

PROPOSAL



GO THRIVE MARKETING
FLOW | BLOSSOM | PROSPER

ONLINE BRAND BUILDING PROPOSAL - | SOCIAL | SEO | PPC



NAME: Dr. Natalie Guse

TITLE: Owner & Social Media Director

To Go Thrive Marketing Dr. Natalie Guse brings her industry expertise in Marketing and Social Media Strategizing. She is very passionate about marketing and how it can change and impact the business revenue of companies. She was an early adopter of Social Media Marketing. She has applied a mixture of social media marketing, SEO, and traditional advertising strategies to help the 12 host cities in the light of the Soccer World Cup 2006 to attract more tourists, residents, and businesses to their destination.

In 2008, she decided to live her dream and to start a new career in the U.S. In 2008, she founded Majestic Social Media, a full-service social media, SEO, and Internet Marketing company, located in beautiful Oceanside, California. While building her own company, she has also completed her Ph.D in Business Administration. Her doctoral thesis focused on the correlation between social media strategies and the business revenue of U.S. based companies. Dr. Natalie Guse also has a Master's degree in Marketing and a Bachelor's degree in Journalism and PR.

LAUNCH MONTH



SEO & PPC	SOCIAL MEDIA
<ul style="list-style-type: none"> • Onsite Website Optimization <ul style="list-style-type: none"> ○ Optimizing Website and all subpages ○ Metatags, Meta Descriptions, Metatags. • SEO Campaign <ul style="list-style-type: none"> ○ Keyword Analysis & Research ○ Developing Linkbuilding Strategy <ul style="list-style-type: none"> ▪ Benchmark/Competitor Analysis ▪ Identifying Article Submission Sites ▪ Identifying Linkbuilding Opportunities ▪ Linkbuilding Strategy ○ Selecting final target Keywords ○ Setting Up SEO campaign to track SEO progress. ○ Google Analytics Set Up and Monitoring • PPC Campaign <ul style="list-style-type: none"> ○ Review/Optimization of google adwords ○ Design of optimized google ads 	<ul style="list-style-type: none"> • Social Media Optimization <ul style="list-style-type: none"> ○ Optimizing/Set Up your Social Media <ul style="list-style-type: none"> ▪ Facebook, Twitter, Instagram, LinkedIn ○ Creating a renewed Social Media Branding that matches the look and feel of your optimized site. • Marketing Plan & Considerations <ul style="list-style-type: none"> ○ Elaborating Digital Marketing Plan ○ Target Market Research ○ Social Branding Suggestions ○ Outreach Strategies for growing following ○ Engagement Strategies (what can we do for people to engage and share our content) ○ Developing Editorial Calendar (Content Creation for launch) ○ Content Creation (Postings with Call to Action to visit your website and request a quote)

MONTHLY CAMPAIGN IMPLEMENTATION – Action Steps to be taken after Launch Month

SEO	SOCIAL MEDIA MARKETING
<ul style="list-style-type: none"> • Linkbuilding <ul style="list-style-type: none"> ○ We acquire/request/buy links from vast array of websites to improve the ranking potential of your website in search engines and to rank for targeted keyword phrases. ○ Submitting websites to bookmarking sites ○ Submitting website to human directories ○ Back linking in the form of Articles, blogs. ○ PR Release Submission per month of service. ○ Blog writing and Blog Posting ○ Article Submission to Directories • Monitoring and continued Optimization <ul style="list-style-type: none"> ○ Ongoing Onsite Optimization ○ Ongoing Website Traffic Monitoring ○ Adjustments to the SEO campaign to increase conversion rate. ○ Ongoing Implementation & Optimization of google ads campaign. 	<ul style="list-style-type: none"> • Social Media Content <ul style="list-style-type: none"> ○ Ongoing Content Creation (Posting Plans to be delivered bi-weekly) ○ Posting of Social Media Content ○ All Social Media Postings will include a call to action and/or redirect to your site. ○ All Social Media Postings will include relevant keywords to support SEO. • Social Media Engagement <ul style="list-style-type: none"> ○ We will like and favorite relevant posts to increase your brand awareness. ○ Targeted Campaigns to increase local following. ○ Content created specifically for Social Engagement (such as like, share, comment) ○ Pay Per Click Management on Facebook (Creating Ad Groups with focus on generating website traffic).

PACKAGE LEVELS



LEVEL I	LEVEL II	LEVEL III
<p>2 Social Media Platforms</p> <p>3 Postings Per Week on all platforms</p> <p>2 Targeted Facebook Ads per month</p> <p>1 Blog per month</p> <p>1 PR Release Submission per month</p> <p>10 Targeted Keywords</p> <p>Up to 200 links (Link Building)</p> <p>1 Article Submission</p> <p>PPC Management</p>	<p>3 Social Media Platforms</p> <p>3 Postings Per Week on all platforms</p> <p>3 Targeted Facebook Ads per month</p> <p>2 Blogs per month</p> <p>1 PR Release Submission per month</p> <p>15 Targeted Keywords</p> <p>Up to 400 links (Link Building)</p> <p>2 Article Submissions</p> <p>PPC Management</p>	<p>3 Social Media Platforms</p> <p>5 Postings Per Week on all platforms</p> <p>3 Targeted Facebook Ad per month</p> <p>2 Blogs per month</p> <p>2 PR Release Submission per month</p> <p>20 Targeted Keywords</p> <p>Up to 600 links (Link Building)</p> <p>3 Article Submissions</p> <p>PPC Management</p>
<p>Monthly Service Fee: \$CALL</p>	<p>Monthly Service Fee: \$CALL</p>	<p>Monthly Service Fee: \$CALL</p>

Note: Paid Ad Budget not included. We recommend a test budget for the first month of \$200. From there, we can make suggestions based on the data collected.