












2020 Services & Pricing

80/20, Direct Response Marketing, Online Advertising, Phone Call Tracking, Advanced Conversion Tracking, CRM Integrations, and More...

One-Time Services		Fees
"Are We The Right Fit?" 30-minute Video Call		\$95 Free
Google Ads or facebook ads Account Audit		\$495 \$95
80/20 Marketing Analysis <ul style="list-style-type: none"> Marketing & sales funnel audit, identifying 80/20 opportunities on your company's website & social media channels Google Ads, Facebook Ads & Instagram Ads, LinkedIn Ads, and Microsoft Advertising ad account audits, CRM integration exploration 		\$995 \$95 (Save \$900)
Ongoing Marketing Services		
	Proven Results Advanced Conversion Tracking Integrated Code And Logic system Integration of Calls-to-Action on Website, Online Ad Accounts, CRM, and Machine Learning	
	CallTrackingMetrics Phone Call Tracking, Monitoring Call Recordings, Tagging Low & High Quality Calls	
Cross Channel Online Advertising Account Management		
Google Ads facebook ads Instagram Ads LinkedIn ads Microsoft Advertising		
	Zoho CRM Setup including website forms (or integration with your existing CRM system)	
	SalesIQ Setup for website live chat & real-time website visitor tracking	
Communication <ul style="list-style-type: none"> Initial brainstorming strategy session to get a deep understanding of your business & your customers Regular discussions about marketing strategy & advertising campaigns: 1st quarter, monthly Zoom video calls; other 3 quarters, quarterly Zoom video calls Monthly performance reports emailed automatically, followed up with our analysis & insights by email Email notification of new ad campaigns launched, followed up with initial performance stats after 14 days of new ad campaigns running Email and phone support to address any concerns & answer questions 		
One Year Retainer – Paid Upfront, Choose Plan <ul style="list-style-type: none"> Fees charged by advertising networks not included & paid directly to advertising networks by your company Retainer converts to ongoing Monthly Plan after one year On Monthly Plan, Percentage of Ad Spend Fee below applies instead of monthly fee only if percentage of ad spend is greater than \$2500 		Save \$6000 – 1 Payment 1 x \$24,000 Save \$4000 – Semi-Annual Plan 2 x \$13,000 Save \$2000 – Quarterly Plan 4 x \$7,000 Monthly Plan 12 x \$2,500
Monthly Total Ad Spend	Percentage of Ad Spend Fee	
\$12,500 - \$30,000	20% of ad spend	
\$30,000 - \$50,000	17% of ad spend	
\$50,000 - \$70,000	14% of ad spend	
More Than \$70,000	11% of ad spend	

Terms & Conditions

- Our services are for businesses with regional or nationwide markets, or cities with a population greater than 100,000 people
- Our fees are paid automatically from your credit card or bank withdrawal
 - Non-sufficient funds result in ad campaigns turned off
- We require a signed contract from your company to work with our agency
 - At the end of your term, it automatically converts to the ongoing Monthly Plan or you can cancel our services if you notify us in writing
 - We require 30 days of written notice if you decide to end your term early
 - No refunds will be issued within 3 months of the start date of our agreement

Details

- **Proven Results Advanced Conversion Tracking Integrated Code And Logic system (P.R.A.C.T.I.C.A.L. system)**
 - Our system that integrates our customers' websites, online ad accounts, traditional offline advertising, and our optimization & performance reporting tools
 - Online & offline advanced conversion tracking
 - Includes tracking & optimization of the following:
 - Website & other online conversions
 - Purchases, Contact Form Completions, Email Link Clicks (Taps on Mobile), Quote Requests, Consultation Applications, Video Views, Website Chats, Messages from Social Media pages, Website visits & conversions from offline advertising, and more
 - Phone calls
 - Calls from Ad Extensions, Call Only ads, Phone Number Clicks on Website (Taps on Mobile), Manually dialed calls from viewing phone number...
 - Online: Website, Google My Business listing, Facebook page, and any other online sites
 - Offline: Business cards, Brochures, Magazine ads, Outdoor signs, and any other offline advertising
 - Tracking & tagging high quality phone calls
 - Visits to physical locations (beta)
 - Store Visits, Dealership Visits, Hotel Stays, Trade Show/Conference Attendance, etc.
- Google Ads, Facebook Ads, LinkedIn Ads, Instagram Ads, and Microsoft Advertising accounts
 - Strategic allocation of budget across the ad networks that are relevant for your product or service
 - We use the ideal campaign structure and cross channel strategy to achieve your marketing goals
 - No limits on the number of campaigns in your online advertising accounts
- Zoho CRM setup including website forms (or integration with your existing CRM system)
- Zoho SalesIQ setup for website live chat & real-time website visitor tracking
- 80/20 Overview & Detailed Monthly Report emailed to you each month

Ownership

You own everything that we build or set up for you including our advanced conversion tracking system. We have spent years building & refining this and continuously improve it. It's one major reason why we have a competitive advantage over other agencies.

The intelligence generated from our system is used for our active, inactive, and former customers. We understand how important your conversion data is and you don't have to worry about losing it if we part ways.

Everything is set up in your name and you are the full legal owner of your online properties, just like physical properties in the real world. We manage your website conversion tracking & online advertising accounts and we get access to do what we need to do. You have full administrative access to everything immediately and you maintain full control, even if you choose not to continue working with our agency in the future.

We have seen too many unethical freelancers and agencies hold their customers' websites & online accounts "hostage". The business owner didn't have full access and they were locked out of their own accounts. Regardless of whether you decide to work with our agency or another one, please make sure that everything is set up in your name and they are your accounts; not in the agency's name, which means they are actually the agency's accounts.

Competitors

We only work with one company in each industry in the area they serve, so you don't have to worry about us working for your competitors at any time you are our customer. Our team is dedicated to working exclusively with you. We are fully committed to you and to making your business the dominant company in your market.