



# Digital Marketing Platform Project

## Phase 1

### Strategic Planning Flowcharts & Consultation

- Marketing Foundation & System Processes
- Brand Identity Optimization & Positioning
- Creation of flowcharts/mind maps for all necessary systems

### Core Message Development, Content Creation & Copywriting

- EPK (Electronic Press Kit)
  - Professional Bio
  - One Sheet
  - Speaking Topics
  - Talking Points
  - Request form
- Service Offer(s) copy
- Opt-in offer (lead magnet)
  - Offer copy, layout & design
  - Ecover design and/or Banner
  - Digital packaging
- Questionnaire web form copy for initial conversation (discovery session)
- Client Assessment form copy
- Client Intake content (welcome email or digital packet)
- Website Content
  - Call to action (CTA) & Opt-in form copy
  - Home Page copy
  - About Page copy
  - Services/Products/Programs Page copy
  - Blog Page copy
  - Podcast Page copy
  - Podcast meta data copy



- Contact Page copy
- “Thank You” Page copy (after opt-in)
- “Success” Page copy (after confirming email)
- Form submission copy
- Payment confirmation page copy
- Privacy Page copy
- Terms Page copy
- Admin Profile content
- Author Archive Page copy & meta data
- Copy for social media profiles (including relevant hashtags)
- Copy for payment gateways
- Copy for online scheduling software
- Logo Design
- Social Media Banners
- Podcast cover image (1400 x 1400)
- Copy for five (5) follow-up lead nurturing emails
- Confirmation Email copy (double opt-in)
- Welcome Email (after lead confirms email)
- Nurturing emails

## **Online Office Set-up**

- Set-up website hosting account
  - DNS set-up and configuration (integration of domain name with web hosting account)
  - SSL certificate set-up
- Set-up G Suite
  - General Settings
  - Branded email(s)
- Set-up Online Payment Gateways
  - Business PayPal
  - Stripe
- Set-up Zoom (for online meetings)
  - Basic settings
- Set-up Online Scheduling Software
  - All necessary calendars



- Integrate with Google calendar via G Suite
- Set availability
- Set automatic bookings
- Set workload rules
  - Buffer time between appointments
  - Number of appointments a day
  - Number of appointments per week
  - Amount of lead time before appointment
  - Future booking time frame max
- Set location settings
- Create Confirmation email
  - Type of appointment
  - Date & time of appointment
  - Location (e.g. call-in details)
- Reminder emails
- Create 1- Hour Reminder text (if needed)
- Create Notification emails
- Customize Cancellation and Rescheduling Settings
  - Terms
  - Emails
- Customize booking form
- Customize public information

### **Bonus Deliverables (No additional Cost):**

- Complimentary membership to Branding Accelerator Digital Program (\$1997 value)

## **Phase 2**

### **Email Marketing & List Management Software Set-up**

- Create opt-in form(s) code
- Integration of opt-in form with website
- Create list(s) and list segments



- Create tags
- Create and customize email automations and triggers
- Creation of links to “thank you” and “success” pages on Your website
- Upload initial lead follow-up emails
- Create email design and layout template for each type of email (i.e. Confirmation email, RSS campaigns, follow-up emails, etc.)
- Customize “From” name
- Customize “From” email
- Customize “physical mailing address” (change default home to business)
- Customize unsubscribe link message
- Add personalization tags and custom links to emails
- Integrate RSS feed(s) for recurring campaigns
- Customize public pages (i.e. unsubscribe, subscriber update, campaign archive, forward to a friend)
- Customize subscription notification (i.e. admin receiving new subscriber and new unsubscribe information)
- Testing all forms and custom settings

## **Core Conversion Focused Web Design & Development**

- WordPress installation and configuration
- Conversion optimized theme design (which will be mobile responsive)
- Opt-in form design
- Integrate ActiveCampaign opt-in form code with design
- Favicon
- home page layout
- Sub page layout
- blog page layout
- Single post page layout (including meta data)
- Media room page layout
- CSS coding
- Html coding
- Configure core plugins
- Widget area set-up and configuration
- Adding social media icons/links
- Adding social sharing icons



- Create individual core web pages
  - Home Page
  - About Page
  - Services/Products/Programs Page
  - Blog Page
  - Podcast Page
  - Contact Page
  - Privacy Page
  - Terms Page
  - Admin Profile content
  - Author Archive Page
- Adding content to core pages
- Adding links (internal and external)
- Browser compatibility checks
  - Firefox
  - Chrome
  - Safari
  - Edge
- Mobile responsiveness checks
- Create contact form and integrate with Contact Page
- Create request form(s) and integrate with appropriate page(s)
- Extensive testing to ensure compatibility with all plugins and databases

## **Advanced Web Development and Conversion System Integration**

- Develop system pages
  - “Thank you” Page
  - “Success” Page
  - Payment confirmation Page
  - Questionnaire Form Page for prospects
  - Client Assessment Form Page
- Add content to system pages
- Create web forms and integrate with appropriate system pages
  - Questionnaire
  - Client Assessment
- Integrate payment gateways (PayPal and Stripe) with appropriate web forms



- Integrate appropriate system pages with email list management software (ActiveCampaign)
  - “Thank you” Page
  - “Success” Page
  - Payment confirmation Page
  - Questionnaire Form Page for prospects
  - Client Assessment Form Page
- Add analytics code
  - Google Analytics
  - ActiveCampaign subscriber tracking

### **On-page SEO (Search Engine Optimization) for Website**

- Custom title tags on all core page
- Custom description meta tags on all core page
- Proper heading tags on all necessary pages
- XML sitemap
- URL Canonicalization
- Robots.txt
- Permalinks
- Anchor text
- 301 redirects (if needed)
- Optimize all images (Title, alt text, and file name)
- Verify website with Google & Submit XML sitemap

### **Website Orientation**

- Introduction to Wordpress dashboard
- Creating and publishing blog posts
- Sharing posts

## **Phase 3**

### **Podcast Set-up & Integration With Website**

- Customize episode entry box
- Advanced statistics set-up (via Blubrry)
- Customize media links and player options (including opt-in form under player)
- Creation of custom podcast feed
- Customize podcast show meta data & optimization for podcast directories
- Set-up podcast hosting account
- Set-up automated adding of ID3 tags to uploaded mp3 (show title, host name, year, show name, audio image)
- Audio mixing and editing of first initial episode
  - Add intro/outro
  - Sound leveling
  - Convert Master WAV file to MP3
- Submit podcast feeds to major podcast directories
  - Apple Podcasts/iTunes
  - Google Play
  - Stitcher
  - TuneIn
  - Spotify
  - iHeartRadio
  - Youtube Teaser

*Note: one episode must be uploaded before directories will approve submission*

### **Podcast Workflow Consultation**

- How to set-up and use equipment
  - Microphone
  - Windscreen



- Pop filter
- Shock mount
- Boom arm
- Audacity (recording software)
- Auphonic (automatic sound leveling software)
- Converting WAV to MP3
- How to publish podcast episodes to your website
- Additional Q+A

## **Social Media and Online Brand Profile Set-up & Optimization**

- Facebook
  - Profile image
  - banner
  - Bio/story
  - Contact information
  - Links
  - Hashtags
  - Other Optimization features
- Facebook Group Creation
  - Banner
  - Description & Rules
  - Links
  - Other Optimization features
- Twitter
  - Profile image
  - Banner
  - Links
  - Hashtags
- LinkedIn
  - Optimize all appropriate sections
  - Banner





- Profile image
- Links
- Hashtags
- Other optimization features
- Youtube
  - Optimize all appropriate sections
- Brandyourself.com
  - Optimize all appropriate sections
- About.me
  - Optimize all appropriate sections
- Gravatar
  - Optimize all appropriate sections
- Social Media Management Software Set-up
  - Integrate all necessary social profiles

## **Press Release**

- Professionally written press release, including online distribution to media outlets

## **Phase 4**

### **Online Tools Orientation**

- G Suite
- Google Calendar
- ScheduleOnce
- Active Campaign
- Zoom
- Blubrry
- Social media management software



- Analytics Software

### **Next Steps Consultation**

- Managing your online systems (including checklists & outlines)
- What to do and when

### **Recommended Tools**

#### Podcast Recording Equipment (one-time purchase)

- Microphone – \$65
- Pop Filter – \$20
- Microphone Wind Screen – \$5
- Microphone Boom arm Stand (optional) – \$20
- Shock Mount (optional) – \$17

#### Online Tools & Services

- Website Hosting (WPX Hosting) – \$24.99/mo.
- Podcast Hosting (Blubrry) – \$20/mo.
- Email Marketing Software (ActiveCampaign) – \$15/mo.
- G Suite – \$6/mo.
- Online Meeting Software (Zoom) – \$14.99/mo.
- Online Scheduling Software (ScheduleOnce) – \$19/mo.
- Social Media Management Software – \$15/mo. or \$29.99/mo.
- Web forms & Checkout (Gravity Forms Elite) – \$259/yr.
- Podcast Player Design (Simple Podcast Press) – \$67/yr.



## **Project Timing & Pricing**

The project would be completed in four (4) consecutive phases. Each phase would last between four (4) to eight (8) weeks.

The base price for the project is \$14,500, payable in five (5) monthly installments of \$2,900 and includes everything listed in the phases mentioned in this document.

Your actual price could be more or less depending on your exact needs and would be detailed in the proposal we send you. The project price range is \$10,000 - \$20,000.

Alternatively, we offer personalized coaching services and guidance where we evaluate your current situation and formulate a comprehensive digital marketing strategy, educate you on best practices, and track/measure your digital marketing efforts so that you can improve your outcomes. Fees for this service typically range from \$1,500 - \$2,500 per month (three month minimum) based upon the scope of work.

**If after reading through this document you are ready to move forward with our services or have any questions or concerns, please request your free consultation with our management team at [www.digitalbusinessacceleration.com/get-started](http://www.digitalbusinessacceleration.com/get-started)**