



LOCAL DIGITAL MARKETING



It's time to RISE.

INTRODUCTION

We at RISE appreciate the opportunity to discuss your online marketing strategy with you. While some aspects of your marketing strategy will be unique to your company, many digital marketing fundamentals will apply to every local business. This document outlines our recommended local online marketing priorities based on current best practices, years of experience in strategic marketing, and our clients' best interests. You will quickly find that RISE clients enjoy an unsurpassed level of expertise, transparency, communication and advocacy.

ABOUT RISE STRATEGIC

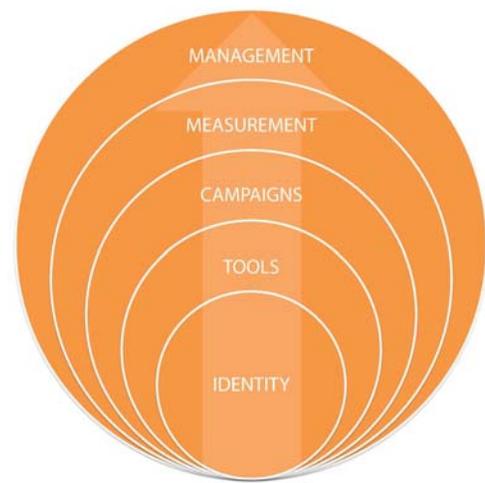
RISE offers a complete outsourced marketing solution that allows clients to execute a first-class, comprehensive marketing strategy for far less time and money than could be done in-house or with typical agencies. The RISE model provides a fully outsourced marketing solution, with a higher level of expertise, performance, and data-driven strategic thinking that generally lies beyond the reach of what a growing brand can often afford. RISE clients enjoy CMO-level expertise, a full team of experts, and industry-leading technology platforms for less than the cost of a low-level marketing coordinator—with both conservative and aggressive programs that fit any budget.

Finally, our company approaches every client as if it were our own company, with a level of communication, accountability, and commitment that outperforms even the most dedicated employee.

THE RISE APPROACH

While this document reviews the proposed digital marketing strategy for your local business, RISE is well-equipped to assist with every aspect of your marketing—including branding and messaging, website development, print and display creative production, etc. As a full-service marketing agency, we provide a turnkey solution from strategy through implementation and measurement.

With RISE, there literally is no downside.



THE RISE DIGITAL MARKETING STRATEGY

Our unique, holistic philosophy is based on the premise that successful digital marketing comprehensively integrates the entire online ecosystem and is fueled by constant, quality content. This approach helps your company be found more easily online.

THE RISE ONLINE STRATEGY:

The more hooks you have in the water, the more fish you catch.

If prospective online customers are fish in the internet pond, the typical website acts as a single fishing pole—one “hook in the water,” so to speak. Our goal is to drop more “hooks” into the pond on a monthly basis, which accumulate over time so there are more and more places for online visitors to discover your brand. We drop these “hooks” wherever your prospective customers are likely to come across them: organic searches, Google Maps, social media sites, paid search, reviews, YouTube videos, quality third-party websites/ blogs, and yes, your own blog and website.



The good news is, not only do more “hooks” increase the chances of a catch, they also signal search engines to give you better rankings, so the same strategy enhances your search engine optimization, or SEO. Many agencies and marketing departments still approach all of these outlets as separate campaigns, but this no longer makes sense in today’s pond. RISE takes a unique, but effective “whole pond, many hooks” strategy, with quality “lures”—content that both humans and search engine robots find helpful.



LOCAL MARKETING PROGRAMS

Details on each level of the RISE Local Digital Marketing program are below. Basic, Enhanced and Advanced programs provide increasingly aggressive campaigns to match any location's budget. Based on the size of the operation, select companies in large MSAs occasionally elect the Enterprise level program.

THE RISE LOCAL PLATFORM:

Our industry-leading local marketing platform is the technology that allows us to see the whole pond, measure how our strategy is working, and even add more "hooks." This system offers a single online dashboard to track all online activity, including site and campaign analytics, engagement, keyword rankings, social and reviews, etc., and provides 24/7 accountability for our content strategies. The RISE Local Platform:

- Optimizes Google My Business for mobile, local and map searches
- Tracks reviews and ratings across 40+ directories (Yelp, Google, etc.)
- Tracks Google Maps rankings and directory performance for target and organic keywords
- Optimizes 100+ directories (including Yelp, Yahoo, Foursquare, Facebook, & Bing)
- Provides real-time keyword rankings for all online properties
- Allows one-click publishing of deals and content across 30+ discount sites
- Allows clients to both view and respond to reviews without leaving the system
- Allows real-time and scheduled posting to all social outlets
- Offers a simple, turnkey email marketing solution leveraging monthly blog posts
- Includes a local business profile and unlimited posting on Nearsay.com to expand your online real estate and provide quality backlinks

BENEFITS TO MULTI-LOCATION COMPANIES

Multi-location companies can elect a top-down or an opt-in program. In the case of opt-in, locations may simply opt in using the accompanying form. RISE will provide a video demo of the system which can be sent to local operators along with the opt-in form should they wish to participate.

RISE is able to offer discounts to the standard pricing shown as follows:

- 10% discount for 15 or more locations
- 20% discount for 30 or more locations
- 30% discount for 50 or more locations

The corporate office will have access to all dashboards and all available aggregated data.

**RISE Local programs give small businesses on a budget
access to big-business marketing resources.**

THE RISE LOCAL PROGRAMS

The RISE Local Platform is the foundation of all of our local marketing programs, which fuel the platform with quality optimized content written by skilled in-house writers. We offer both conservative and more aggressive strategies that are sensitive to the client's budget and goals. All programs require automatic debit billing and a 6-month minimum subscription, as this strategy requires consistent execution to be effective and delivers results cumulatively over time.

OPTION I: RISE Local Basic, \$495/mo

A conservative strategy for small startups and budget-sensitive local businesses.

- RISE Local Platform with 24/7 reporting
- Two off-site local blog posts per month, keyword optimized, linked back to the website
- Basic social posting leveraging the posts, keyword optimized and linked (2 FB, 2 Twitter, 2 G+)
- Basic support as needed through support@risestrategic.com
- *Basic SEM (PPC) setup and management (Adwords up to 10K/mo) optional for \$495 monthly*

OPTION II: RISE Local Enhanced, \$1295/mo

An enhanced content and SEO strategy to build rankings more effectively in small/medium markets. Includes the RISE Local Platform and:

- **Enhanced off-site SEO:** 2 total local blog posts, 10 off-site info posts (100-200 wds)
- **Basic on-page SEO:** 2 on-site blog posts, metadata review, content optimization
- **Enhanced SMM:** Increased social posting (4 FB, 4 Twitter, 4 G+)
- **Strategy:** Personal advising with quarterly live strategy sessions
- **5% Agency Discount** on additional projects and services (print, creative, sites, etc.)
- *Basic SEM (PPC) setup and management (Adwords up to 10K/mo) optional for \$245 monthly*

OPTION III: RISE Local Advanced, \$2145/mo

A more complete strategy for medium/large markets and/or local businesses with more aggressive goals. Includes the RISE Local Platform and:

- **Advanced off-site SEO:** 4 total local blog posts, 10 off-site info posts (100-400 wds)
- **Advanced on-page SEO:** 4 on-site blog posts, metadata review, content optimization, diagnostics
- **Advanced SMM:** Social media posts scheduled across all major outlets leveraging blog posts, including setup of each social property and link from website (8 FB, 8 G+, 16 Twitter)
- **Basic PR:** One optimized press release and wire setup (PRWeb fee not included)
- **Basic SEM (PPC):** Paid search management of one Adwords account up to \$10K/mo
- **Email Marketing:** Basic monthly newsletter for customers or prospects installed in CRM
- **Strategy:** Account manager and monthly strategy calls to review results and plan the following month's content
- **Reporting:** Monthly analytics and work reports for strong accountability
- **10% Agency Discount** on additional projects and services (print, creative, sites, etc.)

❑ **OPTION IV: RISE Local Enterprise, \$3425/mo**

A comprehensive, aggressive digital marketing program for large local businesses to drive awareness, leads and revenue in major and/or competitive markets—a complete outsourced marketing solution with built-in accountability and continual communication. Includes the RISE Local Platform and:

- **Complete off-site SEO:** 4 total local blog posts, 12 off-site info posts and/or enhanced executive LinkedIn Profiles (100-400 words), basic SEO video uploaded/optimized on YouTube
- **Complete on-page SEO:** 4 fresh web/landing pages, 4 on-site blog posts, metadata review, content optimization, ongoing diagnostics and basic webmaster services (industry standard web platforms)
- **Complete SMM:** Social media posts scheduled across all major outlets leveraging blog posts, including setup of each social property and link from website (12 FB, 12 G+, 22 Twitter, plus 4 LinkedIn Executive posts)
- **Enhanced PR:** Two optimized press releases, one basic PRWeb wire included
- **Enhanced SEM (PPC):** Paid Search Management (primarily Adwords, also Bing, LinkedIn and Facebook when determined appropriate, up to \$15K ad spend/mo)
- **Reputation Management:** Monitoring all reviews, responding to negative reviews
- **Email Marketing:** Basic monthly newsletter for customers or prospects installed in CRM
- **Strategy:** Monthly strategy calls to review results and plan the following month's content, senior phone/email support on strategy as needed
- **Reporting:** Monthly analytics and work reports for strong accountability
- **Staff:** Chief Marketing Advisor publicly listed as staff if desired, assigned account manager
- **15% Agency Discount** on additional projects and services (print, creative, sites, etc.)

❑ **RISE Local Foundations, \$69/mo**

For low-budget operations not yet ready to begin a Basic marketing program, this subscription ensures accurate premium listings across 60+ directories to maintain minimal local online optimization (does not include the RISE Local dashboard).

- Descriptions are updated and monitored across all directories
- Automated reports on site performance are sent monthly
- Includes on-site and of-site SEO diagnostic reports every six months

**RISE programs give growing companies
affordable access to big-business marketing resources.**



NEXT STEPS

We at RISE are excited about the prospect of taking your business to the next level in its growth. Whether you implement these items internally, allow RISE to assist as needed, or would like us to fully manage your marketing efforts, we are here to help. If you have questions, please call us and we'll be happy to discuss your individual needs further. If you're ready to go, simply select the desired program on the authorization form below and work will begin immediately.

Don't wait—put more hooks in the pond, expand your reach, and grow your catch!

We look forward to helping you RISE.