips/ideas on how you can potentially improve and/or automate your sales.

Some Suggestions Include:

- Incorporating Marketing Automation and CRM
- Automate Meeting Scheduling with Calendly
- Use SalesMSG for 2-way Texting Campaigns
- Utilize API to integrate CRM with Honeybook, Aisle Planner, or 17Hats
- Export Website and CRM Data For Detailed Custom Reporting

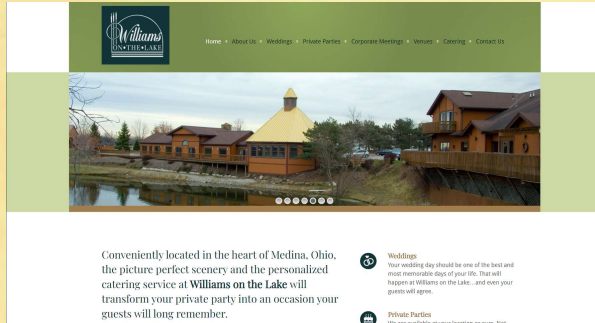


Competitive Analysis

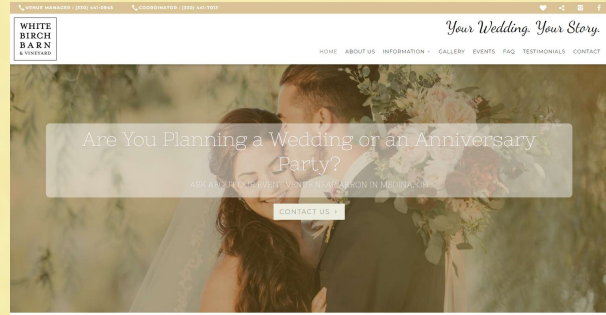
YOUR SITE

vs.

YOUR COMPETITION



williamsonthelake.com



whitebirchbarn.com

Competitive Analysis	Grade	Notes
First Impressions	Your Competition	White Birch Barn's website provides a better overall impression with more modern UX and branding
Domain Authority	Your Site	Your website has a higher domain authority
Keyword Rankings	Your Site	Your website ranks higher for relevant keywords
Keyword Count	Your Competition	Your competition ranks for a greater number of keywords
Page Count	Your Site	Your page count is larger than your competition
Branding	Your Competition	Your competition's branding is more modern
UX	Your Competition	Your competition offers a better overall user experience with a more mobile optimized website and clearer user paths
Text Readability	Your Competition	Your competition's text layout provides greater legibility
CTA Strength	Even	You both use a similar CTA
CTA Placement	Even	Your CTA placement is placed equivalently
Social Proof	Your Competition	While you both offer badges and reviews, the design of your competition's website better highlights this social proof

Marketing Plan Checklist

Based on our research- here is a list of discovered marketing opportunities for your business.

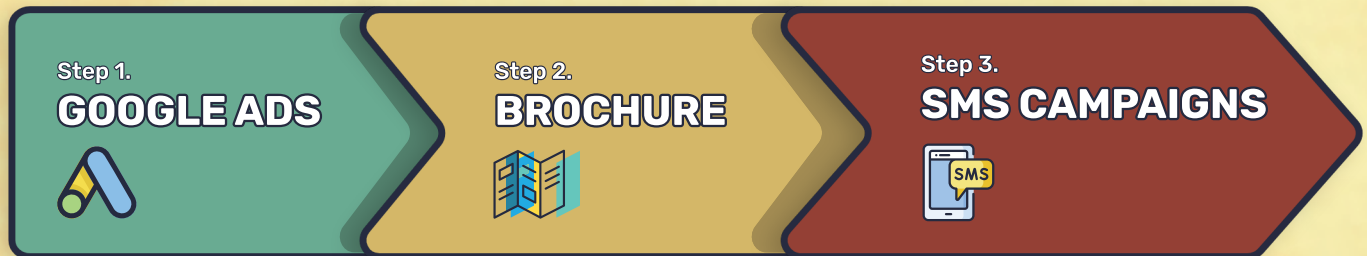
- **Design New Website**
- **On page SEO Audit w/ New keyword targeting**
- **Implement New Content strategy**
- **Technical SEO Audit**
- **Change out Google MyBusiness Photos**
- **Adding Video Content/Virtual Tour**
- **Run a Google Ads Campaign**
- **Introduce Brochure Call to Action**
- **SMS sales Campaigns**
- **Introduce CRM for Sales**
- **Optimize Website For Mobile**
- **FAQ for Bride Education**
- **Dashboard after form fill**
- **Simplify Website Architecture**
- **Organize and Expand On-Page Content**
- **Include Wedding and Catering Packaged**
- **Include Catering Menu and More Photography**
- **Simplify Contact Form and Add Expanded Form For Proposals**
- **Incorporate Social Media Ads (Long Term Plan)**

- **Create a Content Strategy for Organic Growth (blogs/articles)**



Marketing Road Map

Here are the first 3 things you can do to get the highest impact for your marketing in the least amount of steps.



Step 1. Google Ads

Given the volume of traffic for your keywords, Google ads will allow you to connect with brides at the moment they begin searching for venues.

Step 2. Brochure CTA

By having a brochure download as the only call-to-action on your website, you lower the barrier to entry. This gives an immediate boost in conversion rates on your website.

Step 3. SMS Campaigns

Brides in 2023 are preferring texting as the main mode of communication- now more than ever. By switching from an email first, to a texting campaign- you will see an immediate increase in engagement and replies from brides.

Plans & Pricing

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

Web Design & Development

Starting at \$3,000

- 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*

Web hosting

\$39/month

- Cloud hosting service with Flywheel
- Daily Backups
- Hacker Free Security
- CDN & Custom Caching
- Free SSL Encryption
- Optimized for WordPress
- Streamlined & Modern Hosting

**For the length of your contract*

Pay-Per-Click Management

\$399/Month

- Google Ads Advertising
- 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

\$299/Blog

- 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

Search Engine Optimization

\$399/Month

- 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

Sales Automations

\$199/Month

- 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

Pay For Performance Package

Pay for the results your get

Pay-for-performance (P4P) marketing is a results-based pricing model built to get you the most bang for your buck. Instead of old-school flat monthly fees, you get a digital marketing plan where you only pay for the results you get.

THE CUSTOMER	THE MATH
Anne Is a Therapist	Session Cost: \$175/hr
Clients Average 20 Sessions	Client Lifetime Value: \$3500
1-in-2 Consultations Become Clients	Consultation Value: \$1750
Anne Pays \$175 per Consultation	Anne Earns: \$10 For Every \$1 Spent

- Google Ads - FREE
- SEO- FREE
- Sales Automations - FREE
- Web Design - FREE
- Web hosting - FREE
- Just pay for the leads you get

Want to find out more?

Schedule a free marketing consultation and we'll walk you through our process and give you actionable steps you can start taking with your marketing.

JOHNSONJONESGROUP.COM/FREE-MARKETING-ASSESSMENT

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



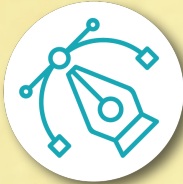
Local SEO



Videography



Photography



Graphic Design



Facebook Ads



Instagram Ads

Your Project Onboarding Timeline

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.

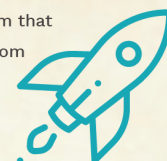


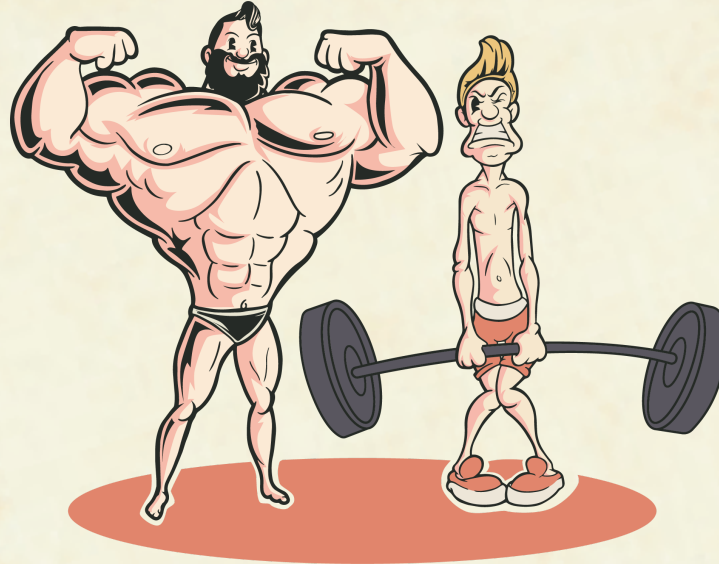
From here we'll give you a Content Map. A document that you can fill out that we can use to create the content for your website.

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.

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.

(908)-216-1101

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Johnsonjonesgroup.com

MPLS



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