



## Diamond Letter of Understanding

Prospects fall into one of two major categories.

1. They have an immediate need and search online.
2. They fit the profile of a qualified prospect and need to be made aware of the products and services.

Your agency should show up whenever a prospect seeks the products and services offered by your agency.

And you should have in place an inexpensive way to share your brand with highly qualified prospects.

This article covers all the bases of Extreme Branding in the Digital Age.

## Website

All marketing should lead to the website for the business.

Each business should have individual web pages that speak specifically about whatever product or service was searched.

One page is not enough.

Prospects do not really care about all of the products and services when searching for something specific.

Internet Search favors the web pages that speak exclusively about the keywords or phrases searched.

Each web page should have enough text to include keywords but include videos that answer the reason for the search.

Each web page should have a Call-To-Action (CTA) requiring a minimum amount of personal information.

Each web page should feature a video welcome from the office staff.

Each web page should be responsive. A responsive template/theme adapts the display to the visitor no matter if they are using a desktop, tablet, or mobile phone.

- I'll create and maintain **unlimited** web pages for each of your products and services

## Localize

### Claim Your Listings

No one can guarantee getting business on page #1 in local search.

But there are a few ways that seem to be the magic formula to accomplish that goal.

The business listing for each location should be claimed on all search engines and online directories.

- I'll claim and update **all** major online search engines and online directories

### YouTube

Google owns YouTube and loves to feature YouTube videos as the answer to a prospect's online search.

Each location should have its own YouTube channel.

- I'll create and maintain a **custom YouTube Channel** for your agency

Each location should have customized informative videos on all their products and services.

Chances of being on page #1 in search are dramatically increased by including contact information and keywords in the video title and description.

- I'll create and upload **unlimited** promotional YouTube videos

YouTube is also a great place to showcase referrals from satisfied clients.

- I'll customize **unlimited** satisfied client videos with CTA's for your business

## Socialize

### Facebook

Facebook Business Page is mandatory in this day and age.

- I'll create and maintain a **custom Facebook Business Page** for your agency

It should have shareable information that is relevant to the products and services posted at least 3 times a week.

- I'll post relevant information on your Facebook Business Page **at least 3 times** a week

It is also a great place to post the video referrals from satisfied clients.

- I'll customize **unlimited** satisfied client videos with CTA's for your business

Facebook ad campaigns are the most effective way to promote your brand to laser-target qualified prospects.

The cost is usually less than a penny each to reach the folks who fit the demographics of your ideal customer.

- I'll create **unlimited** Facebook ad campaigns

### eNewsletters

Your business should stay in touch with clients and prospects.

The best way is to publish eNewsletters on a regular basis.

The eNewsletters should contain information that is welcomed by the recipient and not a sales letter.

You should publish just before major holidays at a minimum.

- I'll create and distribute custom eNewsletters **as often as you wish**

## Mobilize

Doing all of the above keeps your business "Top of Mind" for whenever the prospect needs your product or service.

Prospects should be able to find your business with whatever device they use in their search.

In the USA, 94% of people with smartphones search for local information on their phones.

Interestingly, 77% of mobile searches occur at home or at work, places where desktop computers are likely to be present.

- I'll make your web presence into a **responsive landing page** that adapts the display to the visitor no matter if they are using a desktop, tablet, or mobile phone.

Your contact information should be stored on your client or prospect's phone.

- I'll show you how to do it **without** having the client enter the information themselves

Doing all of the above tasks on a regular basis is vital to the success of your business.

Doing it by yourself can be a time-consuming and obviously amateurish undertaking.

It needs to be done in a professional manner.

Besides that, you don't make your money by doing your own digital marketing.

You make your money through sales and service.

So how much should it cost to have all of the following done for your business?

## Dare to Compare

- I'll create and maintain **unlimited** web pages for each of your products and services
- I'll claim and update **all** major online search engines and online directories
- I'll create and upload **unlimited** promotional YouTube videos
- I'll customize **unlimited** satisfied client videos with CTA's for your business
- I'll post relevant information on your Facebook Business Page **at least 3 times** a week
- I'll create **unlimited** Facebook ad campaigns
- I'll create and distribute custom eNewsletters **as often as you wish**

I doubt you can find any individual willing and able to do all of the above.

If your Digital Marketer is not doing all the above, you're missing out on qualified prospects.

If you spend more than \$295.00 per month for all of the above, you're spending too much.

If you are required to sign a contract for a guaranteed period of time, you are making a mistake.

If you have to pay a penalty for early cancellation of the contract, you should have read the fine print.

I do not require a contract.

Start when you want, stop when you want.

No penalty.

I'll stop the updates on all of the above with a simple e-mail from you.

And I'll give the logins to you so you can maintain them and not lose the previous creations.

Want to know more?

Call Eddie at (770) 312-2342 or send an e-mail to [eddie@fyiexpress.com](mailto:eddie@fyiexpress.com).