



SIMPLY

Online Marketing

Proposal for

[insert prospective client's name]

[Insert date]

Prepared by

[Insert Associate's name]

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Simply Online Marketing
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OVERVIEW

Simply, Your Digital Marketing Partner.

The right digital marketing strategy sets you apart from your competitors!

The team at Simply, Inc., has been helping businesses like yours get noticed since 2002. We are proud to be an Internet Marketing Agency whose services include pay-per-click advertising, search engine and local search optimization, websites, social media marketing, and so much more.

At our core we're really all about relationships and results.

We measure our success by how well we help you achieve your success. It starts with our commitment to listening to your needs and continues with our dedication to one-on-one personalized attention. We believe that your business, your needs, and your goals are truly unique and that's how they should be treated. Let's build the right solution for your business!

RECOMMENDED SERVICES

360 Full Service:

Our 360 Full Service digital marketing package is our most comprehensive package and will provide you with all the services you need to get your business in front of the right audience. Through our transparent approach, we are able to monitor your campaign(s) and to quickly identify what's working and what's not, which saves both time and budget. Our custom reporting allows us to remove all of the mystery out of digital marketing. We want you to see exactly where your marketing dollars are being spent. You will know everything we know.

You can see our introduction to 360 Full Service here: [360 Full Service](#)



360 "Basic" starts at just \$300 per month with a one-time set up fee of \$249 and can include:

- Google Search Ads
- Custom Targeted Display Ads
- Call Tracking
- Comprehensive Reports



360 "Extended" starts at just \$500 per month with a one-time set up fee of \$499 and can include:

- Search Ads (Google, Bing, Yahoo, etc.)
- Social Media Ads
(Facebook, Pinterest, Instagram, etc.)
- Custom Targeted Display Ads
(Google Display Network, YouTube)
- Remarketing
- Call Tracking
- Analytics
- Comprehensive Reports

Note: Each \$200 increment in monthly fee can add a service.

Search Ads | PPC:

Search Ads or pay-per-click (PPC) are the simplest ways to get your business in front of those people searching for your products and services quickly. It allows your potential customers to easily find you as they search for what you offer online. Our strategies are designed to reach the right audience for your business, at the right times, and all our campaigns include keyword research, ongoing campaign optimization, and variant testing.

We build your campaigns so that you are able to see what users searched for and how they took action as a result of your ads.



Search Ad budgets are unlimited with a one-time set up fee of \$149. We recommend a minimum budget of \$100. Our terms are month to month with no contract period. Depending on the cost of keywords in your industry and your goals, we can calculate the appropriate budget to meet your goals.

Google Display Network:

We set up your ads to show to a wide audience of people not necessarily looking specifically for your service or product but show an indication that they are interested and likely to buy in the near future. The Google Display Network accounts for 20% of all AdWords traffic and reaches 92% of all Internet users in the US.



Google Display Network prices start at just \$200 per month with a one-time set up fee of \$149.

Smart Targeting:

Smart Targeting is an affordable alternative to keyword search that gets you in front of potential customers who've been actively searching for what you offer. By efficiently tracking people's shopping habits, Smart Targeting positions your ads to be shown to those in the grouping identified as likely to need/want your product. It also allows your ad to be shown to people who are interested in your competitors or who have visited your competitors' websites. It then follows those potential clients online with your ad.

You can see our introduction to Smart Targeting here: [Smart Targeting](#).



Smart Targeting prices start at just \$75 per month with a one-time set up fee of \$149.

Smart Targeting for Lawyers:

Smart Targeting is an affordable alternative to keyword search that gets you in front of potential customers who've been actively searching for what you offer. By efficiently tracking people's shopping habits, Smart Targeting positions your ads to be shown to those in the grouping identified as likely to need/want your product. It also allows your ad to be shown to people who are interested in your competitors or who have visited your competitors' websites. It then follows those potential clients online with your ad.

Stop paying up to \$75 or more per click on Search. [See our introduction to Smart Targeting for lawyers.](#)



Smart Targeting for Lawyers prices start at just \$300 per month with a one-time set up fee of \$149.

Smart Targeting for the Wedding Industry:

Smart Targeting is an affordable alternative to keyword search that gets you in front of potential customers who've been actively searching for what you offer. By efficiently tracking people's shopping habits, Smart Targeting positions your ads to be shown to those in the grouping identified as likely to need/want your product. It also allows your ad to be shown to people who are interested in your competitors or who have visited your competitors' websites. It then follows those potential clients online with your ad.

Be on their mind as they are planning their special day. [Learn more about Smart Targeting for the wedding industry.](#)



Wedding Industry Smart Targeting prices start at just \$75 per month with a one-time set up fee of \$149.

Display Remarketing:

When done effectively, PPC advertising generates many targeted clicks linking potential customers to your website. And while not all of those "clicks," or potential customers are ready to purchase at first click, those clicks don't have to be wasted. When you add Display Remarketing to your digital marketing strategy, you'll tag those users' IP addresses and target those potential customers on the extended Google Display Network, again and again so that you are on the forefront of their minds when they are ready to buy.



Display Remarketing prices start at just \$100 per month with a one-time set up fee of \$149.

Social Media Marketing:

Consumers are spending more time using social media sites like Facebook, Pinterest, and Instagram. This creates an unprecedented opportunity for your business. Our Social Media Marketing campaigns put your business in front of highly targeted audiences. This helps build brand awareness and more importantly, it attracts the right potential customers to your business.



Social Media Marketing prices start at just \$100 per month with a one-time set up fee of \$149.

Video Marketing:

Video marketing is a great way to form an emotional connection with your potential client/customer. This ever-changing popular form of digital advertising has become very sophisticated, offering many different levels of video marketing, and on many different platforms such as Google, YouTube, etc.

We offer three different options for Video Marketing. These include:

- **In-Stream:** Ads play at any point (beginning, middle, or end) of YouTube partner videos. Viewers can skip the ad after 5 seconds. You are charged once the ad reaches the 30 second mark.
- **In Search:** Ads are displayed in search by specific keywords. Videos play when someone clicks on the video. This is a pay-per-click.
- **In Display:** This type of ad appears next to other videos on the YouTube Watch page and are marked as an ad. This is a pay-per-click.



Video Marketing In-Stream Pricing: \$100 per month with a one-time set up fee of \$149.

Video Marketing In Search Pricing: \$100 per month with a one-time set up fee of \$149.

Video Marketing In Display Pricing: \$100 per month with a one-time set up fee of \$149.

Search Engine Optimization (SEO):

SEO is the process of positioning your website to rank highly in search results, making your website visible to people who are looking for a business like yours. SEO involves ongoing updates to your website and persistent content marketing. Content marketing is a critical part of SEO because it builds your online brand, earns links and boosts your website's authority.

Our recommended SEO strategy includes:

- **Research:** We identify facts and information about your business, keywords and themes that attract people looking for your products and services, and lay the groundwork for the campaign.
- **Design:** We design meaningful content, including articles, blogs, visual assets and videos that will be of genuine interest to your clients and potential clients.
- **Optimization:** We track, fine-tune and optimize the campaign to make sure it's reaching your clients, potential clients and the search engines.
- **Maintenance:** We distribute the content to engage potential customers across the web, earn links to your website and improve your search rankings.



SEO Advanced Package Pricing: \$795 per month (for a minimum of three months) with a one-time set up fee of \$400.

SEO Pro Package Pricing: \$1,250 per month (for a minimum of three months) with a one-time set up fee of \$500.

Local Search Optimization (LSO):

Like SEO (above) this service helps to position your website to rank highly in search results, but with a local focus. This service also includes LSS for the duration of the LSO contract and increases the likelihood of holding a place in the highly desirable Maps section of Google. It also establishes relevance and authority, positioning your website in

a good position with Google organically. We run a campaign each month with certain deliverables like blog posts and articles written offsite on industry relevant websites.



LSO Standard Package Pricing (up to 5 keywords): \$495 per month with a one-time set up fee of \$400.

LSO Advanced Package Pricing (up to 10 keywords): \$795 per month (minimum of three months) with a one-time set up fee of \$400.

On-Page Optimization:

Based on our evaluation of your website/landing page, we recommend on-page optimization. This refers to changes we would make directly within your website in order to improve its position in the search rankings. We update content, so not only are there keywords being searched but there are “like” keywords and other terms that people may search for inserted into your content. Our on-page optimization service can include optimization of the content, improving the meta description and title tags, updating URL structure, and altering/ adding image "alt" text.



On-Page Optimization prices start at just \$100 per page (depending on complexity and topic).

Content Writing:

Quality content can be the difference between a high-converting website/landing page, and a dud. It is your chance to sell your offering and either turn a visitor into a lead or push them further into your sales funnel. Focused and persuasive copy has a big impact on results. If you have strong writing skills, you may only need some minor edits to your content. If you need a professional writer to take your conversions to the next level, we have you covered there, too.



Content Writing pricing starts at \$125 for 500 words of content (minimum). Additional content is billed at \$25/100 words.

Local Search Solutions (LSS):

Your business' local search presence will be maintained through our network of more than 50 local directories. This service is conducted in three phases: Fix, Growth, Maintenance. With this platform we will ensure that all location and directory information are accurate and optimized. We will also add enhancement elements such as refined copy, photos, and video (if available) to these listings to improve customer engagement levels; a feature not available through standard listing methods. When combined with SEO (see) this combination increases the likelihood of holding a place in the highly desirable Maps section.

Phase One—Fix or Claim: We will fix errors in the NAP information or claim listings that you don't have through our publisher network. You will have access to the dashboard where you can make changes if necessary. You will also be able to look at statistics and respond to reviews.

Phase Two—Growth: We will create five new listings each month for the first 12 months. You also will be provided a ranking report each month.

Phase Three—Maintenance: Through our dashboard you will be able to make any changes necessary or make updates your listings at any time. You can also continue to respond to reviews through our dash board.



LSS Pricing: \$199 one time set up fee and \$129 each month for 12 months. After 12 months, the recurring monthly price lowers to \$75.

Call Tracking:

For many PPC campaigns call tracking is essential. As the name suggests call tracking provides a dashboard for result metrics on calls received as a result of your PPC campaign(s). This tool ensures accountability for PPC results and provides valuable data to help optimize campaigns.



Call Tracking Pricing: \$25 per month, per number, no contract.

Existing Website Repair and Maintenance:

We can fix most anything.

Sometimes it's difficult to find adverse issues on websites. We have the tools and knowledge to address nearly any website issue. We can make recommendations as well as repair errors and vulnerability. In addition to specific repairs or concerns, we offer a monthly protection that defends your website against hackers, monitors signs of malware, makes updates to your SSL certificate and domain name when needed, and more.



One-Time Repair: \$250
Maintenance: \$39.95 per month, no contract.

Custom Website:

Your website is often the first experience a potential customer has with your business and a user-friendly design can make a powerful first impression. We recommend a new responsive (mobile-friendly) website to improve the overall user experience. This will raise quality scores, improve rankings on search engines, and boosting site traffic—all key measures that will help your business succeed.

Our team will tailor a professionally designed template to fit your specific brand needs, guaranteeing a unique look and maximizing your results.

Please learn more about our beautiful and affordable websites here: [Custom Websites](#).



Custom Website prices start at just \$1,800 and increases per page; Squarespace subscription required.

Landing Page:

By optimizing around one message a landing page can lead to drastically increased conversion rates. We would like to add a dedicated landing page to your campaign to improve conversion rates, increase the ROI on your marketing campaign(s), and decrease ad costs (by improving quality scores). If you have specific requirements, you'll have some options to add customized elements.

You can find more information on our beautiful landing pages here: [Landing Pages](#).



Landing Page prices start at just \$599; Squarespace subscription required.

Just the Basics:

Many digital media marketing companies would have you believe that managing a PPC account is complicated and there is magic involved. Truth be told, Google and Bing ad management really consists of a proper set up, fine tuning and regular monitoring. As one of the leading ad agencies, we offer professional and current digital marketing solutions to keep you ahead of the game.

We provide both local internet marketing solutions and national/international online marketing and advertising. If you asked our clients, they would tell you that they consider us to be one of the top digital marketing companies in the world. Our web design and digital marketing products combined with our years of managing Google AdWords campaigns, allows us to offer lower ad management fees while still giving you the best online PPC marketing strategy.



For accounts with a total spend of \$1—\$500: \$180 one-time set up fee, \$79 per month.

For accounts with a total spend of \$501—\$2000: \$250 one-time set up fee, \$179 per month.

For accounts with a total spend of \$2001—\$5000+: \$500 one-time set up fee, \$279 per month.

FEES

Description	Price
360 Full Service	\$__
Search Ads	\$__
Google Display Network	\$__
Smart Targeting	\$__
Display Remarketing	\$__
Social Media Marketing	\$__
Video Marketing	\$__
Search Engine Optimization (SEO)	\$__
Local Search Optimization (LSO)	\$__
On-Page Optimization	\$__
Content Writing	\$__
Local Search Solutions	\$__
Call Tracking	\$__
Existing Website Repair	\$__
Existing Website Maintenance	\$__
Custom Website	\$__
Landing Page	\$__
<hr/>	
Total Startup: \$__	
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Total Recurring: \$__	
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All quoted pricing will be honored for 30 days from the date this proposal was sent.

I will be happy to answer any questions regarding this proposal. You can reach me by phone at: (503) 263-84XX or via email at: xxxxxxx@get-simply.com.

Thank you,

Jessica Clark

Susan Welch

Steven Amststead