

Digital Marketing
Partnership Proposal

Binswanger
Glass



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Executive Summary

With this proposal Team NetBiz has developed a strategic vision designed to deliver on Binswanger's objective – **"To Reach the Next Level."**

Reaching the next level is not possible without new ideas, new tactics, new strategies, and a comprehensive new plan. Our team has outlined that plan in this document. As with building any structure we begin by establishing a strong platform for success. The right foundation and structural design will ensure stability and scalability. Beginning in January 2019 we will introduce a comprehensive and cohesive strategic campaign built on the sturdy platform designed and built at the end of this year. We will introduce new and innovative strategies designed to maximize customer conversion opportunities, build Binswanger brand equity, help build corporate value, and increase ROI.

At NetBiz we are marketers. We don't just love marketing, we live marketing and we recognize the power of its art and science. Effective digital marketing is a uniquely crafted, creative and precise piece of art designed to inspire the target consumer to act. Since 2002 we've been honing our skills in this ever-evolving digital marketing landscape. We are committed to leveraging these skills to help Binswanger Glass achieve success. We want to be YOUR digital marketing partner.



Vision Summary

Taking Binswanger Glass to The Next Level will take precision and innovation. Having the right digital marketing knowledge and proven ability is vital to ensure the progress necessary to drive results and revenue. Our goals are guided by these core objectives:

- Identifying and implementing efficiencies
- Introducing new innovative solutions to the plan
- Setting and achieving tangible results which drive revenue
- Fortifying and elevating the Binswanger Glass brand
- Helping to ensure maximum company valuation for future sale
- Providing transparency to the Binswanger team

Maximizing the Value of Binswanger's Brand Online

- Creating a consistent brand message, protecting brand equity, and establishing ownership of key digital assets will serve to add considerable value to the Binswanger brand.
- Scalable growth strategies centered on the latest in digital marketing innovations will maximize growth potential and further prove the Binswanger brand to be an attractive investment opportunity within the next 18-36 months.

Optimizing Binswanger's Paid Media Strategy

- An advanced strategic marketing plan for Binswanger should include:
 - A thorough SEO and LSO strategy
 - Clean and consistent user experience
 - Clear and concise content to support the value proposition
 - A strong social media presence
 - Advanced lead nurturing through email marketing efforts
 - Intelligent search marketing strategy
 - AdWords
 - Display Remarketing
 - Video Advertising

S.W.O.T. Analysis

Binswanger has established a strong reputation for professionalism and trust in key markets by delivering value through a wide range of services in the glass industry. To get to the next level and achieve revenue goals, Binswanger should move to minimize or eliminate known threats and weaknesses with their strategy moving forward.

Strengths

- Brand Credibility
- Comprehensive offering
- Organic Traffic
- Call Tracking
- Commitment to success

Weaknesses

- Lack of key digital asset ownership
- Inefficient ad account structure
- Analytics errors
- Lack of conversion data
- SEO synchronization between corporate and individual location micro-sites
- Duplicate content across local sites
- Incomplete digital marketing strategy

Opportunities

- Grow social media presence
- Paid media strategy improvements
- Further strengthen SEO by housing all site assets under the umbrella of the corporate site
- New tactics for expanded revenue opportunities

Threats

- Cannibalizing ad budget by Binswanger locations competing with one another
- Third-party ownership of Binswanger assets
- Heightened cost per acquisition due to poor results tracking and budget allocation
- Missed sales opportunities due to lack of advanced marketing tactics: (namely remarketing and email lead generation).

Phase 1: Foundation

September 2018–December 2018

In the first phase of the Binswanger digital marketing strategy it will be essential to establish a strong foundation on which to build success. Building and acquiring ownership of key digital assets and creating sound strategies for revenue growth in 2019 is vital for Binswanger in order to maximize long-term ROI and build company valuation.

Binswanger Glass



- **Develop & build out corporate SEO/LSO plan**
 - Identify areas that are negatively effecting site success
 - Identify areas for improvement
 - Site structure audit
 - Content audit
 - Analytics audit
 - Ensure data accuracy
 - Review goals settings in Analytics, setup new goals/events tracking as needed
 - Google webmaster tools audit
 - Reclamation of all location domains and Google+ pages
 - Keyword research
 - Discovery
 - Targeting
 - Keywords to page mapping
 - Backlink audit and research
 - Competitor research
- **Paid Media Plan**
 - Launch strategy and campaign structuring
 - Performance tracking and results benchmarking

Phase 1: Foundation *(continued)*

- **Site Planning**
 - Optimize user experience (UX) by evaluating page-level goals
 - Build user friendly page structures
 - Build user friendly content layouts
 - Adjust navigation for optimal user experience
 - Build out content messaging template recommendation to allow for flexibility and scalability site-wide
 - Content strategy consultation and build-out on an as needed basis
 - Site content
 - Content publishing schedule/implementation
 - Social media posting schedule/implementation
 - Email marketing schedule/implementation
 - Site Additions/Updates
 - Key focus on building location sites into the corporate site for optimal SEO and UX
 - Expand on-site service pages for optimal SEO and UX
- **Establish Comprehensive Tracking and Reporting Benchmarks**
 - Paid Media
 - SEO
 - Call Tracking Plan for Marchex Ownership



Phase 2: Implement Growth Strategy

January 2019–April 2019

Our second phase will focus on leveraging the foundation built during Phase 1. An initial focus will be given to maintaining expected revenue marks during the strategic transition from Yodle. This should be easily accomplished by building on the structure achieved in our development phase. In this phase all primary digital marketing initiatives will be launched and optimized.

i Detailed paid media strategic outline provided in Addendum A

- **Implement PPC Strategy Launch/Refine**

- Launch
 - Refined campaign structure
 - Recommended budget allocation
 - Remarketing ads
 - Video ads
 - Display marketing
 - Social media marketing
- Performance
 - Increase CTR
 - Limit waste
 - Maintain call volume
 - Weekly optimizations

- **Implement SEO Strategy Launch/Refine**

- **Implement LSO Strategy Launch/Refine**

- **Landing Page Development and Optimization**

- Explore reengage options
 - Exit intent
 - Live chat
 - Lead generating squeeze pages



Phase 3: Scaling Growth and Seizing New Opportunities

May 2019–November 2019

During this third phase we will focus on expanding to include additional lead generating and brand building opportunities while scaling existing success. With the foundation set and efficiencies reached there will be additional room for growth within the existing budget. This growth will be focused on strengthening the Binswanger brand through reputation management, expanding reach with social media, and optimizing the sales funnel with an email marketing strategy.

- Continue to optimize Paid Media, SEO, LSO, Landing Pages
- Social Media Strategy consultation and strategy build-out
- Brand reputation management consultation and strategy build-out
- Email marketing



Phase 4: Annual Review

December 2019

We recognize change is constant. As a result priorities and goals often change. In order to best serve Binswanger it is essential to consistently review results and calibrate. “Set it and forget it” doesn’t work in digital marketing. During this phase we provide a comprehensive evaluation of current performance and discuss how best to leverage the successes of 2016 to propel the Binswanger brand even further during 2020.

- Review 2019 Strategy
- Create 2020 Action Plan

Phase 5: Year Two Growth Strategy

January–December 2020

- Deliver on 2020 action plan



Proposed Terms

NetBiz recommends a two-year exclusive agreement to serve as the digital marketing agency of record for Binswanger Glass. Exclusivity will simplify strategic communications and eliminate the possibility of conflicting efforts that may cause cannibalizing budget and conflicting strategies.

At-A-Glance

- Two year partnership
- Retainer-based management
- All-inclusive digital marketing management
- Strategic development and implementation
- Asset development and implementation
- Unlimited consultations to corporate office
- Monthly budget min. \$40,000 (*inclusive of ad spend*)
- Ongoing reporting via dashboard
- Full transparency

Budget

Campaign, Infrastructure, and Asset Development:

\$20,000 / one-time

- Recommended to be paid in 2 equal payments of \$10,000
 - September 30, 2018
 - December 1, 2018

Monthly Campaign and Management:

\$40,000 / monthly

- Inclusive of media spend ¹
- 24 consecutive monthly payments

¹ Our strong recommendation is for NetBiz to set up accounts directly with vendors for account ownership (such as Google AdWords and Bing)

Conclusion

A partnership with NetBiz is built on transparency and empowerment. Our goal is to help build value in the Binswanger brand by employing industry best practices. This approach will serve to guide Binswanger to meet and exceed established benchmarks of success. Binswanger can expect to have a strong and clear digital strategy with the right supporting assets in place. This core structure will allow Binswanger to continue to expand their service area, grow revenues, and increase profitability.

Team NetBiz is committed to a successful long-term partnership. We look forward to the opportunity to partnering with the Binswanger corporate team to build and implement a digital marketing strategy that helps achieve all of our success benchmarks and ensures **Next Level performance**.

Let's get started.



James Eastwood

Vice President

james.eastwood@netbiz.com

main: 1.888.847.2226 ext 1306

direct: 503.210.2906

mobile: 503.929.8080

fax: 503.601.5518