



## 2022 Services & Pricing

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

One-Time Services		Fees
"See How Our Lead Generation Engines Are Built, Live" 20-minute Video Call		<del>\$95</del> <b>Free</b>
Google Ads or facebook ads Account Audit		\$495
<p style="text-align: center;"><b>80/20</b> Marketing Analysis</p> <ul style="list-style-type: none"> <li>Marketing &amp; sales funnel audit, identifying 80/20 opportunities on your company's website &amp; social media channels</li> <li>Google Ads, Facebook Ads &amp; Instagram Ads, LinkedIn Ads, and Microsoft Advertising ad account audits, CRM integration exploration</li> </ul>		<p style="text-align: center;"><del>\$995</del> <b>\$495</b></p> <p style="text-align: center;">(Save \$500)</p>
Ongoing Marketing Services		
Discovery Project – 4-month Term – Paid Upfront, Choose Plan		Fees
<ul style="list-style-type: none"> <li>1 month setup of <b>everything listed below</b>, then launching campaigns with 3 months of testing and scaling up inbound leads</li> <li>Fees charged by advertising networks and by Zoho <u>not included</u> &amp; paid directly to advertising networks and Zoho by your company               <ul style="list-style-type: none"> <li>Minimum \$3000/month advertising budget recommended</li> <li>Zoho CRM Professional costs under \$40/user/month</li> </ul> </li> <li>Discovery Project can convert to One Year Retainer after 4-month term               <ul style="list-style-type: none"> <li>8 more months to complete one full year, same payment options</li> </ul> </li> </ul>	Monthly Plan	4 x <b>\$3,000</b>
	<b>OR</b>	
	Save <b>\$2500</b> – 1 Payment	1 x <b>\$9,500</b>
<b>Proven Results Advanced Conversion Tracking Integrated Code And Logic</b> business growth engine Integration of Calls-to-Action on Website, CRM, Online Ad Accounts, Machine Learning, and more		
<b>CallTrackingMetrics</b> Phone Call Tracking, Monitoring Call Recordings, Tagging Low & High Quality Calls		
Omni-channel Online Advertising Account Management		
Google Ads <b>YouTube</b>   Advertising <b>facebook ads</b> <b>Instagram Ads</b> <b>LinkedIn ads</b>		
<b>ZOHo CRM</b> Setup including website forms (or integration with your existing CRM system)		
<b>ZOHo SalesIQ</b> Setup for website live chat & real-time website visitor tracking		
Communication		
<ul style="list-style-type: none"> <li>Initial brainstorming strategy session to get a deep understanding of your business &amp; your customers</li> <li>Regular discussions about marketing strategy &amp; advertising campaigns: monthly Zoom video calls in 1st quarter; quarterly Zoom video calls in other 3 quarters</li> <li>Live dashboards with real time data in Zoho CRM, plus monthly performance reports emailed automatically, followed up with our analysis &amp; insights by email</li> <li>Email notification of new ad campaigns launched, followed up with initial performance stats after 14 days of new ad campaigns running</li> <li>Email and phone support to address any concerns &amp; answer questions</li> </ul>		



## Our “Work For Free” Guarantee

We guarantee you will achieve these specific results within 4 months of starting with our agency:

- You will **double the number of high quality leads** that come in from the Internet
- You will have accurate tracking in place so you can **make informed decisions about marketing**
- You will have a **lead generation system** in place that can be **dialed up or down as needed** for your company

If these results are not achieved, our **agency will accept this penalty:**

- Our agency **will work for free** beyond the 4-month term until those **3 milestones have been achieved**

## Ownership

You own everything that we build or set up for you, except for our proprietary PRACTICAL business growth engine. 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 only used for our active customers. Our agency reserves the right to deploy this system for our active customers and suspend this system for inactive or former customers.

Everything else 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 all of your properties 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 your properties are 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.

## Terms & Conditions

- Our ideal customers are companies with \$1 million+ in annual sales that have products or services worth \$3000+
  - We reserve the right to decline to work with any company
- 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 Discovery Project, it automatically converts to the One Year Retainer; at the end of your One Year Retainer, it automatically converts to the ongoing Monthly Plan
    - You have two other options if you notify us in writing
      - Downgrade to the Cruise Plan & retain access to our proprietary PRACTICAL business growth engine: \$500/month or 20% of monthly fee at time of terminating agreement, whichever amount is greater
      - Cancel our services & lose access to our proprietary PRACTICAL business growth engine
  - We require 30 days of written notice if you decide to end your term early
    - No refunds will be issued within 4 months of the start date of our agreement