

"TotalWeb" Integrated Inbound Marketing Packages



Strategic Value	Deliverables	Platinum	Titanium	Kryptonite
Improved Image & User Experience	Maximize WebSite – RWD; <i>New content, pg. updates, mobile, graphic design, interactive pages, updating, reporting, & *Catalog / E-commerce option (100 Sku's)</i>	25 Pages	30 Pages	40 Pages
Attract New Customers	SEO Services; <i>On & Off Page Optimization - Keyword research, meta updates, content creation, link campaigns, & reporting</i>	5 Phrases	8 Phrases	12 Phrases
Expanded Presence Community Building	Social Media Marketing & Optimization; <i>Facebook, Twitter, LinkedIn, & Google +</i>	X	+ Targeted SM	+ 2 Targeted SM
Proactive Marketing	Blog, Social Media Posts, Outbound Comments	8 Each / Month	12 Each / Month	16 Each / Month
	E-Newsletters & Press Releases; <i>Outbound Marketing</i>	1/ Month	2 / Month	3 / Month
Advanced Content Marketing	White paper, E-Book, & Video Production	1 / Quarter	2 / Quarter	1 / Month
	Search Term Based Landing Pages	2	4	6
	New optimized content and landing pages; <i>New Product, New Service, or Portfolio</i>	1 / Quarter	2 / Quarter	1 / Month
Expert Integration & Consultation	Strategic Consulting, Site Analysis, and Updating	Monthly	Bi-Monthly	Bi-Monthly
	Strategic Lead Nurturing & Analysis (Moz.com Pro Tools)	n / a	Basic	Advanced
	Setup	\$1,500	\$2,500	\$2,500
	Monthly Cost	\$2,400	\$3,200	\$4,000
	Extra Web Pages or Blog Posts	\$20	\$20	\$20
	Additional Key Word Phrases	\$40	\$40	\$40

Terms – 6-12 month minimal commitment - Down payment – First 2 months of service
Pricing valid through Dec. 31, 2016

* Excludes Configurator. If Product configuration is required see our [Advanced Catalog Solutions](#)

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