



WEBSITE ADD-ONS & POST-LAUNCH MARKETING FROM THE RICHLAND GROUP



SEARCH ENGINE OPTIMIZATION • STARTING AT \$1,250 A MONTH

Search engine optimization essentially breaks down the technical configuration, content relevance and link popularity of your website, so its pages can become easily found on search engines. Our team works on all these aspects of your website, to move your company up the Google ladder. We develop blog content, place you on directory listings, fix your broken links on the internet as a whole and develop your site as a resource for Google searches



SEM (ADWORDS) • SETUP: \$1,000 • MONTHLY SERVICE: \$1,000 • SUGGESTED AD SPEND: \$500-\$1,000

Search engine marketing is where we use Google AdWords to buy search terms that you would like to appear at the top for. We are a leader in completing thorough campaigns that get you to the top of the Google ladder quickly. Our goal is to tie the traffic on Google to your website, and to a specific landing page that is tailored to their search queries. We will work with you to create a sales funnel that captures the traffic and converts them to leads.



SOCIAL MEDIA MANAGEMENT • MONTHLY SERVICE STARTING AT: \$1,000

Your social media presence is vital to growing your business. Your key demographics are on Facebook and Instagram, and are looking to your voice in those channels for information. It is critical that your social presence covers items like testimonials, general business information, and promotions. With our social media package, we will post every week with content that covers what was mentioned above, as well as boostable posts that can be used as advertising pieces. You can expect between 5-7 posts per month on both Facebook and Instagram.



PIXEL RE-TARGETING • SETUP: \$1,000 • MONTHLY SERVICE: \$1,000 • SUGGESTED AD SPEND: \$500-\$1,000

The Richland Group specializes in using the Facebook Pixel to re-target individuals who visit your website through Facebook ads. The pixel is a great way to build out target audiences of people who are already interested in your business. After a few months, your data is strong enough to build look-alike campaigns and target people who haven't yet been to your website, but are interested in things related to your business.



ACCOUNT MANAGEMENT • MONTHLY RETAINER STARTING AT: \$500

All of the services that you would purchase above require in house work each month. For this, we charge a monthly retainer fee to manage all of the items listed above. This includes a discount on creative design, discounted photo and video pricing and all of the daily management work it will take to run your account. With our retainer we also can meet as often as you all would like to go over marketing ideas, plans and results. Additionally, we charge a 15% ad placement fee for all digital content. This will be taken out of the monthly spend on advertising, not added to it.

THANK YOU FOR CONSIDERING THE RICHLAND GROUP AS YOUR MARKETING PARTNER.



DEVIN DISHNER

DEVIN@THERICHLANDGROUP.COM

OFFICE: 479-777-7070 | EXT. 2

CELL: 479-431-9684



MARK HARPER

MARK@THERICHLANDGROUP.COM

OFFICE: 479-777-7070 | EXT. 9

CELL: 479-883-9053

