



Digital Marketing Roadmap



“We become each partner business’ remote marketing team. As modern marketing requires significantly more content and distribution than previous, businesses and start-ups find it challenging to get an all-inclusive marketing department off the ground. We are a remote creative team providing everything photo & video, website, SEO, PPC, graphic design, social and analytics for your business”

- Jerome Braga, President / Lead Creative

THE VISION

CREATE

VISUALS | GRAPHICS



Nothing runs well without meaningful content.

We create original visual media (photo and video production) as well as design impactful graphics for our clients. When stock content will work, we utilize authentic looking media and graphics to build on-message creative.

DISTRIBUTE

SOCIAL | WEB | SEO



We develop dynamic web sites based on the WordPress framework, then optimize sites with SEO for targeted keyword campaigns. Our Social Media distribution system pushes messaging directly to customers inside the space they invest their attention.

PROMOTE

PPC | BOOSTING



Designing targeted ads within brand message helps drive top line traffic toward social targets and website lead generation. Selective boosting of campaigns and thorough reporting allows us to adapt and change messaging for maximum reach.

PERSONA
AWARENESS
ADVERTISING
LOGO
COMMUNITY
GRAPHICS
WEB DESIGN
SOUNDS
SMELL
IDENTITY
NAME
AUTHENTICITY
STRATEGY
SOCIAL
COLORS
MARKETING
CULTURE
SALES
POINT OF
DIFFERENCE
TAGLINE

Brand



THE APPROACH

RESEARCH

Opposition Research of website traffic, social media engagement, and performance keywords.

REPORT

Monthly and Quarterly reporting to measuring and monitor results. Adjust ad dynamics based on data and continued research.

WEBSITE

Audit, replace or build a competitive website rich in SEO, information and lead generation tools.

CAMPAIGN

Build out a social media marketing calendar campaign based on targeted keywords and demographics per calendar events.

CREATE / DISTRIBUTE

Design and curate libraries of content that can be utilized to build out the campaign strategy and marketing materials. Posting and interacting with social media channels daily to keep relationship growth community involvement.

PROMOTE

Develop ad campaigns and boosted posts related to key client personas. (Google CPC, FB/IG Inline Ads)

RESEARCH

OPPOSITION AND COMPETITOR AUDITS

We use web tools to generate reports that outline what keywords are performing in your given space, and by whom. With that information we run competitor reports of those specific businesses leading your genre. We learn the best direction to skew your website and social media creative, for maximum impact based on our data

KEYWORDS

Keyword reports are generated to learn which phrases your website might rank for in Google when optimized properly.

COMPETITORS

We generate reports to find out what kind of traffic similar websites are getting and how much of it is organic vs paid. If paid we can estimate what they spend.

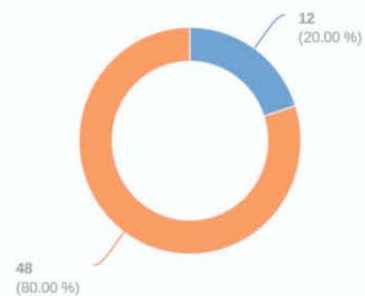
SOCIAL

Finding out what your social media following is looking for within the b2c or b2b space requires looking at competitors and analyzing what they are performing well with, and creating a unique space in between.

Backlinks: Follow vs Nofollow

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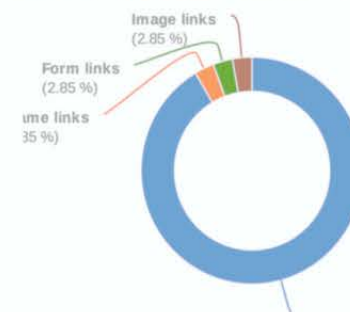
12 Follow links 48 Nofollow links



Backlinks Types

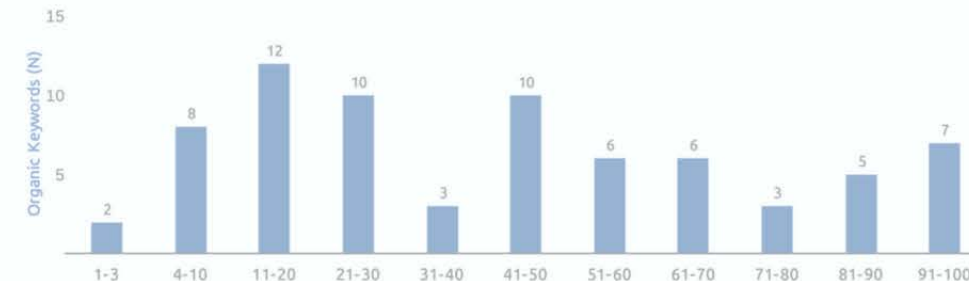
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59 Text links 0 Frame links 0 Form links 1 Image links



Organic Search: Keyword Position Distribution

US | charterspuertorico.com



Backlinks: Top Indexed Pages

Root Domain: charterspuertorico.com

Title and URL	Domains	Backlinks
http://www.charterspuertorico.com/	7	13
Charters Puerto Rico: Luxury Yacht Charter & Speed Boats. San Juan Bay https://www.charterspuertorico.com/	2	29
http://charterspuertorico.com/	1	1
About Us Charters Puerto Rico https://www.charterspuertorico.com/about-us/	1	1
Yacht Charter Packages: Pricing and Features Charters Puerto Rico https://www.charterspuertorico.com/packages/	1	10

WEBSITE

Audit, Rebuild or Replace

Based upon our researched data from your website demographic and performance, we build out an interactive “home base” for informing your customers, capturing your incoming leads, hosting your instructional videos, and aggregating your social media posts.

Whether incorporating an informational blog, educating customers on your products or capturing client’s attention through education; we run each page through an SEO audit and maximize its awareness on the web.



Hosting

We help establish a new or migrated website to a managed hosting provider. With 24/7 support and automated backup systems, we leave you in control of your hosting account. Although hosting is included in our monthly retainer fees, the account is in your name and you always have access to it and its files.



Site Type

Standard website builds are created on the WordPress platform through a premium managed provider. Typical websites included in our scope of contracts are 5-15 pages of informational content. A lead capturing page to integrate into your own CMS. Multiple Call to Action areas. Social Media integration widgets. Styling/Design and Colors are loosely built off one of our dozens of core theme layouts.



SEO AND DISTRIBUTION

We handle all the SEO auditing and updating for changes in campaign direction or evolution. We submit sitemaps to all the major search engines and request bot crawls quarterly.

CREATE

Our team creates original imagery and BTS content for your website and social channels. Product, Head Shot, Architectural, Editorial, Casual, Drone *



We create flyers, promotional materials, pitch decks, banner ads, print creative, PowerPoint presentations, and any other internal design needs

We create video vignettes for social or long form educational productions, as well as interview and walkthrough *



Proven copywriting techniques are employed throughout ad copy and website creative.

Your Brand is what OTHER people think of you.

Quality original media is the best way to present yourself as authentic and available for your clients' needs. We realize that not every company can have original content created for them, so by default our retainer packages rely on user generated content, team member contributed content and stock imagery. From there we employ graphics to create as personal a product as we can build for your brand.

*Our team can come in and create even more personalized content for an extra fee

ADVERTISING



Digital Ad Marketing

We work with you to develop solid digital ad marketing strategies that include setting up targeted ads on Facebook / Instagram. We set up Google/Microsoft Ad Campaigns based on keyword research and data. You manage the advertising budget.

When necessary we create short run AB Testing campaigns to see which perform better, in which categories and when. KPI's are generated to showcase the strengths and weaknesses of each campaign.

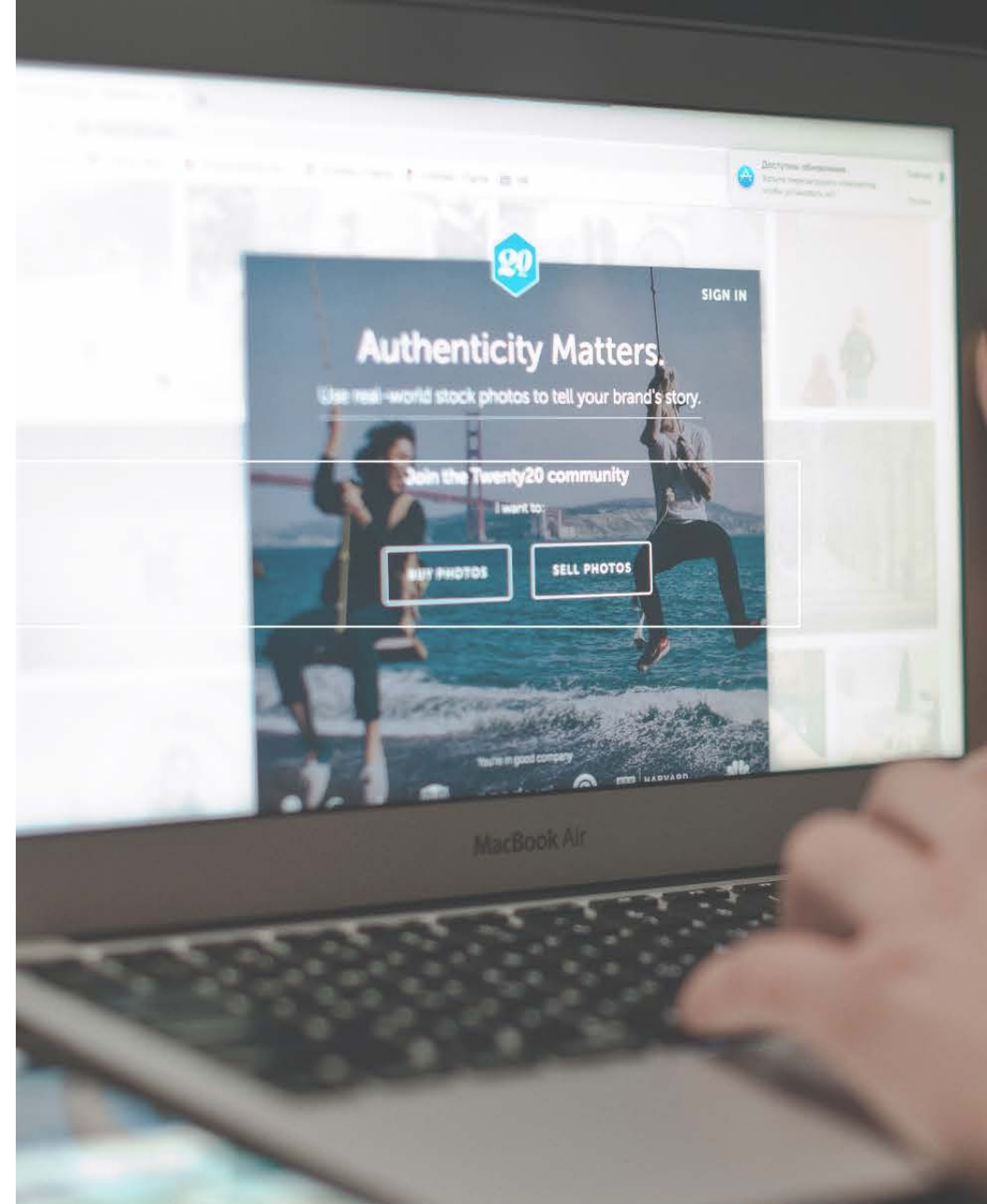
Budgets for campaigns are outside the scope of our core retainer pricing.

Ad copy and design is billed hourly and ad spend budgets are as flexible as you are.

Monthly Reporting and Analysis

Campaigns are manually analyzed for results and adjustments are continually made to improve conversions and attention after each campaign.

A more aggressive daily AI integrated monitoring system of campaign management can be added for an extra fee and have more comprehensive ad results, with more immediate adjustments. (generally cost around \$220 a month)



REPORTING

Audit, Replace or Build

Based upon the data of our reports, we work through your website ranking, target audience, and needs. We build out a stronger “Digital Home Base” (your website) to aid in capturing your incoming leads, teaching clients about your services/products, hosting your instructional videos, and aggregating your social media posts to tie it all together in an end to end solution.

We utilize comprehensive reports on website traffic, competitor analysis and visitor engagement to help project a cohesive message across all platforms

Social Media reports are generated separately to see what kind of growth each campaigns generate. Whenever ads are purchased, we include results to help determine potential ROI and how well they performed. Long term KPI's help us grow your reach both organically and paid.



KPI (Key Performance Indicators)

Key Performance Indicators are a measure how your business is progressing in the medium to long term.

Together we use these indicators, discuss and find out how our strategies are performing. We decide what we can do to make the marketing decisions operate better overall. Collectively we evaluate, adjust and retry in an ever-changing environment.

Keeping good records of our reports helps you acquire new partners, funding, and budgeting adjustments

MARKETING PLANS

	BASIC \$200 /week 6 mo min.	STANDARD \$300 /week 12 mo min.	PARNTER \$375 /week 18 mo min.
Website	N/A	N/A	5-10 Page Site w/ SEO
Website Maint	N/A	N/A	Monthly updates
Content Shoots	\$1200 ea (Local)	\$1000 ea (Local)	\$750 ea (Local)
Social Accounts	2 Accounts	3 Accounts	3 Accounts
Social Posts	14 Posts	28 Posts	40 Posts
Reporting	Traffic	Traffic	Comprehensive
Graphic Design	N/A	3 hr a mo.	10 hr a mo.

MARKETING EXTRAS

ADD ON TO PLANS

Partner accounts receive discounted rates on optional services

	BASIC / STANDARD	PARTNER
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CPC Ad Design	\$75 per Ad	\$40 per Ad
Presentation, Sales, Pitch Deck	\$50 per hour	\$35 per hour
Web/ Hosting Management	\$80 per hour	included
Graphic Design	\$75 per hour	\$40 per hour
Comprehensive Reports	\$100 per month	included
Website Development / Expansion	\$150 per hour	\$80 hour
Social Media Interaction/Response	Daily Incl. (Hourly \$150 mo)	Hourly Incl.
Photography / Video	\$200 per hour (local)	\$100 per hour (local)

Notes

- * When local content shoots aren't available, we source out contractors to create photo and video in your market. Price depends on their individual fees.

Vision

Together we can implement a solid brand vision for your business, up until the point that you feel you need to take all your marketing in-house.

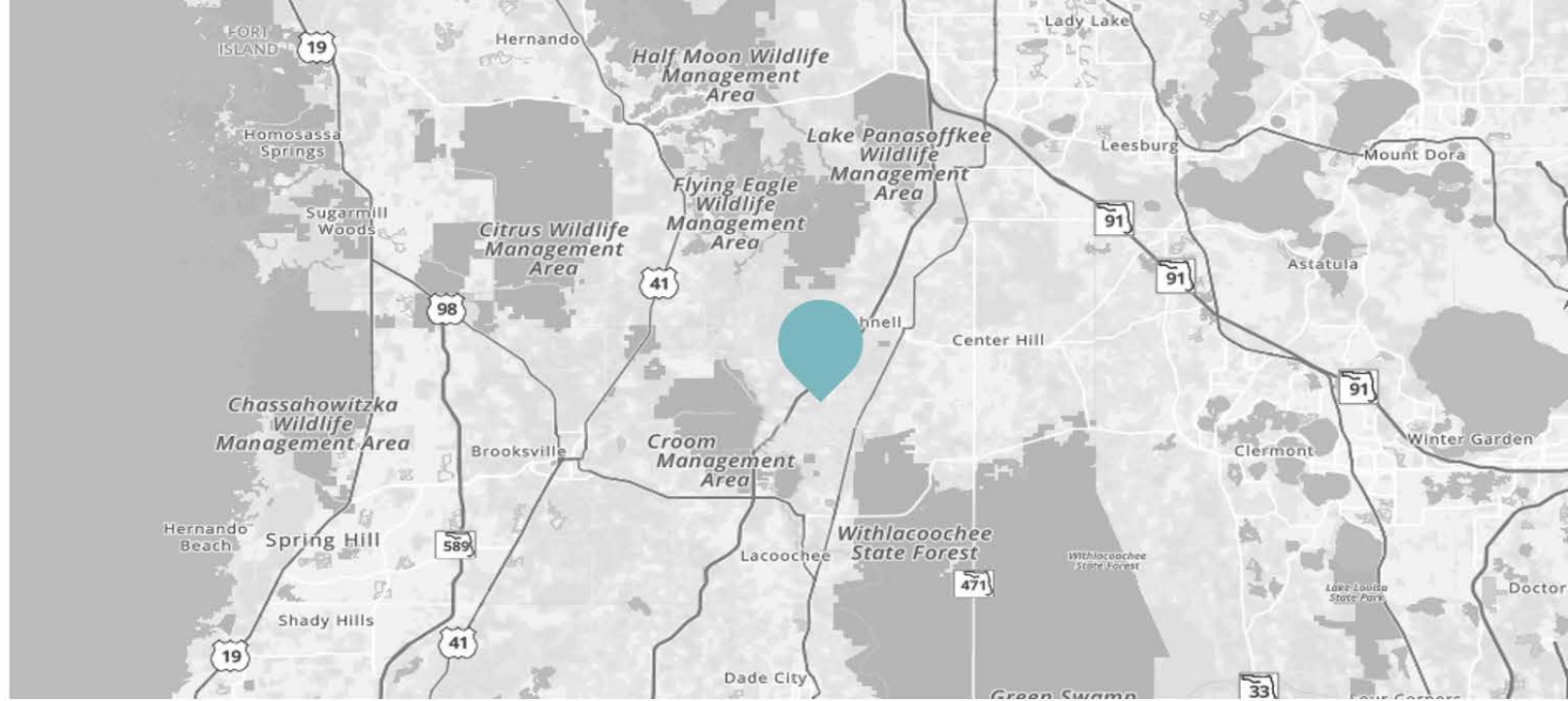
When you get to the point that you are thriving, we know our value has been added and are pleased to pass off our foundation to your growing teams

Our singular mission is to help you succeed now and into the future.

CONTACT

727.495.6788

Although our client list spans the US, we consider New England and Central Florida our local markets when seasons approve.



MAILING ADDRESS

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Livingston TX 77399-2030



OFFICE LOCATIONS

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WEBSITE

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