



# The Digital Marketing Program

Vital's digital marketing program enlists a suite of digital tactics to provide a comprehensive approach to getting your business more leads.



## The Pod : Your Team of Tactical Experts

For the cost of hiring one senior level marketing position at your company, you get a full team of digital marketing experts solely focused on achieving your lead generation objectives. Your team will consist of three tiers of specialists.



## Tools of The Trade

We require clients to invest in a marketing technology stack. This technology stack not only supports our integrated approach, but is integral in executing a successful digital marketing strategy. We will evaluate each tool based on individual client goals but highly recommend the following:

<p><b>Website</b></p>	<p><b>Keyword &amp; SEO Tracking</b></p>	<p><b>Analytics &amp; Testing</b></p>	<p><b>Social Monitoring &amp; Scheduling</b></p>
<p><b>Email Service Provider</b></p>	<p><b>CRM</b></p>	<p><b>Phone</b></p> <p>More</p>	<p><b>Marketing Automation</b></p>

## Phases, Plans & Pricing

### Phase 1: Assessment, Planning & Building a Foundation

Every business is unique. All businesses have differentiators that set them apart from others in their industry. That's why we build custom digital marketing plans for each client. Here's how we do it:

#### Assess

We first conduct a series of audits across your current digital marketing activities (SEO, content, email, social media, PPC, automation) to identify opportunities. We then evaluate the competition's digital marketing landscape to discover your business's competitive edge.

#### Plan

We then create a plan that is customized based on your company, your competition, your industry, and your goals. The initial strategic plan we provide outlines the tactics to be executed over the following 12 months.

#### Foundation

Next, we build & repair a digital marketing foundation. From website to social media, email to CMS; if it's broken, inadequate or non-existent, we fix it & get it right. Whether that means a new website, curating an email list or SEO implementation. It all needs to be right to maximize the ROI of the retainer phase.

**1-3 Months, 1-Time Cost**

**\$10,000** ○ ————— ○ **\$100,000**

### Phase 2: Ongoing Execution of Digital / Inbound Marketing Strategy

- Monthly Project Calendar Reviews & Planning
- Analysis & Measurement of Monthly Initiatives
- Execution of Tactics in Project Calendar
- Weekly Check-in Calls & Status Updates
- Project Management Discipline & Accountability
- Custom Monthly Reports on Target KPIs
- Monthly Revenue, Lead & Traffic Goal Setting

**Ongoing Monthly Retainer**

**\$5,500** ○ ————— ○ **\$24,500**