

---

# CLIENT GUIDE

---

GETTING THE MOST OUT  
OF PRONTO MARKETING

---

**pronto**  
shine online

# Welcome to Pronto!

We know you're busy, and that's where we come in. Since our inception in 2008, we've had a relentless focus on managed marketing services for growing businesses. This means we're not just another consultant or tool to adding work to your your to-do list - we do the execution for you. Acting as an extension of your team, we free you up to focus on what's most important parts for your business.

Our mission is clear: delivering results, doing the right thing, and providing you with the most amazing service you've had the pleasure to experience.

Thank you so much for entrusting us to build and manage your web presence. We're excited to work together as we help you grow your business and shine online.

If you ever have any questions, concerns, or feedback, please don't hesitate to reach out and let us know.

Thanks again,

**Derek Brown** - derek@prntomarketing.com

**Cory Brown** - cory@prntomarketing.com

*Co-founders, Pronto Marketing*



## Meet the Protons

**We call our people Protons:** Positively charged designers, writers, producers and online boffins working in unison in Pronto's nucleus.

- Native English speaking copywriters with a love of all things wordy
- Talented designers who know a stylish website when they see one
- Front and back end whizzkid developers
- Search, advertising and marketing experts with a wealth of experience
- A fun and diverse group of professionals hailing from Thailand, Myanmar, Malaysia, France, England, India, Philippines and the USA

# Working with Pronto

Remember, we're a DIFY (do-it-for-you) service with unlimited requests included in your subscription. So put us to work!

There are four ways to communicate with our team. We encourage you to try various options to find out which method works best for you.

## Choose your method of communication



### Email us at [support@prantomarketing.com](mailto:support@prantomarketing.com)

You can send any type of request to our main support email address and we'll make sure it gets to the right place. Sending an email will create a ticket in our support system that we can track over time.



### Create and view tickets at [support.prantomarketing.com](https://support.prantomarketing.com)

This is where you can view the full history and status of your organization's requests. If for any reason you feel like an email didn't go through, this is the place to double check.



### Chat with us live 24/5 at [support.prantomarketing.com](https://support.prantomarketing.com)

We have Protons standing by 24 hours a day during the week to get your questions answered and requests completed - pronto! Chat is a great way to get quick clarification or communicate a complicated request.



### Speak with us at [prantomarketing.com/call](https://prantomarketing.com/call)

Sometimes it takes a phone call to get in sync with a project or request. Scheduling a call a day or so in advance will make sure we have the right Proton ready to connect with you.

#### When in doubt, chat

If you're unsure about the status of a request, initiate a quick chat to make sure we're all in sync.

#### We're here for you

We're an extension of your team. Don't be afraid to keep us busy and working for you.

#### Ask us anything

Have a marketing question? Let us know and we'll see how we can help or point you in the right direction.

#### We love feedback

The ratings and comments you leave in support requests help us improve our service for you.



# Online Marketing Basics

By now you've learned there's no risk-free way to quickly double your money and no miraculous pill to help you lose weight. Well, it turns out there's no magic configuration or secret code that will skyrocket your website to the top of the search pages and bring thousands of new prospects to your virtual door.

The truth is for your website to produce results, you need to do dozens of little things right, carefully track performance and stick with it long enough to see results. No doubt you've already learned principles like this in your business and life. It's called honest hard work. And frankly we love doing it for you.

## Websites don't bring traffic, **MARKETING** brings traffic

Your web site does not "produce" leads. It simply convinces a qualified visitor to call or opt-in for more information. In other words, if you are not getting good quality visitors (prospects) to your web site who are coming there with some level of INTENT TO BUY, it WON'T deliver leads for you.

Your website is not a lead generation tool - it's a lead collection tool. A good website takes high quality visitors and directs them towards becoming leads. But even a great website can't accomplish this goal unless you're driving qualified traffic to the site through marketing.

That's exactly why we've designed a suite of marketing services to do just that - drive more quality traffic to your website.

*If you're unsure about the best marketing methods for your business, just let us know and we'll give you a personalized consultation with recommendations.*

## Understanding SEO

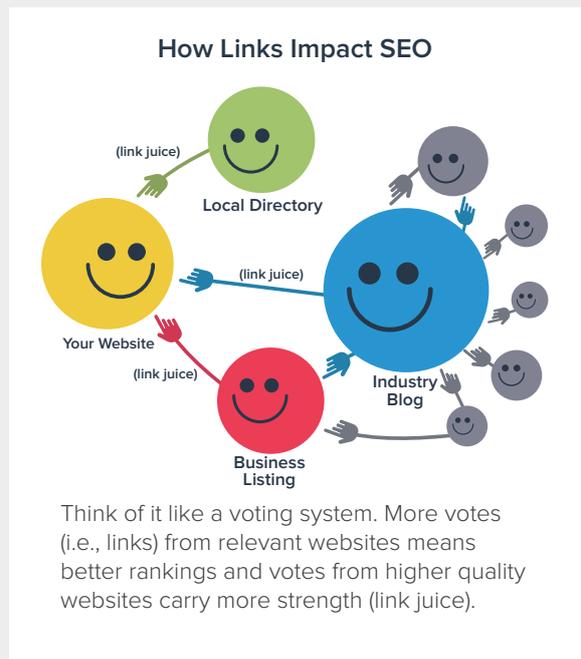
There are two main components to SEO: on-site and off-site. Here's how we help with both.

### On-site SEO

As part of our Managed Website Service we help find the best keywords for you to be targeting, and optimize the website for those keywords.

### Off-site SEO

Our Advanced SEO services focus on building more links to your website. This allows you to rank for more competitive keywords.



# How we build and manage your lead generation machine

A high converting website without any traffic isn't going to produce many leads. On the other hand, driving traffic to a poor performing website is like pouring water into a bucket full of holes. Good leads come from converting quality traffic. Here's how we do it:

<b>1</b> <b>Professional Web Presence</b> Built to grab your visitor's attention and encourage them to act.	<b>2</b> <b>Engaging Content</b> Establish yourself as an expert with educational resources.	<b>3</b> <b>Drive Traffic</b> Amplify your content through online marketing campaigns.	<b>4</b> <b>Monitor With Analytics</b> Measure performance and tweak as necessary.
---	--	--	--

## Perfect your Web Presence



### Managed Website

We establish your website as the center of your digital universe. It's the anchor, the foundation, the glue that holds everything together.



### Pay Per Lead Chat

Your visitors can talk to real agents who ensure their questions are answered and lead information collected.



### Social Media Customization

Our all-star design team will setup and create customized banners and backgrounds for your Facebook, Twitter, LinkedIn and Google+ profiles.



### Corporate Branding

We revitalize your online image with a customized logo and corporate branding package that truly reflects your company.

## Engaging Content



### Custom Blogging

We'll work with you to define your target audience, key messages and topics. After that our writers will create content for your prospects by getting to the heart of topics they care about.



### Social Media Status Updates

Not being active on social media can look just as bad as an unprofessional profile design. We give you the foundation of a solid social presence wherever your customers are.



### eBooks and Reports

Compelling, educational content you can offer on your website for visitors to download in exchange for their lead information.



### Company Brochures

We provide you with a stylish and professional piece of marketing collateral to leave behind after sales meetings or to attach to emails sent to prospects.

## Drive Traffic



### Advanced SEO

With a dedicated account manager and proactive planning, we'll implement advanced tactics that will not only help drive new traffic to your site, but will also strengthen your brand across the Web.



### AdWords Management

We handle everything from keyword research, ad creation to reporting. We'll continually test ad variations and monitor your performance to ensure that you're always getting the best ROI possible.



### Local Listing Booster

Your listing information will be included in over 100 local directories. We'll make sure it's accurate and always up to date.



### Retargeting

Retargeting allows you to display ads directly to people who have already visited your site giving you a second chance to convert those visitors into leads.



### Email Promotions

Along with the creative, we'll manage the entire email process, from design to deployment, including unlimited number of revisions and post-email reporting.



### Holiday eCards

Deliver joy and holiday cheer to your loyal clients and followers with our customized greeting cards! Each year, we prepare a set of unique eCards for 13 popular US and Canadian holidays.

## Monitor with Analytics



### Pronto Insights

We integrate with a variety of data sources so you can view your traffic, leads, keyword ranking and competitor data all in one easy to understand dashboard.



### Call Tracking

Call tracking allows you to see the calls coming from your website, and the source those visitors found you in the first place. You can also record all incoming calls.

# Pronto Dashboard

The Pronto Dashboard is your organization's hub to see everything related to Pronto. From the dashboard, you can:

## View and sign up for services

We offer our marketing services “a la carte” so you can pick and choose the best custom solution for your business. When you're ready to sign up for a new service, all you need to do is complete a short questionnaire and we'll drive it forward after that.

## Update your account information

You can add or remove users in your organization as well as update your billing information. Create “linked” Pronto accounts if you have a separate company you want to use Pronto's services for.

## View current support requests

Once you login, you'll be able to see all open and pending support requests you have with Pronto. “Open” means that Pronto's working on the request. “Pending” means we need you to review or answer a question.

## Access email marketing

Manage your subscriber list and send email campaigns directly from your dashboard. We're of course happy to manage all of this for you, so if all you do is check out the reports, that's fine by us!

# Pronto Insights

Pronto Insights provides transparency and visibility into your key marketing metrics so that you and Pronto can measure progress and make better decisions together.

## Traffic

See what sources your visitors are coming from with an executive level overview of traffic metrics integrated with Google Analytics.

## Keyword Rank Tracking

Track keyword ranking for search terms over time. View the search volume and competitiveness each keyword.

## Calls

Our optional Call Tracking service allows you to know what calls are coming from your website, and where those leads came from.



## Leads

Lead tracking integrated with website forms, providing data on lead metrics for funnel analysis.

## Competitor Analysis

Analyze performance against competitors or industry benchmarks for key metrics month by month.

## Reports

All Insights data is emailed to you once a month in an easy to understand summary report.



# Friends don't let friend have bad websites

If you have a friend that is struggling to keep their web presence up to date, we can help. Sent them our way and we'll reach out to them and see how we can help.

## We serve all type of industries

- ✓ Attorneys and Law Firms
- ✓ Constrution & Engineering
- ✓ CPAs & Bookkeeperes
- ✓ Home & Property
- ✓ All other kinds!

[REFER A FRIEND](#)

A Publication of

**pronto**  
shine online

[www.prontomarketing.com](http://www.prontomarketing.com)

## Give \$100, Get \$100



Tell your friends about Pronto



They sign up for a new website



You both get \$100

