

A blurred background image of a desk. On the left is an open notebook with a silver pen resting on it. On the right is a laptop. The laptop screen shows a code editor with a file list on the left containing: 'no-products-found.php', 'search.php', 'style.css', 'content-single-product-rightcol.php', 'content-single-product.php', 'content-single-product-rightcol-fullheight.php', and 'index.html'. The main editor area shows a code snippet for a 'single-product' view.

LAUNCH + GROW

YOUR BUSINESS

WELCOME.



**I am so excited you
are considering
Marceil Marketing &
Design for your
upcoming project!**

Hello! I'm Lauren Marceil, founder and CEO of Marceil Marketing & Design. I am so thrilled you are enquiring about my services. I love launching new beginnings for businesses.

I realize it might be your first time enquiring about these services so take time to take a good look at all of the exciting options that lie ahead of you as you plan your project and define your needs. Spend time reviewing this guide, and if after reading this, you feel like we would be a great match, then let's meet for drinks or schedule a call to discuss your vision!

Lauren Marceil

AT MARCEIL MARKETING & DESIGN, WE BELIEVE THAT A SUCCESSFUL DIGITAL BUSINESS STRATEGY INVOLVES

1

FINDING A NICHE MARKET & SOLVING THEIR PROBLEMS

We believe in finding the customers, then creating the perfect product for them – not creating a product and then trying to find the customers

2

CREATING AN EASY TO FIND & USE WEBSITE TO SELL ONLINE

We believe in creating websites that have compelling call-to-actions, good SEO backbones, and are enjoyable to use on any device.

3

GROWING THE AMOUNT OF TRAFFIC COMING TO YOUR SITE

You need to increase the amount of people visiting your site using social media, content-marketing, affiliates, email lists, SEO and PPC advertisements

4

INCREASING THE % OF VISITORS WHO ACTUALLY PURCHASE

You need to increase the amount of people who actually decide to purchase once on your site using A/B testing, data analytics, UX analysis and targeting

SO WE OFFER SERVICES DESIGNED TO HELP YOU WITH THESE FOUR STEPS TO LAUNCHING & GROWING AN ONLINE BUSINESS

1

MARKET RESEARCH & PRODUCT DEVELOPMENT

Audience Research

Market Research

Product Testing

Business Analytics

2

WEB DESIGN & DEVELOPMENT

Landing Pages

Business Sites

E-Commerce Sites

Blogging Sites

3

DIGITAL MARKETING

Social Media

Content Marketing

Email Marketing

SEO & PPC

4

DIGITAL OPTIMIZATION

UX Design

A/B Testing

Affiliate Programs

Web Audits

THERE ARE SO MANY WAYS TO MARKET MY BUSINESS, WHERE DO I START?

To create a successful digital business and marketing strategy you need to have done the following:

- ✓ You've researched and found a niche market and audience. You are familiar with this niche and their unique pain-points. You know how to serve them specifically and have built your product/service, brand, messaging, and pricing around this niche.
- ✓ You have built a professional website and landing pages that clearly explains your audience, their problems, how you solve them, and a way to close the deal.
- ✓ You have created a specific and intentional sales funnel for each product/service you have, and each type of client/audience you target in order to close more sales. You've automated this process to close more sales with less work.
- ✓ You are consistently driving traffic to each of these digital sales funnels through one (or more) of the following ways: Social Media, Search Engine Optimization, or Pay-Per-Click Ads.
- ✓ You are consistently trying to increase the conversion rate of people who go through your sales funnel by optimizing your UX/UI design, and Email Marketing



2018 PACKAGES



WEB DESIGN & DEVELOPMENT

	Basic: \$1000	Plus: \$3000	Premium: \$5000
Branding Strategy		Complete brand board (Colours and fonts) Custom primary logo Custom secondary logo Custom submark/favicon Custom HTML email signature	Complete brand board (Colours and fonts) Custom primary logo Custom secondary logo Custom submark/favicon Custom HTML email signature
Copywriting			Professional copywriting
Imagery	Stock/provided photos	Stock/provided photos	Professional brand photography session for Vancouver businesses
Custom Website	Home page Contact page Services page	Home page Contact page Service page About page Matching blog	Home page Contact page Service page About page Matching blog Sales/landing page Custom 404 page
Revision Policy	Up to three (3) revisions per page during design phase	Unlimited revisions per page during design phase	Unlimited revisions per page during design phase
Social Media		3 social media post templates FB business page header	6 social media post templates FB business page header FB Group page header Custom social media icons Custom story icons
Sales Funnel Optimization	Basic email opt-in	2-3 page PDF lead magnet and opt-in	10 page PDF lead magnet, landing page and opt-in
Search Engine Optimization		On-site SEO set-up: Meta page info Meta image info Internal linking Image optimization	On-site SEO set-up: Meta page info Meta image info Internal linking Image optimization Off-site SEO set-up: Site-maps Submit to index Google my business Add to local directories Add to industry directories

SALES FUNNEL CONTENT CREATION

How Much It Costs

\$3000.00 flat rate per sales funnel, per audience segment

A 50% non-refundable retainer is expected up-front to reserve your spot & you pay the remaining balance at the end of the project.

What's Included

- Cornerstone article related to your product/service to drive traffic to your website
- Custom created Ebook, checklist, or workbook to use as an email opt-in incentive
- Custom landing page for your opt-in with sales copy and additional low barrier offer
- A four-part welcome email series based on opt-in and cornerstone article
- Pinterest and SEO graphics for email opt-ins and articles associated with this sales funnel
- Custom Instagram/Facebook post advertising content
- Basic SEO optimization for posts
- Set up the automated workflow and sales funnel in the client management system of your choice that your business uses and pays for

How Long It Takes

Our content creation package takes 3 weeks to complete and you will receive all included deliverables at the end of this period.

Suggestions for Increasing Impact

Once you have solidified your website, offerings, and sales funnels you are now ready to lead people to these sales funnels to increase your online sales. We suggest trying one (or more) of our three services that drive traffic to your content: Social Media Marketing, Search Engine Optimization, or Pay-Per-Click Management.

SEARCH ENGINE OPTIMIZATION SET-UP

How Much It Costs

Our SEO set-up package costs \$2000.00

A 50% non-refundable retainer is expected up-front to reserve your spot & you pay the remaining balance at the end of the project.

What's Included

- Manually submit site to Google index
- Create a xml sitemap and html sitemap
- Edit all your image tags
- Edit all your title tags
- Edit all your meta descriptions
- Set up internal linking throughout your site
- Optimize all your images for the web
- Create a custom keyword report
- Custom suggested cornerstone article report
- Custom competitors SEO/PPC strategy report
- Create/optimize Google business listing
- Submit site to local directories
- Submit site to industry directories
- Get 100 hand-submitted links pointing to your site
- Custom site page speed report with suggestions
- Set up Google search console

How Long It Takes

Our SEO set-up package takes 6 weeks to complete, and you will receive all included reports at the end of this period. Google performs major updates on a 6 to 10 week schedule so expect to wait at least a couple of months to see the full impact of the SEO set-up package.

MONTHLY SEO CONTENT GROWTH

How Much It Costs

Our monthly SEO growth package costs \$1000 per month, per domain. To order this package, you must have purchased the SEO Set-up package, or prove that you have undergone the necessary SEO foundations for your site either in-house or with another agency.

What's Included

- We create one (1) professionally written SEO-optimized blog post per month based on the highest impact keywords from the research list we create in the SEO Start-up Package
- We hand-submit 25 additional backlinks to your site per month
- Monthly report on your domain authority and competitors
- Monthly report on your site traffic and analytics

How Long It Takes

Our monthly SEO package takes one month, and is renewed after each month. Reports are given at the end of the monthly period. Google performs major updates on a 6 to 10 week schedule so expect to wait at least a couple of months to see the full impact of the SEO set-up package.

PAY-PER-CLICK AD MANAGEMENT

How Much It Costs

Our PPC package costs \$1500.00 for project set-up + \$1000.00 monthly management fees plus your ad spend. (We require a monthly ad-spend minimum of \$1000). Ad budgets over \$1000 are subject to additional management fees.

What's Included

PPC Campaign Set-up:

- Keyword analysis + segmentation
- Campaign construction + settings
- Text/Image ad creation
- Landing page creation
- Basic extension development
- Conversion tracking set-up

Monthly Management:

- Campaign optimization
- Keyword optimization
- Ad management testing & development
- Extension development
- Monthly reporting

How Long It Takes

Our PPC set-up package takes 3 weeks to complete, and you will receive all included reports at the end of this period. Our PPC campaigns are set up to be 100% data driven based on your actual search traffic results, will be monitored and adjusted on a weekly basis, and will consistently and slowly show improved click-through rates and traffic results. You will see your initial increase in traffic within one week of the campaign being published.

SOCIAL MEDIA MANAGEMENT

Stop worrying about what to post next.
Spend more time doing what you love.

	Basic: \$1000/month	Plus: \$2000/month	Premium: \$3000/month
Growing Followers	Focused on growing 1 account	Focused on growing 3 accounts	Focused on growing 5 accounts
Posting Frequency	Once per day, at optimal times for your account	Once per day, at optimal times for your account	Once per day, at optimal times for your account
Content-type	Reposting other's content and your pre-existing content	Reposting other's content and your pre-existing content 10 custom branded social media templates that we can insert your content into	Reposting other's content and your pre-existing content 10 custom branded social media templates that we can insert your content into 2 original new content pieces (image and text-based) per month for your blog and social media accounts
Custom Photos			Reposting other's content and your pre-existing content We choose stock photos to supplement accounts Professional brand photography session for Vancouver businesses once a month
Custom Videos			Custom video content creation add-on: (2.5 minutes professional footage available at \$2000 per video)
Community Management	Engaging with your industry and similar accounts twice a day	Engaging with your industry and similar accounts twice a day Responding to all comments on your chosen accounts	Engaging with your industry and similar accounts twice a day Responding to all comments on your chosen accounts Responding to all DM's and sending qualified leads your way
Social Media SEO	Custom keyword/hashtag research + optimization	Custom keyword/hashtag research + optimization	Custom keyword/hashtag research + optimization
Social Media Branding			Custom profile header images Custom logo profile images Custom icons and story icons

A top-down view of a person's hands holding a pink mug of coffee. The hands are positioned in front of a laptop, which is open on a dark wooden desk. The laptop screen is visible, showing a website with a grey background. The person is wearing a floral patterned shirt and a silver bracelet on their left wrist. The overall scene is warm and professional.

HOW TO BOOK

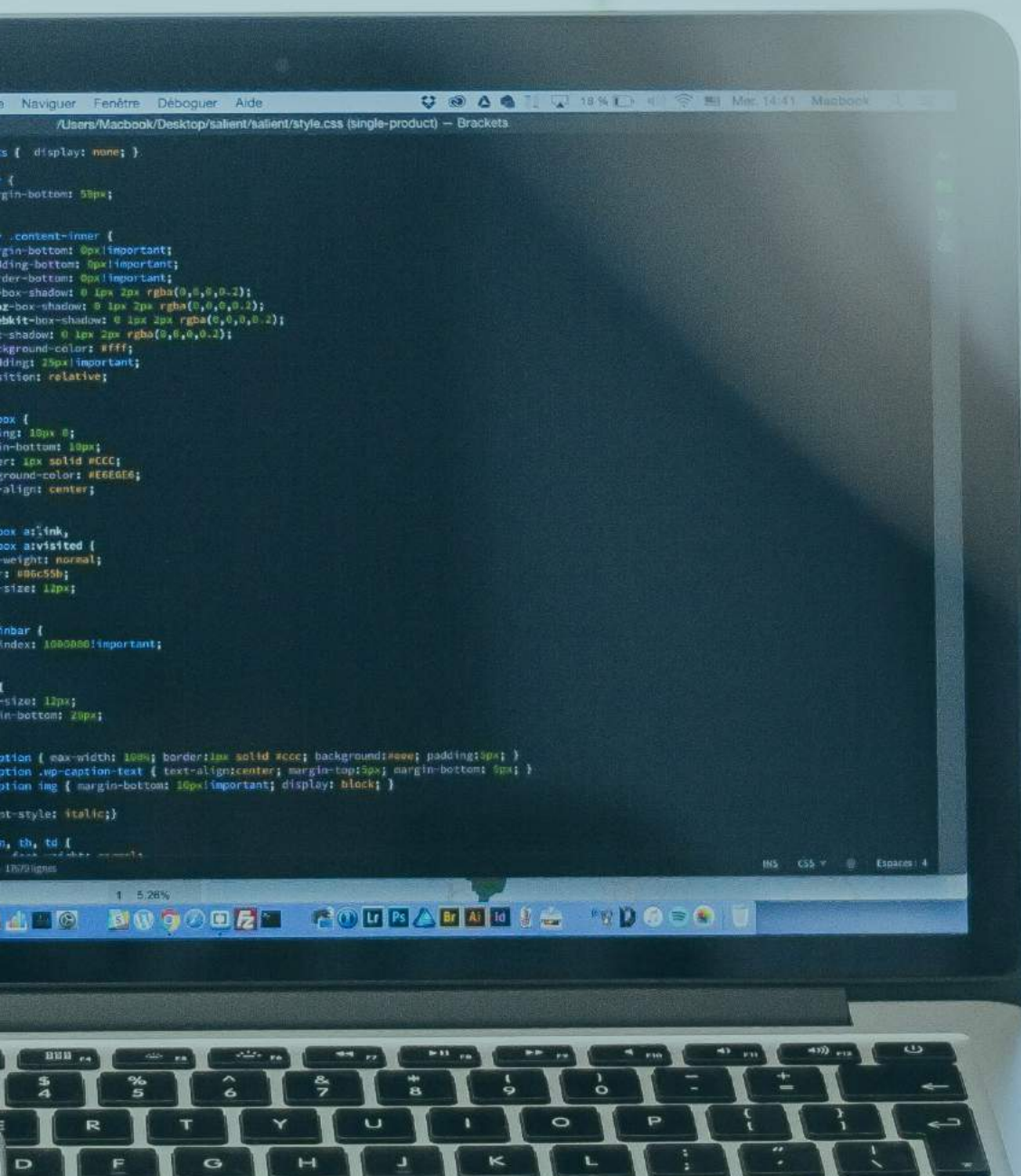
Let's do this

All client services are based on a first come, first serve basis.

Packages can be reserved by contacting us at

sales@marceildesign.com

Something not listed in here? Contact us for custom solutions.



MARCEIL MARKETING & DESIGN

- HOME
- CONTACT
- BLOG
- WEB DEVELOPMENT
- SEO MANAGEMENT
- PPC MANAGEMENT
- SOCIAL MEDIA MARKETING
- SALES FUNNEL + CONTENT CREATION

LOVE IS ALL YOU NEED. LOVE, AND A GREAT WEBSITE.

We're based in Vancouver, British Columbia (or wherever you're based) and love to work on your design, marketing, or branding needs big or small all around the world.

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