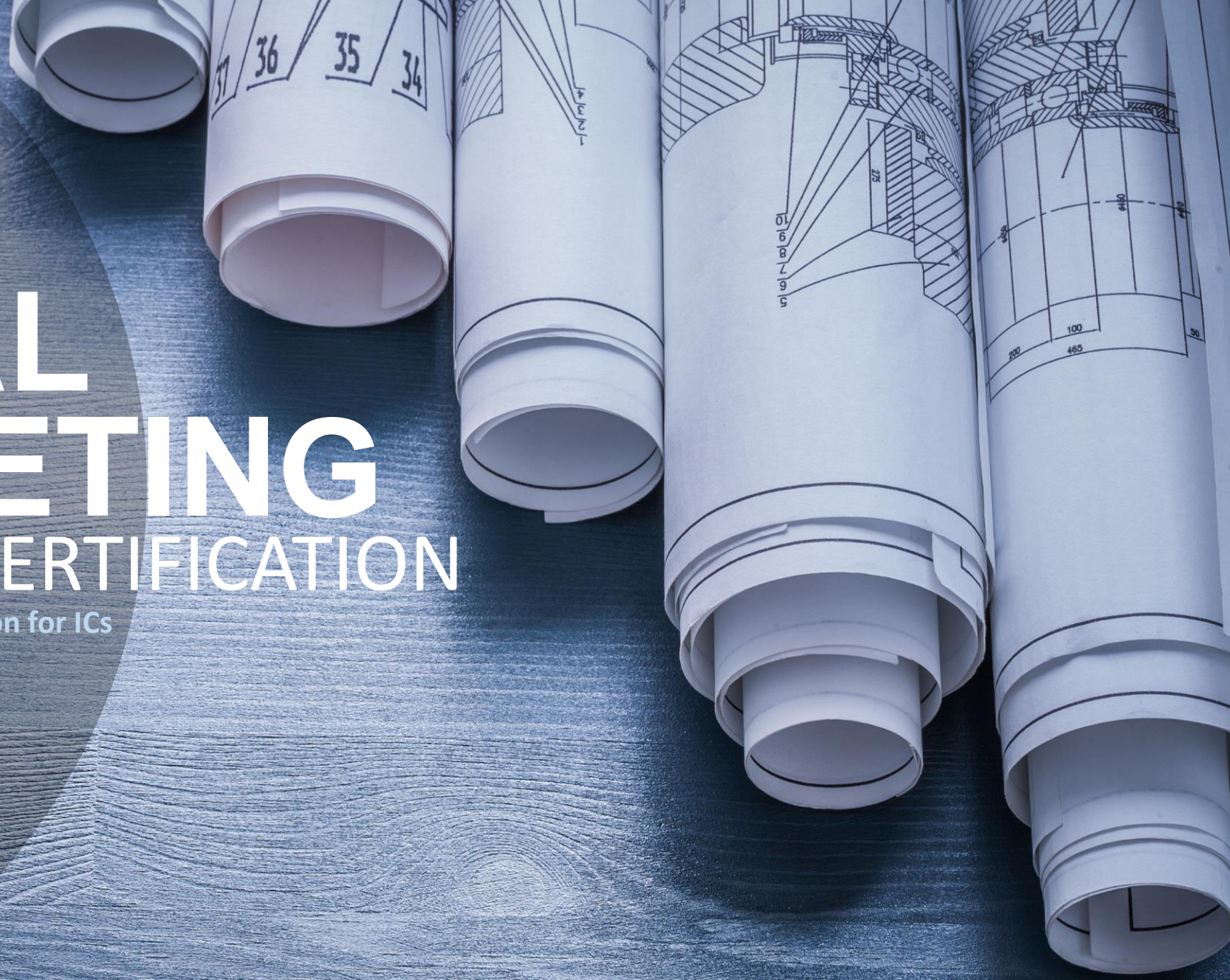


THE ULTIMATE FOOT-IN-THE-DOOR OFFER

the
**DIGITAL
MARKETING**
BLUEPRINT CERTIFICATION

Abbreviated "Notes Only" version for ICs



why you need a **foot in the door** offer

It offers a low cost point of entry

It's the courtship before the marriage

It helps determine what the client really wants

It pre-qualifies your prospects

It speeds up the sales cycle

Why the **Blueprint** is a good foot in the door offer

- It's valuable enough to pay for
- It shows your capabilities & expertise
- It acclimates the client to working with you
- it stands on its own
- it's a natural progression to your full services.

Marketing: Things to do...

Focus on a Vertical Market

Make a Commitment!

Targeted LinkedIn Conversations

Build Industry credibility

Create a video (or two)

Add to Email Signature

Create a separate website/domain name for it

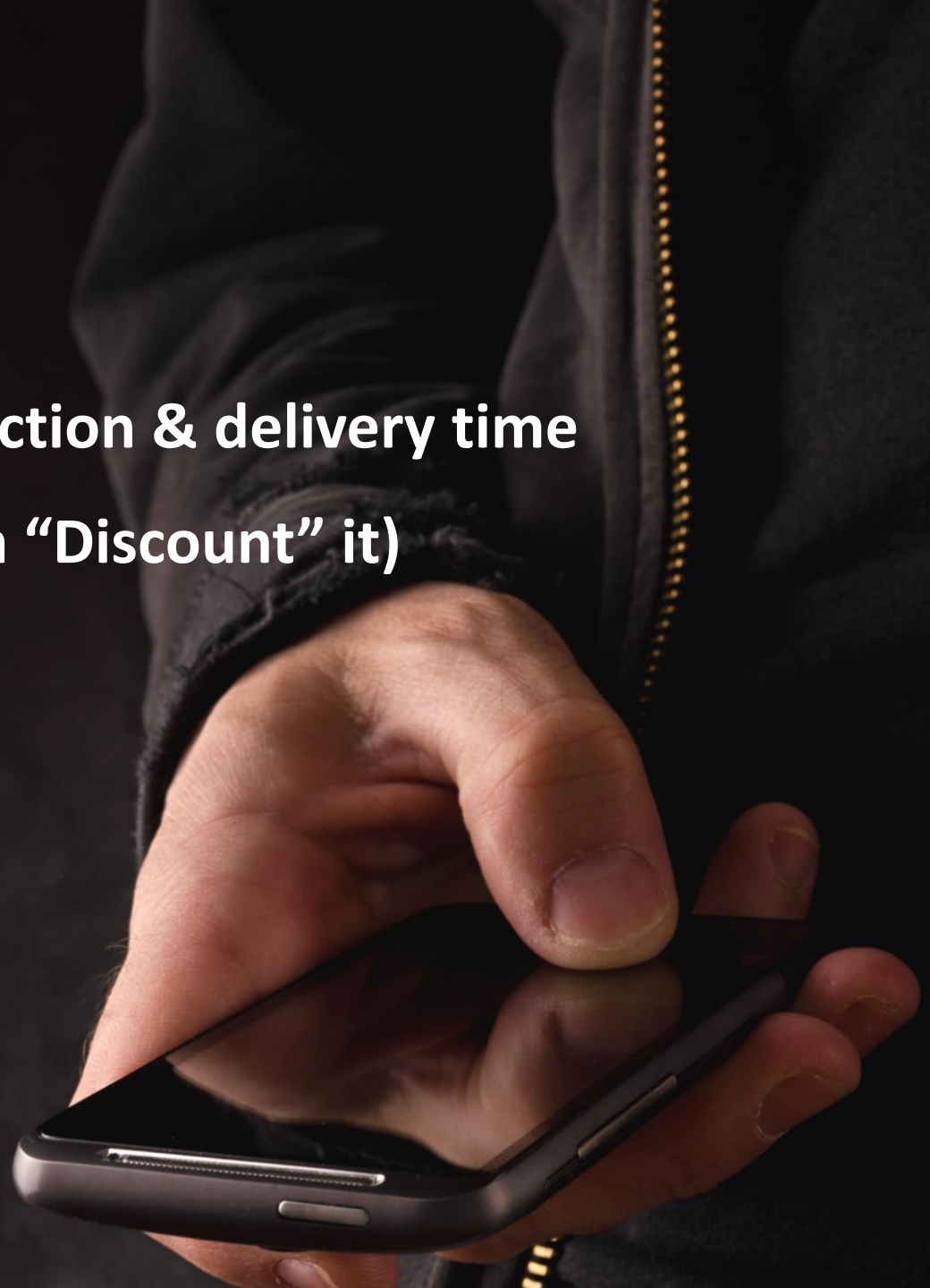
Paid Advertising (Facebook / LinkedIn)

Consider actual research, production & delivery time

Don't Give it away! (but you can "Discount" it)

Include a Guarantee

Roll it over into your services



FREE

- Google Trends
- Facebook: (calculate Reach – Free)
- ReachLocal or Google (Calculate PPC Budget)
- MozLocal (or Substitute)
- PowerPoint (Any screen capture tool will do)

WSI BUNDLE

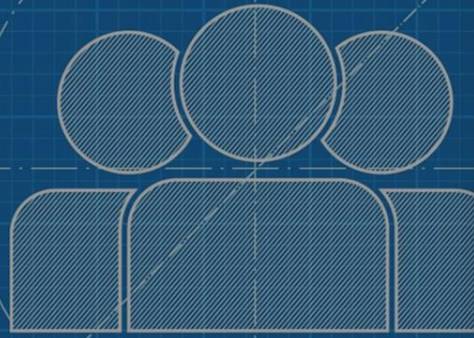
- Silktide: Prospect
- Silktide: Insites
- Fen-Gui
- SEM Rush (Optional)





Industry-centric Cover
Personal Intro letter
Situational Analysis
Website Analysis
Digital Marketing Strategy
Library
How we can assist
Customer Reviews
Key Personnel

DIGITAL MARKETING PROPOSAL



Presented by:
Kreative Webworks
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5/1/18
for: Physician Life Care Planner

Physician Life Care Planner

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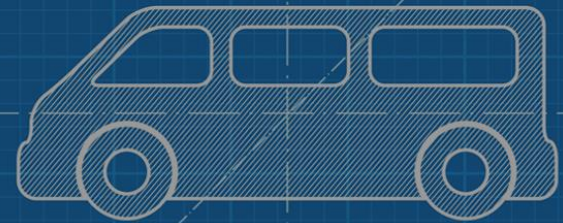
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for: Best Coast Tours

Best Coast Tours

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May 31, 2018

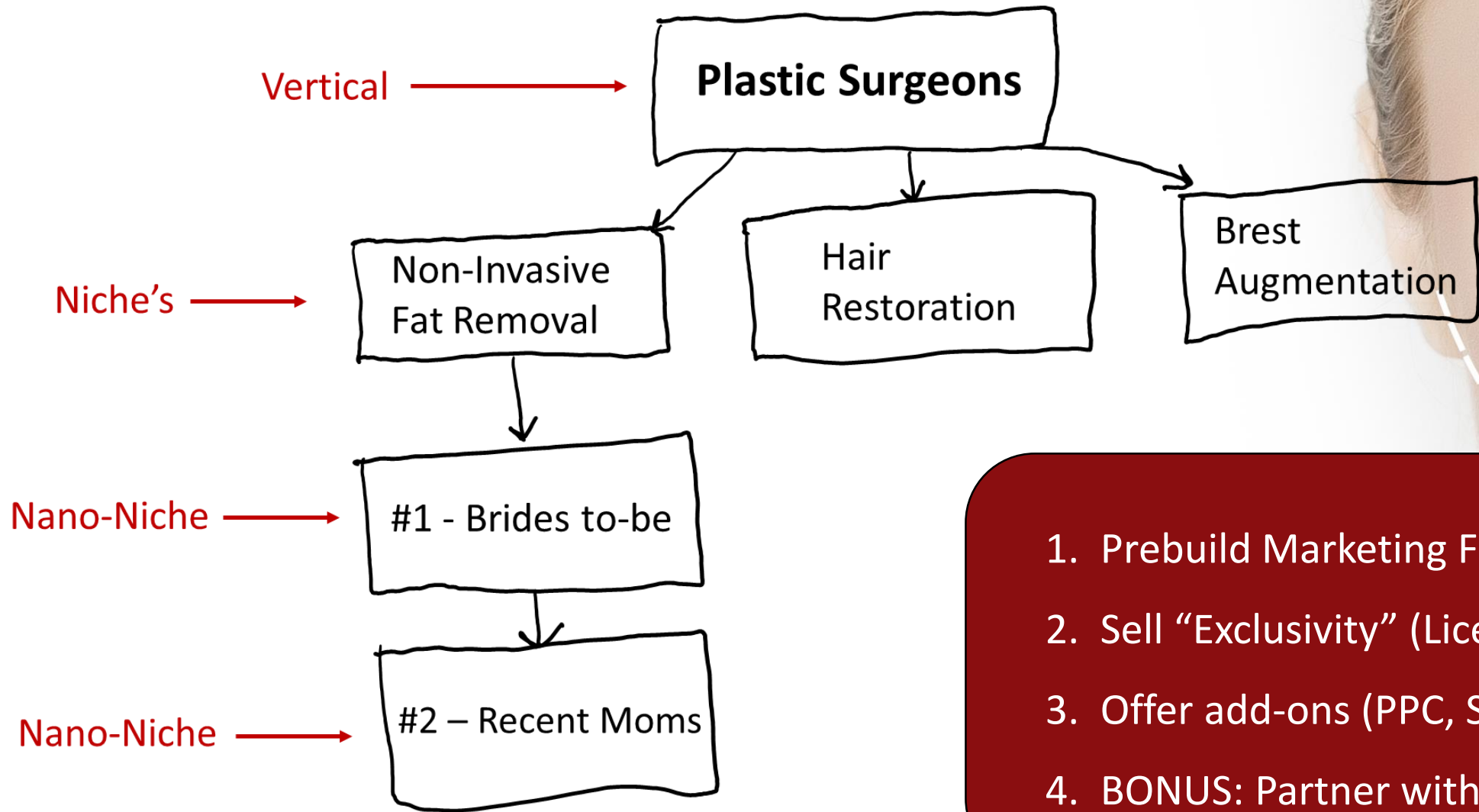
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Bonus!

MATERIAL

Licensing Models





1. Prebuild Marketing Funnels
2. Sell "Exclusivity" (Licensing) per Niche
3. Offer add-ons (PPC, SEO, etc.)
4. BONUS: Partner with OEM