



Marketing Engine

Ready-to-Go Programs



pronto
marketing

Business owners understand the increasing importance of digital marketing to help with business growth. What is less clear, however, is where to start. Between social media, email campaigns, SEO, and advertising, marketing can get a bit overwhelming.



Common questions include:

- Which marketing tactic will get me the most leads?
- How can I increase my marketing with my already busy schedule?
- What are my competitors doing that I'm missing?

The reality is that there isn't one marketing tactic that can work independently to drive new business. To capture new clients, you've got to be doing a lot of things right.

Your marketing needs to run like an engine, with multiple marketing channels working together to operate at peak performance and Pronto can help.

Boost your marketing with Ready-To-Go Marketing Engine programs.

Marketing Engine Programs

Marketing Engine
Ready-To-Go Programs

Whether you're looking to increase lead conversions on your site or want to get more aggressive with advertising, we have a Marketing Engine program that's right for you.

Marketing Engine Programs include discounts so your marketing budget can go even further!

MARKETING ENGINES	Marketing Essentials <i>Ideal for businesses with limited budgets but needing to maximize results.</i>	Marketing Plus <i>Ideal for businesses who want to start getting serious about SEO.</i>	Marketing Pro <i>Ideal for businesses who want to take control and boost their lead flow.</i>
Onboarding Fee	\$398 \$199	\$398 \$199	\$897 \$199
Monthly Services Fee	\$277/mo \$249/mo	\$1,175/mo \$1,149/mo	\$2,224/mo \$1,899/mo
Minimum Ad Budget *	~\$200/mo	~\$200/mo	~\$1,200/mo
Total Monthly Investment	\$449/mo	\$1,349/mo	\$3,099/mo

* Advertising campaigns require advertising budget to be paid to the networks that are displaying your ads. We can set a budget cap so you don't spend more than you're comfortable with.

On the following pages, we'll explain what's included in each program.

Who it's for:

If you're just getting started or are already driving traffic to your website and want to increase the chance that you capture leads from your current visitors, **Marketing Essentials** is sure to get you on the right track.

What's Included?

- ✓ **Retargeting** - Re-engage your site visitors by displaying visual ads to individuals who already visited your website. If they leave your website and don't fill out a form, your ads will display on other sites that they visit to keep your brand front-of-mind.
- ✓ **Social Media Updates** - Stay active with your audience with social media status updates that relate to your business and industry. Posting on social media consistently helps increase your brand's credibility, especially when prospects are researching their options.
- ✓ **Call Tracker** - Track incoming phone calls to analyze the effectiveness of your marketing. With call tracker, each visitor to your website sees a different phone number so you can identify which marketing campaigns and pages on your site are inspiring phone calls.

One-Time Onboarding Fee: ~~\$398~~ \$199 (50% off)

Monthly Services Fee: ~~\$277~~ \$249/month (10% off)

Total Monthly Investment: **\$449/month** (includes \$200 ad budget)

Who it's for:

If you're ready to really enhance your SEO, we will add custom blogging and Advanced SEO to the mix with the **Marketing Plus**. Content is king, and publishing unique content to your site and getting mentioned on other websites are key for an effective inbound marketing strategy.

What's Included?

You get everything included in Marketing Essential, in addition to:

- ✓ **Advanced SEO** (Level 1) - Increase keyword rankings and traffic by improving your online reputation. One of the major factors search engines take into account when determining your search ranking is your site's popularity and authority. With Advanced SEO, we'll use *guest blog posts* and press releases to get inbound links, aka backlinks, pointed to your site.
- ✓ **Custom Blogging** (2 posts) - Gain credibility with your audience by publishing custom blog posts. New prospects are looking to build a relationship before committing and blog posts provide a great way to start building that relationship. With Custom Blogging, we'll plan, write, and publish 2 custom blog posts to your site each month.

One-Time Onboarding Fee: ~~\$398~~ \$199 (50% off)

Monthly Services Fee: ~~\$1,175~~ \$1,149/month (15% off)

Total Monthly Investment: **\$1,349/month** (includes \$200 ad budget)

Who it's for:

When you want to really increase lead flow, **Marketing Pro** is your best option. We'll create more inbound links and publish 4 blog posts every month. Not only that, we'll manage your Google AdWords or Facebook Advertising campaign to drive more qualified traffic to your site.

What's Included?

You get everything included in Marketing Plus, in addition to:

- ✓ **Advanced SEO** (Level 2) - Marketing Pro includes an upgrade to Advanced SEO. You'll get an additional 2 guest blog posts every month, which means twice the number of inbound links (backlinks). This enhancement will serve to increase the impact of your campaign.
- ✓ **Custom Blogging** (4 posts) - Marketing Pro also includes an upgrade to Custom Blogging. You'll get an addition 2 blog posts published to your website every month. This will provide an even greater opportunity to build a relationship with your prospects through content.
- ✓ **Advertising Campaign** (AdWords OR Facebook) - Drive targeted traffic to your site with Google AdWords or Facebook Advertising. We will work with you to decide which campaign will be best for your business and will manage your campaign. That includes everything from campaign planning to ongoing optimization and reporting.

One-Time Onboarding Fee: ~~\$897~~ \$199 (75% off)

Monthly Services Fee: ~~\$2,224~~ \$1,899/month (20% off)

Total Monthly Investment: **\$3,099/month** (includes \$1,200 ad budget)

Marketing Engine Comparison

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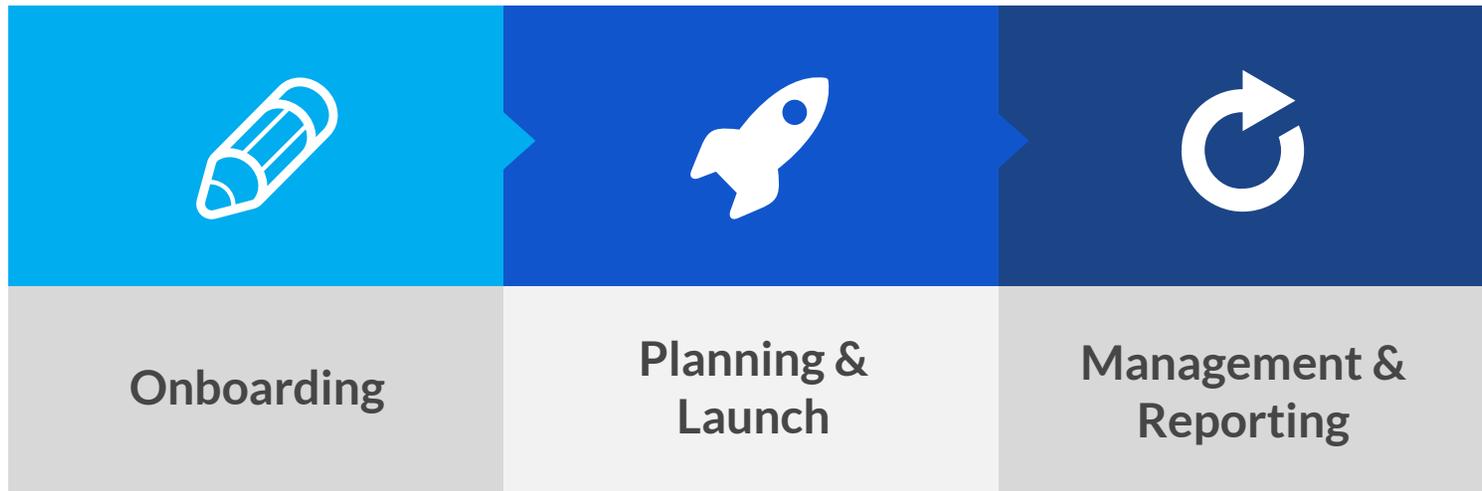
Here's a comparison of all 3 marketing engine programs. The marketing engine that's right for you will depend on your goals, timeline, and budget.

MARKETING ENGINES	Marketing Essentials	Marketing Plus	Marketing Pro
Advanced SEO		Level 1	Level 2
Custom Blogging		2 posts / month	4 posts / month
Advertising Campaign			AdWords <u>OR</u> Facebook
Retargeting	✓	✓	✓
Social Media Custom Updates	✓	✓	✓
Call Tracker	✓	✓	✓
One-time Onboarding Fee	\$398 \$199	\$398 \$199	\$897 \$199
Monthly Services Fee	\$277/mo \$249/mo	\$1,175/mo \$1,149/mo	\$2,224/mo \$1,899/mo
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Not sure which is right for your business? [Send us a message](#) or [schedule a call](#).

Once you sign up, we'll work with you to make sure your campaign launch goes smoothly.

Here's a brief overview of the next steps:



1. **Onboarding** - Once you sign up, you'll be directed to an onboarding form so we can gather some more information about your preferences.
2. **Planning & Launch** - You'll be assigned a dedicated launch manager who will work with you to get your campaign underway and answer any questions you have.
3. **Management & Reporting** - Every month, the relevant teams will send you reports to show how your campaigns are performing. With Marketing Plus and Marketing Pro, you'll even get quarterly phone calls to discuss your campaigns in more detail.

Ready to get started? [Sign up here!](#)

Can I start with one marketing program and upgrade later?

Absolutely! You can easily upgrade your account to a higher level program at any time. If you need to downgrade, we only require that your current program is active for at least 3 months.

Are there any contracts or commitments?

We only require that you stay with a program for at least 3 months, but we are confident that you'll want to stay much longer than that!

Can you explain the advertising budget?

Advertising campaigns require additional advertising budget to be paid to the networks that are displaying your ads. The actual ad spend may vary a bit month to month, but we will set a cap so you don't spend more than you're comfortable with.

Can I have a custom program with a different set of marketing services?

We created these programs to be well balanced and believe one of them will be a good fit. However, if you're planning to purchase over \$500/mo in marketing services, we can certainly work out a custom program for your specific needs.

Do the prices for these programs include the management of my website?

No, the prices do not include the cost of your managed website.

Have more questions? [Send us a message](#) or [schedule a call](#).