



# Fresh Brew

DIGITAL MARKETING

Full-Service Digital Marketing Consultancy

**PREPARED FOR:**



**CEO COACHING™**  
international

**December 2023**

# Why Should You Choose Fresh Brew?

Fresh Brew Digital Marketing is a leader in innovative internet marketing solutions, helping individuals and businesses achieve massive on-site traffic, leads, sales and profits. We are a congregation of seasoned digital marketers, writers, designers and developers.

As a digital marketing agency, we strive to understand our client's business goals first. Then all decisions are made with those goals in mind. A shiny new website is worthless if it doesn't help you reach your goals. You talk, we listen... then we throw in lots of ideas for improvement.

No more overpriced services and tired excuses that drive little to no results. Let's start you on a performance-based marketing strategy that creates real results. Your success is tied directly to our success with our month-to-month, cancel anytime services.

That's right! If we don't perform then show us the door - we're that confident in our abilities. No more 6, 12 or 24-month contracts that the big "agencies" try to lock you in with. We want to "earn" your business and create a long-term partnership!

From your leadership team at Fresh Brew Digital Marketing,



**Tim Clow**  
President & Chief  
Marketing Officer



**Zeth Owen**  
VP of  
Digital Marketing



**Jacob Dazzeo**  
Director of  
Digital Marketing



**Jack Morrow**  
Digital Marketing  
Manager



**Sean Frisbie**  
Digital Marketing  
Manager



**Lisa Cutter**  
Digital Marketing  
Manager



**Jaryn Dominique**  
Digital Marketing  
Manager



**Daniel Barbour**  
Digital Marketing  
Manager



**Peyton Sandoz**  
Digital Marketing  
Manager



**Roger Martinez**  
Creative  
Director



**Laurie Villanueva**  
Senior  
Copywriter



**Don Wilson**  
Lead Web  
Developer

# Paid Ads Management Pricing Guide

Digital advertising allows you to put the perfect message in front of your ideal customer at the right time. The digital ad platforms of today enable companies like yours to create compelling messaging to audiences that would never have heard of you for a fraction of the cost of traditional marketing methods.

## Initial Research & Analysis

- Extensive Target Audience Research
- Extensive Keyword Research
- Competitor & Industry Analysis

## Campaign Development

- Campaign Selection Strategy Call
- Budget Expectation Setting
- Strategic Bid Management
- Pixel Implementation
- Conversion Tracking
- Offer/Promo Review
- Landing Page Review
- Optional Landing Page Creation
- Optional Call Tracking & CRM Integration



## Ad Messaging & Creative

- Image Ads/Copy Creation
- Text Ads/Copy Creation
- Split Testing (A/B) Ad Variations

## Reporting & Insights

- Ongoing Performance Adjustments
- Dedicated Client Portal & Dashboard
- Monthly Performance Report
- Monthly Strategy Calls + Email Support

## Supported Ad Platforms

- Google Ads
- Bing Ads (Includes Yahoo)
- Facebook Ads (Includes Instagram)
- LinkedIn Ads
- Twitter Ads
- Tiktok Ads
- Pinterest Ads
- Spotify Ads
- Choozle, AdRoll
- Other 3rd Party Platforms

# Pay-Per-Click (PPC) Timeline & Outcomes

**1**

Research & Planning

Week 1

We'll conduct thorough research into your industry and discover a winning combination of keywords & audiences. Together, we will map out the details of your campaigns, set budget expectations and align with future events & promotions.

**2**

Creating & Fine-tuning

Week 2

We will create/connect to your ad accounts, place pixels, setup conversion tracking, build out campaigns, and create your ad creative/copy & landing pages. All ads and landing pages will be sent to you for revisions and final approval. Attention to detail is of great importance.

**3**

Launching & Optimizing

Week 3-4

Your campaigns will go live and targeted traffic will begin to flow to your landing pages. We will monitor the campaigns closely and make ongoing adjustments to improve performance. You will receive consistent feedback and reporting from our team with actionable insights.

# Paid Ads Management Pricing Guide

The pricing below is used to give you a transparent estimate of the cost of services but may change depending on scope of work.

## Paid Ads Management Monthly Service

Campaign Management (up to 2 ad platforms)	Included
Ongoing Campaign Monitoring & Optimization	Included
Professional Ad Copy Writing	Included
Creative Design (up to 5 static ads/month)	Included
Ad Copy & Landing Page Split Testing	Included
Retargeting, Lookalike, Geofence Campaigns	Included
E-Commerce & Conversion Tracking Setup	Included
Client Portal, Monthly Reporting & Analysis	Included
Monthly Strategy Calls & Email Support	Included

### Optional Add-Ons

Custom Landing Page Creation

Additional Ad Platforms

# Why Invest In SEO?

In a world where everything is online, SEO is not a nice addition to your business - it's a must. SEO influences almost every aspect of your business from boosting web traffic and visibility to building your brand and generating high quality leads.

You can think of SEO like investing money in a 401K for your business — it's money that will gain value over time and remain in your account. Similarly, by investing in SEO you create long-term value for your website that will continue to accrue over time.

■ **88%** of people do some type of online research before making a large purchase.

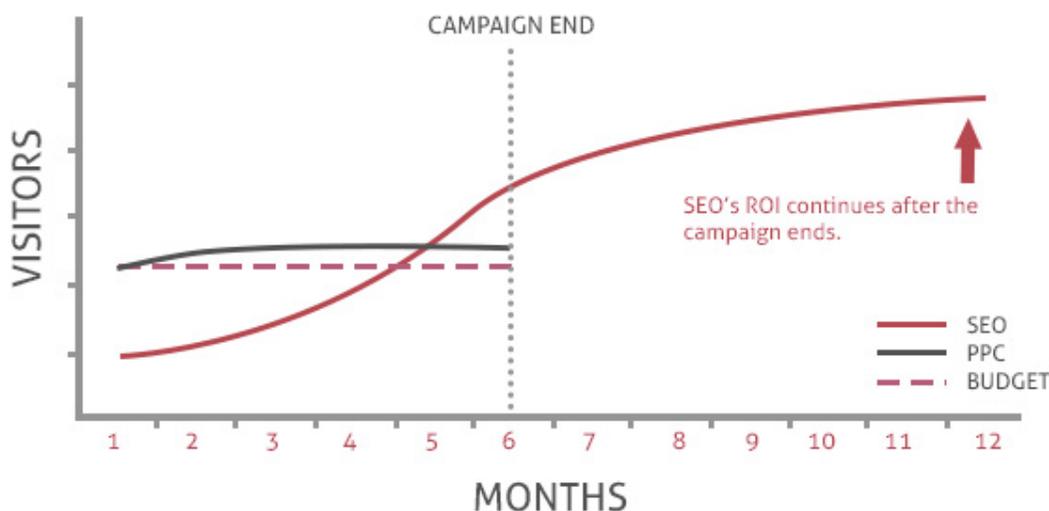
■ **78%** of location-centric mobile searches result in an offline purchase.

■ SEO leads cost **61%** less than outbound leads and produce **8x** the close rate.

■ Leads from search engines have a **14.6%** close rate, while outbound leads (ex. cold-calling, direct mail, etc.) have a 1.7% close rate.

## The Long Term ROI of SEO

Although the return on some digital marketing strategies is short-term, SEO for organic search lays the foundations for returns over the long-term, even after the investment or campaign has ended. The increased traffic, positive user experience and authority status that SEO builds will help increase your sales long after your paid advertising has disappeared.



# Search Engine Optimization (SEO) Deliverables

We've packed our SEO service with the deliverables needed to make significant gains in rankings and traffic, which will subsequently increase your website's ability to generate qualified leads and increased sales.

## Research And Analysis

- Keyword Analysis
- Baseline Ranking Check
- Duplicate Content Check
- Mobile Usability Check
- Backlink Profile Analysis
- Competitor Analysis

## Off-Site Optimization

- XML Sitemap Submission
- Citation/Directory Submissions
- Business Listings Creation
- Monthly Press Releases (top-tier)
- Outreach Link Acquisition
- Niche Related Authority Links

## Content Analysis & Structure

- Existing Content Hierarchy & Keyword Focus Analysis
- Content Development Strategy
- Blog Topic Strategy & Calendar

## Reporting & Insights

- Dedicated Client Portal & Dashboard
- Real-time Organic Rank Tracking
- Monthly Performance Report
- Monthly Strategy Calls + Email Support

## On-Site Optimization

- Google & Bing Search Console Setup
- Google Analytics Setup
- Meta Tags Optimization
  - Unique Title Tags
  - Unique Description Tags
- Htaccess Configuration
- Robots.txt Configuration
- SEO Friendly URL Structure
- XML Sitemaps Creation
- H Tags Optimization
- SSL Setup & Configuration
- 301 Redirect Mapping
- Existing Content Optimization
- Error Status Code Pages Setup
- Duplicate Content Check
- Canonical URL Check
- Internal Linking Optimization
- Schema.org Implementation
- Images & Alt Tags
- Crawl Error Resolution
- Navigation Analysis
- Page Speed Optimization
  - Browser Caching Setup
  - Image Compression
  - Minify Code & CSS
- Mobile Friendly Theme Testing
- Existing Penalty Removal
- International Language Setup
- + Additional 75+ Point Checklist

# SEO Pricing Guide

The pricing below is used to give you a transparent estimate of the cost of services but may change depending on scope of work.

## Search Engine Optimization Monthly Service

Complete On-Page Optimization & Implementation	Included
Content Development Strategy	Included
Custom Link Building Placements	Included
Business Citation & Directory Building	Included
Monthly Press Release (Tier 1 - PRNewsWire)	Included
Basic Website Maintenance/Updates	Included
Google Business Profile Optimization	Included
Client Portal, Monthly Reporting & Analysis	Included
Monthly Strategy Calls & Email Support	Included

### Optional Add-Ons

- Additional Press Releases (tier 1/2/3)
- Content Articles (blog copy/website copy)

# Email Marketing Pricing Guide

The pricing below is used to give you a transparent estimate of the cost of services but may change depending on scope of work.

## Email Marketing Monthly Service

Initial Email Campaign Strategy	Included
Email Marketing Platform Setup	Included
Contact Management & List Segmenting	Included
Up To 2x Email Designs & Copywriting Per Month	Included
Welcome Email For New Contacts	Included
Drip Campaign Setup (up to 3 drip emails)	Included
Client Portal, Monthly Reporting & Analysis	Included
Monthly Strategy Calls & Email Support	Included

## Optional Add-Ons

Add 1x Additional Email Per Month
Additional Drip Campaign
Custom Landing Page Creation
Content Articles (blog copy/website copy)

# Our Track Record Speaks For Itself

## Case Study #1

EASE is the leading mobile platform to monitor, validate and analyze any high frequency manufacturing plant floor processes. Fresh Brew Digital has helped them through two name changes and redesigns and deployed strict on-page best practices and off-site link & citation building programs that have led to significant growth throughout our partnership.



**Organic  
Traffic  
Increase**



**Increase in  
Form Fills &  
Phone Calls**

## Case Study #2

Prestige Detox is the premier medical detox facility in Palm Beach County, specializing in addiction treatment. Fresh Brew Digital assisted in the launch of their new brand and dominate the search results in the most competitive markets for addiction treatment nationwide. This resulted in a 240%+ increase in new patients.



**Organic  
Traffic  
Increase**



**Increase in  
New  
Patients**

# Client Testimonials

Positive client and agency relationships are integral to what we do, so we pride ourselves on the relationships we have with our clients.

"Fresh Brew has kept CEOCI at the #1 spot for our top keywords for years now." - *Craig Coleman - CEOCoachingInternational.com*

"The team at Fresh Brew Digital has always been on the cutting edge when it comes to paid advertising and it really shows in the results we've seen in competitive markets." - *Jeffrey B Killino - KillinoFirm.com*

"Fresh Brew Digital has helped at least 30 of my clients over the years, and they all rave about Tim & his team. Everyone says they can do what he does, but they can't. And they are super affordable." - *Sheldon Harris - CEOCoachingInternational.com*

"Fresh Brew has taken care of my companies for years. Very very happy!" - *Jason Reid - EmpireWorks.com*



## Conclusion

Thank you for considering Fresh Brew Digital to be your digital marketing partner.

If you have any questions, please feel free to contact us. If you would like more information about the proposed web strategies, feel free to get us on the phone or let us know what you think by email.

## CONTACT US



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