



**Kickoff Advertising**  
Your Partner in Driving Digital Success



## Contact Us

📷 : KickoffSEO

f : kickoffSEO

in: kickoffadvertising

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✂️ : kickoffSEO

📺 : kickoffSEO

p : kickoffSEO

👤 : KickoffSEO

Be Real : KickoffSEO

☎️ : +1 (561) 501-8682

✉️ : info@kickoffadvertising.com

**From Traffic to Conversions:  
The Pillars of Effective  
Digital Marketing.**

www.kickoffadvertising.com

# Innovation starts here

## Welcome to Kickoff Advertising

This brochure provides an in-depth overview of our expert digital marketing services, including SEO (Tech and Content), PPC, Social Media (Meta Ads), and Backlink strategies. Discover the importance and relevance of each service in enhancing your Google rankings and driving conversions. Inside, you'll find a detailed breakdown of our offerings and competitive pricing, designed to deliver measurable results for your business. Tailored solutions are also available to meet your unique needs.

## Breaking Down the Essentials

Comprehensive Importance of Digital Marketing: SEO Tech, SEO Content, PPC, Social Media (Meta Ads), and Backlinks In today's competitive digital landscape, success requires a comprehensive strategy that integrates SEO technology, high-quality content, PPC campaigns, social media ads (across platforms like Facebook, Instagram, YouTube, Twitter, TikTok, and LinkedIn), Google Locals, and backlinks.

Each of these elements serves a unique purpose, while some platforms might be critical for one niche, others may only require a selective approach. In many cases, a mix of just a few can deliver impactful results, whereas others may need the full spectrum to maximize their reach and growth.

Google Locals is essential for businesses targeting specific geographic regions, providing visibility in local searches that drive nearby customers. Google Ads, with its unparalleled reach and ability to target search intent, is a cornerstone for most businesses, but platforms like Bing Ads and other smaller search engines shouldn't be overlooked. While they may not have Google's market share, they can still deliver measurable results depending on your audience and niche.

Together, these components create a robust strategy designed to drive traffic, improve search rankings, and support sustainable business growth, all while enhancing Google Core Web Vitals for a better user experience and higher engagement.



# Did You Know?

At Kickoff Advertising, we've seen it time and again: most websites invest in creating endless pages of content, only to find that 95% of those pages drive less than 5% of their total traffic. It's not because SEO doesn't work—it's because too much effort is spent on quantity rather than quality.

# 95%

of SEO work is wasted effort

Here's the reality: success in SEO doesn't come from optimizing every page, but from focusing on the critical percentage of pages that drive the most impact. By taking a holistic approach, integrating precise on-page optimizations, technical excellence, strategic backlinks, and user-first content, the results speak for themselves.

At Kickoff Advertising, we balance this precision by ensuring the rest of your site is technically high-performing—with fast load times, mobile optimization, and clean architecture, so that the few key pages we optimize have the foundation they need to dominate in search rankings. In the vast world of SEO, not all efforts yield equal results. Studies and experience show that focusing on the most impactful 5% of strategies often drives 95% of the results.



While every element of SEO plays its part, investing time and resources into low-impact tasks can dilute your progress and slow down meaningful growth. This is why it's essential to prioritize the high-impact areas that truly move the needle for rankings, traffic, and conversions. Once we've mastered these pillars, we can dive into the finer details of your SEO strategy to refine and optimize for long-term success.

Let's take a closer look at the key 5% areas that generate maximum results and form the foundation of a winning SEO approach.



## The 5% High-Impact SEO Areas

### 1. Technical SEO

- **Crawlability and Indexing:** Ensure efficient crawling and indexing with robots.txt, XML sitemaps, and canonical tags.
- **Core Web Vitals:** Focus on LCP, FID, and CLS for better performance.
- **Internal Linking Structure:** Optimize internal linking to guide users and distribute link equity.
- **Mobile Optimization:** Align with Google's mobile-first indexing.
- **Schema Markup:** Implement structured data for enhanced visibility.

### 2. Editorial SEO

- **Topical Authority:** Build content clusters to demonstrate expertise.
- **Content Optimization:** Update and repurpose existing content for relevance.
- **Engaging Meta Titles and Descriptions:** Boost CTR with compelling metadata.
- **On-Page User Engagement:** Use headers, multimedia, and layouts to reduce bounce rates.
- **Search Intent Alignment:** Tailor content to user search intent.

### 3. Programmatic SEO

- **Dynamic Content Generation:** Automate unique page creation at scale (e.g., location-based or category pages).
- **Scalable Schema Implementation:** Automate structured data across pages.
- **Category Page Optimization:** Enhance UX and target keywords on category pages.
- **Personalization and Dynamic Features:** Create personalized experiences using programmatic techniques.
- **Automated Internal Linking:** Scale interlinking for improved crawlability and link equity.

Now that we've highlighted the high-impact 5% of SEO that truly drives results, it's time to explore why every area matters. At Kickoff Advertising, we believe that knowledge is power. While we've got you covered with a comprehensive strategy, we value transparency and want our clients to fully understand the core impact of each service. Each pillar plays a unique role in creating a seamless, growth-oriented strategy. Let's dive into how these services work together to support your success.

## Core Impact

### 1. SEO Tech (Technical SEO)

#### Core Impact:

- Ensures your website meets Google's technical requirements (e.g., fast page loading, mobile optimization, secure browsing).
- Improves Core Web Vitals metrics:
  - Largest Contentful Paint (LCP): Faster load times for better rankings.
  - First Input Delay (FID): Enhances interactivity.
  - Cumulative Layout Shift (CLS): Prevents unexpected content shifts for smoother user experiences.

#### Business Benefits:

- Builds a strong technical foundation that enhances organic visibility and user retention.
- Ensures compatibility with future algorithm updates, safeguarding your online presence.

### 2. SEO Content (Editorial)

#### Core Impact:

- Delivers high-quality, keyword-optimized content that aligns with user search intent.
- Focuses on editorial content like blogs, articles, and FAQs to establish authority and drive traffic.
- Drives traffic and engagement, which directly influences Google rankings.

#### Business Benefits:

- Engages users, lowers bounce rates, and converts visitors into loyal customers.
- Fuels long-term organic growth while complementing PPC and social media strategies.
- Creates evergreen assets that continue delivering value over time.

### 3. SEO Programmatic

#### Core Impact:

- Uses data-driven strategies to automate the creation and optimization of pages targeting large-scale, long-tail keywords.
- Ideal for websites with thousands of pages, such as e-commerce sites or directory-based platforms.
- Enhances site scalability while maintaining search engine compliance.

#### Business Benefits:

- Quickly captures traffic for highly specific, niche queries.
- Increases overall website relevance by covering broad keyword variations efficiently.
- Complements manual SEO efforts, allowing teams to focus on high-value content.

### 4. Google Locals

#### Core Impact:

- Optimizes your business's visibility in local search results, targeting customers near your physical location.
- Improves Google Business Profile (GBP) rankings, ensuring accurate details such as operating hours, reviews, and contact information.
- Helps your business appear in "near me" searches and Google Maps, a vital channel for driving local foot traffic.

#### Business Benefits:

- Increases store visits and conversions by reaching high-intent, geographically relevant customers.
- Builds trust and credibility through positive reviews and complete business profiles.
- Strengthens your online presence in competitive local markets.



## 5. Backlinks

### Core Impact:

- Backlinks remain one of Google's top-ranking factors, signaling your website's credibility and authority.
- High-quality backlinks from reputable websites pass link equity, boosting your site's rankings for targeted keywords.
- Diverse backlink sources (e.g., blogs, forums, directories) create a natural backlink profile, ensuring search engine compliance.

### Business Benefits:

- Drives referral traffic from high-authority sources, increasing engagement and conversions.
- Builds domain authority, enhancing visibility in competitive search queries.
- Complements content strategies by improving the reach and ranking potential of published material.

## 6. PPC (Pay-Per-Click Advertising)

### Core Impact:

- Provides immediate top-of-page visibility, especially for competitive keywords.
- Drives qualified traffic quickly while supporting long-term SEO efforts.
- Optimized landing pages for PPC campaigns align with Core Web Vitals, improving site performance metrics.

### Business Benefits:

- Captures high-intent users, generates immediate leads, and offers measurable ROI.
- Offers granular performance tracking, enabling data-driven adjustments for maximum efficiency.



## 7. Social Media Ads

### Core Impact:

Social media ads are essential for brand awareness, engagement, and driving qualified traffic to your site. Each platform has a unique purpose:

- Facebook & Instagram Ads: Highly visual and engagement-driven platforms ideal for building brand loyalty and driving targeted traffic. Advanced targeting enables precise demographic filtering, behavioral segmentation, and geo-targeting.
- YouTube Ads: As the second-largest search engine, YouTube enhances brand visibility and traffic through video ads, fostering deeper engagement and longer session durations.
- Twitter Ads: Effective for real-time engagement, brand mentions, and reaching niche audiences. Perfect for trends, events, and immediate brand interactions.
- LinkedIn Ads: Tailored for B2B audiences, LinkedIn offers precise professional targeting, making it ideal for lead generation and industry positioning.
- TikTok Ads: A fast-growing platform, TikTok is excellent for engaging younger audiences with creative, short-form content that drives brand awareness.

### Business Benefits:

- Generates high-quality traffic that engages with your content, improving site performance.
- Builds brand authority, drives conversions, and indirectly boosts SEO rankings through increased user signals.
- Enhances overall reach and visibility through diversified ad placements.

### The Synergy Between These Channels

When integrated, SEO Tech, SEO Content (Editorial), SEO Programmatic, Google Locals, PPC, Social Media Ads, and Backlinks work together to:

- Build a technically sound, search-engine-optimized website (SEO Tech).
- Deliver valuable, engaging content that drives traffic and improves user experience (SEO Content).
- Scale efficiently by targeting niche, long-tail queries (SEO Programmatic).
- Optimize visibility for geographically targeted audiences (Google Locals).
- Capture immediate opportunities for lead generation and brand awareness (PPC).
- Amplify reach, engagement, and conversion with highly targeted social media campaigns (Social Media Ads).
- Boost credibility, domain authority, and referral traffic with high-quality backlinks (Backlinks).

This multi-channel strategy improves Google rankings by enhancing Core Web Vitals, driving traffic, and ensuring sustainable business growth by reaching and converting your ideal audience across multiple touchpoints.

# Service Packages

At Kickoff Advertising, we believe in transparency, flexibility, and delivering exceptional value. That's why our service packages start at \$2,000. However, it's important to note that these are tailored packages designed to fit the unique needs of every client. The prices and details we provide serve as a brief summary or starting point, ensuring you have clarity before making decisions.

## Why Choose Us?

**We pride ourselves on our four pillars of service:**

1. **Transparency:** Our clients always know exactly what's happening with their projects. From detailed updates via Asana, emails, and direct chats, to complete visibility into every task, we ensure you're informed every step of the way.
2. **Ownership:** Everything we create and manage for your business belongs to you—data, work, and results. You've paid for the service, and we make sure you have full control over the outputs.
3. **Customizable Solutions:** Every project is different. A website with 1,000 URLs is not the same as one with five. That's why we offer tailored packages to fit your specific needs, whether you're a startup, small business, or large corporation.
4. **Client-Centered Approach:** We work with your budget, timeline, and goals, offering customized strategies that align with your vision.

Our full-service packages outline the complete scope of work and pricing for comprehensive projects. These packages provide a clear breakdown of costs for each component of the project. However, we understand that every business has unique requirements, which is why we also offer tailored quotes.

If you'd like a customized quote based on your needs, feel free to reach out. We're here to collaborate and create solutions that work for you.



## Start Your Journey With Us

We welcome businesses of all sizes—startups, small companies, mid-sized firms, and large corporations. Let us be the stepping stone to achieving your goals. Our mission is to help you succeed and make the most of your investment.

Welcome to our pricing page. Welcome to transparency. Welcome to your success.

### Website Pricing

Our website packages start at \$2,000, serving as a baseline for projects. The final cost depends on several factors, including:

- The number of URLs (e.g., a 1,000-page site vs. a 5-page site).
- The complexity of the design and functionality.
- The CMS (Content Management System) being used (e.g., WordPress, Shopify, custom-built).
- Additional features or integrations required.

We tailor every package to meet your specific needs, ensuring you get the best value for your investment. Reach out to discuss your project, and let's create a website that works for you!

## SEO Packages

**Understanding SEO: Different Approaches for Different Needs** SEO isn't a one-size-fits-all solution, it requires tailored strategies to meet the unique demands of each business and industry. While a comprehensive SEO approach that integrates all areas is my top recommendation for sustainable growth, I understand that each client's journey is different.

To better align with your goals and priorities, I've broken SEO into the following categories:

- **Backlink-Focused SEO:** Prioritizes building credibility and authority through high-quality backlinks.
- **SEO Tech & Content:** Focuses on creating a strong technical foundation and delivering impactful, keyword-optimized content.
- **All-Inclusive SEO:** Combines all areas—backlinks, technical SEO, and content—to provide a holistic, results-driven strategy.

This flexibility ensures that your SEO strategy is tailored to your specific needs, whether you're looking to focus on a particular area, address immediate gaps, or gradually expand into a full-service solution.

## SEO BL's (Backlink-Focused)

### SEO BLB

#### Basic Package

\$800/Month

Designed for small businesses needing foundational SEO with a focus on backlinks.

#### Includes:

1. Website Analysis
2. Competitive Analysis
3. Website Audit
4. Keywords Research & Finalizing (8 Keywords)
5. Meta Tags Creation
6. Backlink Strategy:
  - 45 Monthly Backlinks (including GBP Posts)
7. Monthly Reporting:
  - Alexa Traffic Report
  - Keyword Rankings
  - Backlinks Report
  - Page Rank Report

### SEO BLG

#### Gold Package

\$1,500/Month

For growing businesses looking to expand their SEO impact with additional services and more backlinks.

#### Includes all SEO Basic Package Services PLUS:

1. Anchor Text Internal Linking
2. Google Cache Check
3. Google Site Map Setup
4. Robots.txt Configuration
5. Title Tags Creation
6. Local SEO Enhancements:
  - Google Maps Submission
  - Business Profile Listing
7. Enhanced Backlink Strategy:
  - 90 Monthly Backlinks (including GBP Posts)
8. Weekly Keyword Positioning Reports

### SEO BLP

#### Platinum Package

\$2,100/Month

A premium SEO solution offering advanced strategies for maximum results. Includes all

#### Gold Package Services PLUS:

1. Email & Chat Support with SEO Specialists
2. Content Analysis for SEO, Engagement, and Conversion
3. Advanced Backlink Strategy:
  - 130 Monthly Backlinks (including GBP Posts)

## SEO Tech & Content Packages

Tailored daily SEO solutions for businesses of all sizes.

### SEO TCB

#### Basic Package

\$2,000/Month

Designed for startups and small businesses focusing on foundational technical SEO and content improvements.

#### Includes:

- Website Audit & Analysis:
  - Basic technical SEO audit to identify key performance issues (site speed, mobile responsiveness).
  - Evaluation of user experience for improvement.
- Content Creation & Optimization:
  - 2 SEO-focused blog posts/month (700-800 words each) targeting strategic keywords.
  - On-page optimization for 5 pages to improve readability and keyword alignment.
  - Meta tags and title tag creation for core pages.
- Keyword Research & Strategy:
  - Identification of 5 high-impact keywords.
  - Monthly keyword performance tracking and updates.
- Analytics & Reporting:
  - Google Analytics setup for basic traffic monitoring.
  - Monthly performance reports with insights into traffic and keyword rankings.



**SEO TCG****Growth Package****\$4,000/Month**

Tailored for mid-sized businesses in competitive markets, providing advanced SEO tech and content solutions.

**Includes all Basic Package services PLUS:**

- Website Audit & Analysis:
  - In-depth audit of Core Web Vitals metrics (LCP, FID, CLS) and resolution of issues.
  - Enhanced evaluation of mobile and desktop experiences.
- Content Creation & Optimization:
  - 6 SEO-focused blog posts/month (700-800 words each).
  - On-page optimization for up to 15 pages to improve content engagement and relevance.
  - Advanced meta and title tag optimization for all priority pages.
- Keyword Research & Strategy:
  - Identification of 10 high-impact keywords with regular adjustments based on trends.
  - Weekly keyword ranking updates and strategy revisions.
- Link Building & Off-Page SEO:
  - Acquisition of 10 high-quality backlinks per month to boost domain authority.
  - Monthly press release submissions to reputable platforms.
- Analytics & Reporting:
  - Comprehensive Google Analytics configuration with event tracking.
  - Detailed monthly reports on keyword rankings, traffic, and conversion trends.

**SEO TCP:****Platinum Package****\$10,000-\$20,000+/Month**

A premium solution for large-scale businesses demanding advanced, fully integrated SEO strategies.

**Includes all Growth Package services PLUS:**

- Website Audit & Analysis:
  - Advanced technical SEO audits with continuous monitoring and updates.
  - Custom solutions for Core Web Vitals optimization aligned with enterprise needs.

- Content Creation & Optimization:
  - 12+ SEO-focused blog posts/month (700-800 words each), customized to business goals.
  - On-page optimization for up to 50 pages.
  - Ongoing updates to meta tags, title tags, and schema markup for all key pages.
- Keyword Research & Strategy:
  - Comprehensive research targeting 25+ high-impact keywords.
  - Bi-weekly performance reviews and strategy adjustments.
- Link Building & Off-Page SEO:
  - Acquisition of 25+ high-quality backlinks per month from authoritative sources.
  - Ongoing press release submissions and brand mentions on premium platforms.
- Analytics & Reporting:
  - Advanced analytics integration, including heatmap analysis and conversion tracking.
  - Weekly performance reports with actionable insights.
- Additional Benefits:
  - Dedicated Account Manager for real-time support.
  - Priority service for technical fixes and ongoing site enhancements.
  - Continuous optimization of content and technical strategies based on the latest trends.

**Key Differentiators Across Packages**

- Basic Package: Ideal for startups focusing on foundational SEO.
- Growth Package: Tailored for mid-sized businesses needing advanced strategies.
- Platinum Package: Comprehensive solutions for enterprises with complex needs.





## Social Media Optimization Packages

### SMO SB

#### Small Business Package

\$1,000/Month

Ideal for startups and local businesses seeking a solid foundation for social media presence and engagement.

#### Includes:

- Account Setup & Optimization:
  - Creation or enhancement of up to 3 social media profiles (e.g., Facebook, Instagram, LinkedIn).
  - Consistent branding across bios, banners, and profile images.
- Content Creation:
  - Posting schedule: 2 posts/week per platform.
  - Custom-designed graphics and engaging captions tailored to your audience.
- Audience Engagement:
  - Monitoring and responding to comments and direct messages across platforms.
  - Actively participating in niche-relevant discussions to build engagement.
- Content Strategy:
  - Strategic content calendar focusing on promotional and educational posts.
  - Implementation of platform-specific hashtags for improved reach.
- Performance Tracking & Reporting:
  - Monthly reports on engagement, follower growth, and reach.

### SMO GP:

#### Growth Package

\$3,000/Month

Designed for mid-sized businesses in competitive markets aiming to enhance their social media impact.

Includes all Small Business Package services PLUS:

- Account Setup & Optimization:
  - Creation or enhancement of up to 5 social media profiles, including Twitter and TikTok.
  - Advanced branding customization for stronger visual identity



- Content Creation:
  - Posting schedule: 4 posts/week per platform.
  - Integration of short-form videos and animations to increase engagement.
  - Content tailored to align with trending topics and audience preferences.
- Audience Engagement:
  - Proactive engagement: responding to tags, mentions, and trending conversations.
  - Community building by fostering relationships with niche influencers or active users.
- Content Strategy:
  - A balanced content calendar, including promotional, educational, and entertaining posts.
  - Advanced hashtag research and trend monitoring for maximum visibility.
- Paid Social Campaigns (Optional):
  - Planning and running targeted campaigns for brand awareness or conversions (ad budget separate).
- Performance Tracking & Reporting:
  - Bi-weekly reports on engagement, audience growth, and campaign effectiveness.
  - Insights and actionable recommendations for improvement.

### SMO EP:

#### Enterprise Package

\$5,000-\$15,000+/Month

A premium solution for large-scale businesses seeking comprehensive social media strategies and advanced audience engagement.

#### Includes all Growth Package services PLUS:

- Account Setup & Optimization:
  - Creation or enhancement of unlimited social media profiles.
  - Custom profile strategies tailored to platform-specific goals (e.g., LinkedIn for B2B, TikTok for Gen Z engagement).
- Content Creation:
  - Posting schedule: 5-7 posts/week per platform.
  - High-quality video production and professional-grade graphics.
  - Exclusive content formats like interactive polls, quizzes, and live streams.
- Audience Engagement:
  - Dedicated team for 24/7 monitoring and real-time responses to comments, messages, and mentions.
  - Proactive outreach to niche influencers and collaboration opportunities.
- Content Strategy:
  - Advanced content calendar with a focus on storytelling, seasonal campaigns, and audience segmentation.
  - Integration of user-generated content (UGC) campaigns for stronger brand advocacy.

- Paid Social Campaigns (Optional):
  - Full campaign strategy, execution, and ongoing optimization across all platforms.
  - In-depth targeting based on demographics, behavior, and psychographics.
- Performance Tracking & Reporting:
  - Weekly performance reports with platform-specific insights and recommendations.
  - Advanced analytics, including heatmaps and audience segmentation metrics.
- Custom Add-ons (Based on Needs):
  - Advanced graphic or video production.
  - Deep-dive analytics for platform-specific performance and ROI tracking.

### Key Differentiators **Key Differentiators**

- Small Business Package: Best for startups and local businesses establishing their social media presence.
- Growth Package: Ideal for mid-sized businesses looking to expand reach and engagement.
- Enterprise Package: Comprehensive and fully managed social media strategies for large-scale businesses.

## SMM Packages

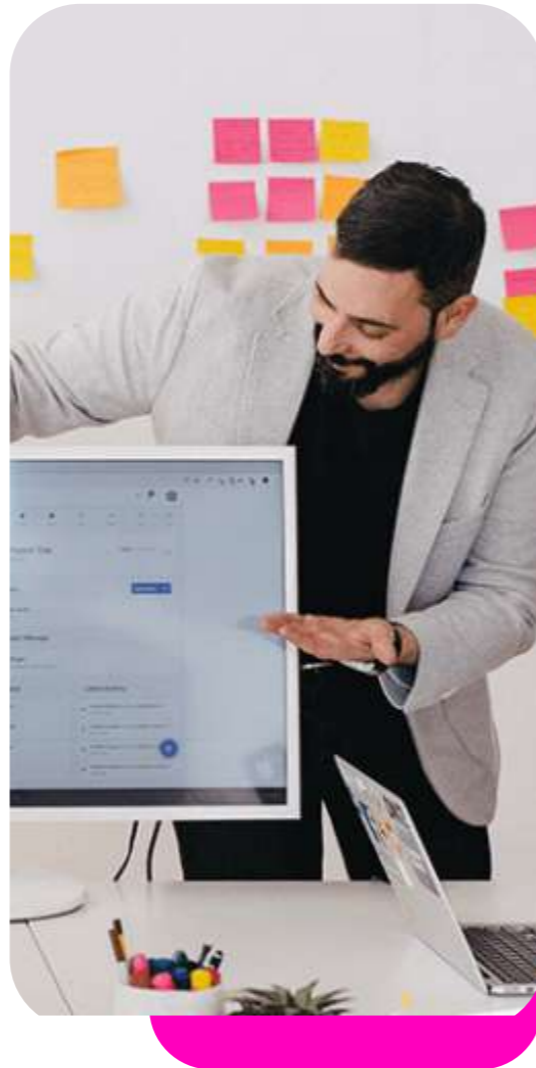
### Small Business Package

\$1,500/Month

Perfect for startups and local businesses looking to establish a foothold in social media marketing with targeted campaigns and audience engagement.

#### Includes:

- Campaign Strategy & Planning:
  - Development of 1-2 targeted campaigns/month for platforms like Facebook, Instagram, and Twitter.
  - Audience segmentation based on demographics and interests.



- Ad Creation:
  - Creation of ad creatives, including graphics and ad copy tailored to your brand.
  - Basic video ads (short-form) to drive engagement.
- Budget Management:
  - Ad budget guidance for optimal results (budget not included).
  - Regular monitoring and adjustments to improve ROI.
- Performance Tracking & Reporting:
  - Monthly reports on key metrics like impressions, clicks, and conversions.
  - Insights into ad performance with recommendations for improvement.

### SMM GP

#### Growth Package

\$4,000/Month

Tailored for mid-sized businesses aiming to scale their social media marketing efforts with advanced strategies and multi-platform campaigns.

Includes all Small Business Package services PLUS:

- Campaign Strategy & Planning:
  - Development of 3-5 advanced campaigns/month for platforms like Facebook, Instagram, LinkedIn, and TikTok.
  - Advanced audience segmentation using behavioral and psychographic data.
  - A/B testing for ad creatives and targeting to optimize campaign performance.
- Ad Creation:
  - Professional-grade ad designs with animated elements and storytelling techniques.
  - Multi-format ads, including carousel, video, and interactive ads.
- Budget Management:
  - Advanced budget optimization across platforms to maximize ROI.
  - Monitoring for cost-per-click (CPC), conversion rates, and ad spend efficiency.
- Audience Engagement Support:
  - Responding to ad comments and fostering interactions to improve ad relevance scores.
- Performance Tracking & Reporting:
  - Bi-weekly reports with detailed breakdowns of campaign performance and ROI.
  - Competitive analysis and benchmarking for ongoing strategy improvements.

**SMM EP****Enterprise Package****\$10,000-\$25,000+/Month**

A premium solution for large-scale businesses seeking comprehensive, data-driven social media marketing strategies and maximum reach.

**Includes all Growth Package services PLUS:**

- Campaign Strategy & Planning:
  - Development of unlimited campaigns across multiple platforms, including YouTube and Snapchat.
  - Custom seasonal and event-specific campaigns tailored to your business goals.
  - Full funnel strategy to drive awareness, engagement, and conversions.
- Ad Creation:
  - High-quality video production (e.g., explainer videos, testimonial ads).
  - Interactive ad formats, including polls, quizzes, and augmented reality (AR) filters.
  - Tailored ad designs for platform-specific goals (e.g., LinkedIn for B2B, TikTok for younger audiences).
- Budget Management:
  - Dedicated budget optimization expert for large-scale ad spending.
  - Multi-platform budget allocation based on performance analytics.
- Advanced Audience Engagement:
  - 24/7 monitoring and real-time response to ad interactions and queries.
  - Proactive engagement with niche influencers and thought leaders.
- Performance Tracking & Reporting:
  - Weekly reports with in-depth analysis of campaign performance.
  - Advanced analytics integration, including attribution modeling and heatmap tracking.
  - ROI projections and actionable insights for scaling campaigns.

**Key Differentiators Across Packages**

- Small Business Package: A solid entry point for startups and local businesses seeking basic ad campaigns.
- Growth Package: Designed for mid-sized businesses aiming to scale their efforts with advanced campaigns and targeting.
- Enterprise Package: Comprehensive and fully managed social media marketing for large-scale, high-budget strategies.

**Social Media Packages**

Tailored solutions for businesses of all sizes, combining Social Media Optimization (SMO) and Social Media Marketing (SMM) to enhance your online presence, drive engagement, and generate measurable results.

**SMO & SMM SB: Small Business Package****\$2,500/Month**

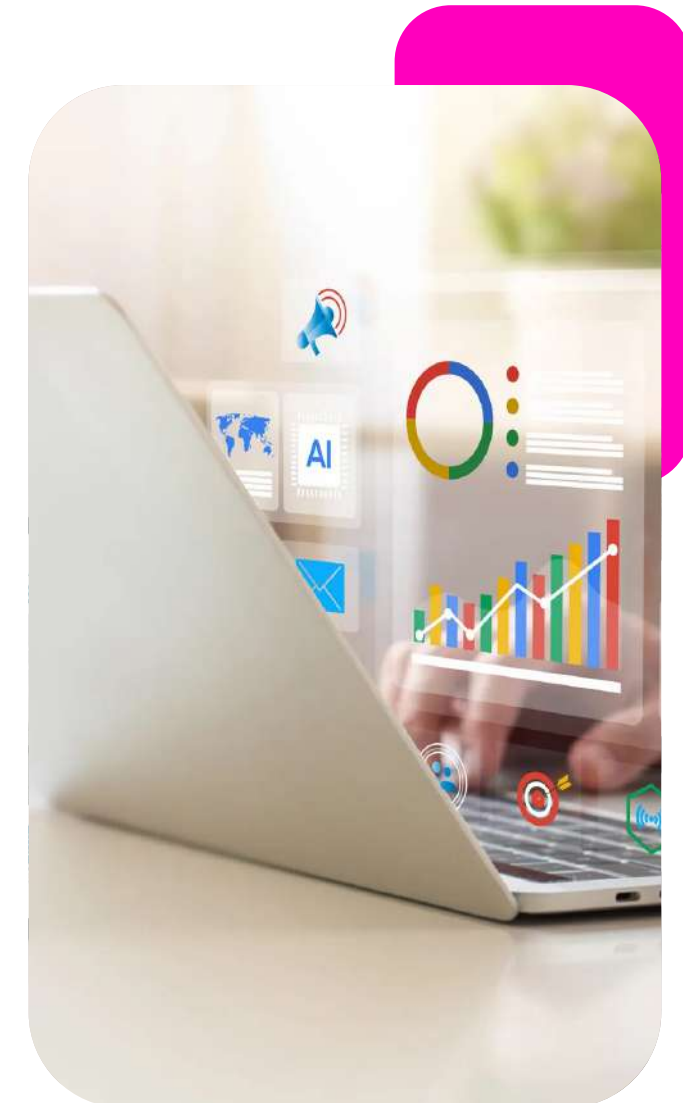
Perfect for startups and local businesses looking to build their social media foundation with a mix of organic and paid strategies.

**Includes:****Social Media Optimization (SMO):**

- Account setup and optimization for 3 platforms (e.g., Facebook, Instagram, LinkedIn).
- Consistent branding across bios, banners, and profile images.
- 2 posts/week per platform, including custom-designed graphics and captions.
- Strategic content calendar focused on promotional and educational posts.
- Monthly performance reports covering engagement and growth metrics.

**Social Media Marketing (SMM):**

- Development of 1-2 ad campaigns/month targeting local audiences.
- Basic ad creative development (graphics and copy).
- Ad budget guidance and monitoring (budget not included).
- Monthly campaign performance reports with actionable recommendations.



**SMO & SMM MG****Growth Package****\$7,000/Month**

Designed for mid-sized businesses aiming to expand their social media presence and leverage paid campaigns for scalable growth.

**Includes all Small Business Package services PLUS:****Social Media Optimization (SMO):**

- Account optimization for 5 platforms (e.g., Facebook, Instagram, LinkedIn, TikTok, and Twitter).
- Advanced branding with platform-specific customization.
- 4 posts/week per platform, including videos and animations tailored to trending topics.
- Proactive engagement: responding to comments, mentions, and direct messages.
- Bi-weekly performance reports with deeper audience insights.

**Social Media Marketing (SMM):**

- 3-5 advanced campaigns/month across multiple platforms.
- Professional ad creatives, including animated elements and storytelling techniques.
- A/B testing for ad creatives and audience targeting to optimize campaign performance.
- Advanced audience segmentation based on psychographics and behaviors.
- Bi-weekly reports on ad performance, ROI, and audience insights.

**SMO & SMM EP****Enterprise Package****\$15,000-\$40,000+/Month**

A comprehensive solution for large-scale businesses with advanced optimization and marketing strategies to dominate social media.

**Includes all Growth Package services PLUS:****Social Media Optimization (SMO):**

- Unlimited account optimization, including platforms like YouTube and Snapchat.
- Fully customized content strategies tailored to platform-specific goals.
- 5-7 posts/week per platform, including interactive posts, live streams, and AR content.
- User-generated content (UGC) campaigns to build community-driven engagement.
- Weekly reports with in-depth audience behavior analysis. **Social Media Marketing (SMM):**
- Unlimited campaigns across all platforms, including YouTube, TikTok, and LinkedIn.
- High-quality video production and custom AR filters for interactive campaigns.
- Full funnel strategies for brand awareness, engagement, and conversions.
- Dedicated budget optimization expert for large-scale ad spending.
- Weekly reports with advanced analytics, attribution modeling, and ROI projections.

## Key Differentiators Across Packages

- **Small Business Package:** A mix of basic organic and paid strategies to establish your social media presence.
- **Growth Package:** Designed to scale mid-sized businesses with advanced content and ad campaigns.
- **Enterprise Package:** Comprehensive, data-driven strategies for large-scale businesses seeking maximum reach and ROI.

## All-in-One Bundle Packages

Comprehensive bundles offering a full suite of services, combining SEO Backlink-Focused (BL), SEO Tech & Content, Social Media Optimization (SMO), and Social Media Marketing (SMM) into one cohesive strategy. Bundled pricing includes a 25% discount.

**Small Business Bundle: Basic Package****ABIGAIL PACKAGE****\$3,375/Month****(Regular Price: \$4,500)****Includes:****SEO BL (Backlink-Focused):**

- Basic backlink-focused SEO with 45 monthly backlinks, competitive analysis, keyword research (8 keywords), and monthly reporting.

**SEO Tech & Content:**

- Technical SEO foundation with 2 SEO-focused blog posts/month (700-800 words).
- On-page optimization for 5 pages.
- Basic meta tags and title creation.

**SMO:**

- Account setup and optimization for 3 platforms (Facebook, Instagram, LinkedIn).
- 2 posts/week per platform with custom graphics and captions.
- Monthly performance reports.

**SMM:**

- 1-2 ad campaigns/month targeting local audiences.
- Basic ad creative development and budget guidance (budget not included).
- Monthly campaign performance reports.

**Medium Business Bundle: Growth Package**

**APRIL PACKAGE**

**\$9,000/Month**

**(Regular Price: \$12,000)**

**Includes:**

**SEO BL (Backlink-Focused):**

- Gold backlink-focused SEO with 90 monthly backlinks, local SEO enhancements, keyword research (10 keywords), and weekly keyword tracking.

**SEO Tech & Content:**

- Advanced technical SEO with 6 SEO-focused blog posts/month.
- On-page optimization for 15 pages.
- Advanced meta tags and title optimization for all priority pages.

**SMO:**

- Account optimization for 5 platforms (Facebook, Instagram, LinkedIn, TikTok, and Twitter).
- 4 posts/week per platform, including videos and animations tailored to trending topics.
- Bi-weekly performance reports.

**SMM:**

- 3-5 advanced campaigns/month across multiple platforms.
- Professional ad creatives, including animated elements.
- A/B testing and advanced audience segmentation.
- Bi-weekly campaign reports with actionable insights.

**Large Business Bundle: Enterprise Package**

**KICKOFF PLUS**

**\$21,750-\$37,500+/Month**

**(Regular Price: \$29,000-\$50,000+)**

**Includes:**

**SEO BL (Backlink-Focused):**

- Platinum backlink-focused SEO with 130 monthly backlinks, content analysis, and email/chat support from SEO specialists.

**SEO Tech & Content:**

- Comprehensive technical SEO with 12+ SEO-focused blog posts/month.
- On-page optimization for up to 50 pages.
- Continuous updates to meta tags, title tags, and schema markup.

**SMO:**

- Unlimited account optimization for platforms, including YouTube and Snapchat.
- 5-7 posts/week per platform, including AR content, live streams, and UGC campaigns.
- Weekly performance reports with advanced analytics.

**SMM:**

- Unlimited campaigns across all platforms.
- High-quality video production and advanced interactive ad formats.
- Full-funnel strategy for brand awareness, engagement, and conversions.
- Weekly campaign reports with advanced attribution modeling and ROI projections.

**Key Benefits of Bundling**

1. Comprehensive Strategy: All-in-one solution covering SEO, backlinks, social media optimization, and marketing.
2. Significant Savings: Bundled pricing offers a 25% discount compared to purchasing services individually.
3. Tailored Approach: Packages are customized to align with business size and goals, ensuring maximum ROI.

Service/Bundle	Regular Price (\$)	Bundle Price (\$)	Savings (%)
SEO BL (Backlink-Focused)	From 800to2,100	-	-
SEO Tech & Content	From 2,000to20,000	-	-
SMO (Social Media Optimization)	From 1,000to15,000	-	-
SMM (Social Media Marketing)	From 1,500to25,000	-	-
All-in-One Bundle (Small)	\$4,500	\$3,375	25%
All-in-One Bundle (Medium)	\$12,000	\$9,000	25%
All-in-One Bundle (Large)	\$29,000	\$21,750	25%



## Add-Ons Pricing

### Web Design and Technology Recommendations

#### Landing Pages

Price: \$500 per landing page

Landing pages are essential for PPC success, offering targeted content that aligns with ad goals.

#### Key Benefits:

- Higher Conversion Rates: Targeted pages with strong CTAs boost lead generation.
- Improved Quality Scores: Optimized pages reduce CPC in Google Ads.
- Enhanced User Experience: Tailored designs reduce bounce rates and increase engagement.

#### Web Design and Redesign

Enterprise Package Includes: Web redesign services.

React-Based Design Price: Starts at \$5,000 for basic sites; \$15,000+ for complex platforms.

#### Flexible CMS Options:

We design websites on all major CMS platforms, tailoring the technology to your needs:

1. WordPress: Best for blogs and content-heavy websites.
2. Shopify: Ideal for scaling e-commerce businesses.
3. Wix/Squarespace: Affordable, quick solutions for small businesses.
4. Magento: Highly customizable for large-scale e-commerce.
5. Custom CMS: Offers full control and unique functionality for enterprises.

#### When Other Technologies May Be Better

To ensure the right solution for your goals, we also recommend:

##### 1. Content-Driven Websites

For blogs, company profiles, or other content-heavy sites, platforms like WordPress may be more suitable.

- Why WordPress? Flexible, SEO-friendly, and cost-effective, with countless plugins to add functionality quickly.

##### 2. E-Commerce Platforms

For online stores, Shopify or Magento might be better options.

- Why Shopify? Specifically built for e-commerce, it offers seamless inventory management, payment processing, and scalability.

### 3. Budget-Conscious Small Businesses

For smaller projects, Wix or Squarespace can provide fast, affordable solutions.

- Why Wix/Squarespace? Their drag-and-drop interfaces make setup quick and easy without extensive technical expertise.

**Our approach focuses on combining scalability, performance, and user experience. Core technologies include:**

- HTML & CSS: Structure and styling for websites.
- JavaScript: Adds interactivity and dynamic features.
- React: Ideal for dynamic, scalable, and responsive user interfaces.
- PHP: Powers CMS platforms like WordPress.
- Python: Great for backend development and complex integrations.
- Node.js: Enables fast, scalable server-side applications

#### Why Choose React for Web Redesign?

React, used by platforms like Facebook, is perfect for creating modern, scalable websites:

- High Performance: Faster updates with virtual DOM.
- SEO-Friendly: Enhances crawlability with server-side rendering.
- Future-Proof: Easily integrates with APIs and modern tools.
- Engaging UX/UI: Enables dynamic, intuitive interfaces for better engagement.

## Our Promise to Clients

We believe in transparency. While we recommend React for its scalability and performance, we also recognize that different projects require different technologies. Our goal is to help you choose the best solution for your specific needs—whether that’s React, WordPress, Shopify, or another platform.

Feature	Small Business Package	Medium Business Package	Large Business Package
Landing Pages (each \$500)	✓ Up to 2 pages	✓ Up to 4 pages	✓ Unlimited pages
SEO BL (Backlink-Focused)	✓ 45 backlinks	✓ 90 backlinks	✓ 130 backlinks
SEO Tech & Content	✓ 2 blogs, basic SEO tech	✓ 6 blogs, advanced SEO tech	✓ 12+ blogs, comprehensive SEO tech
Social Media Optimization (SMO)	✓ 3 platforms, 2 posts/week	✓ 5 platforms, 4 posts/week	✓ Unlimited platforms, 7 posts/week
Social Media Marketing (SMM)	✓ 1-2 campaigns/month	✓ 3-5 campaigns/month	✓ Unlimited campaigns
Dedicated Account Manager	✓	✓	✓
Web Redesign (React-Based)	✗ Not included	✓ Starting at \$5,000	✓ Starting at \$15,000
All-in-One Bundle Price	\$3,375 (25% off)	\$9,000 (25% off)	\$21,750 (25% off)

