



**YOUR  
CREATIVE  
ALLY  
IN THE  
DIGITAL  
MARKETING  
GAME.**

**MENU OF SERVICES**



## BRANDING

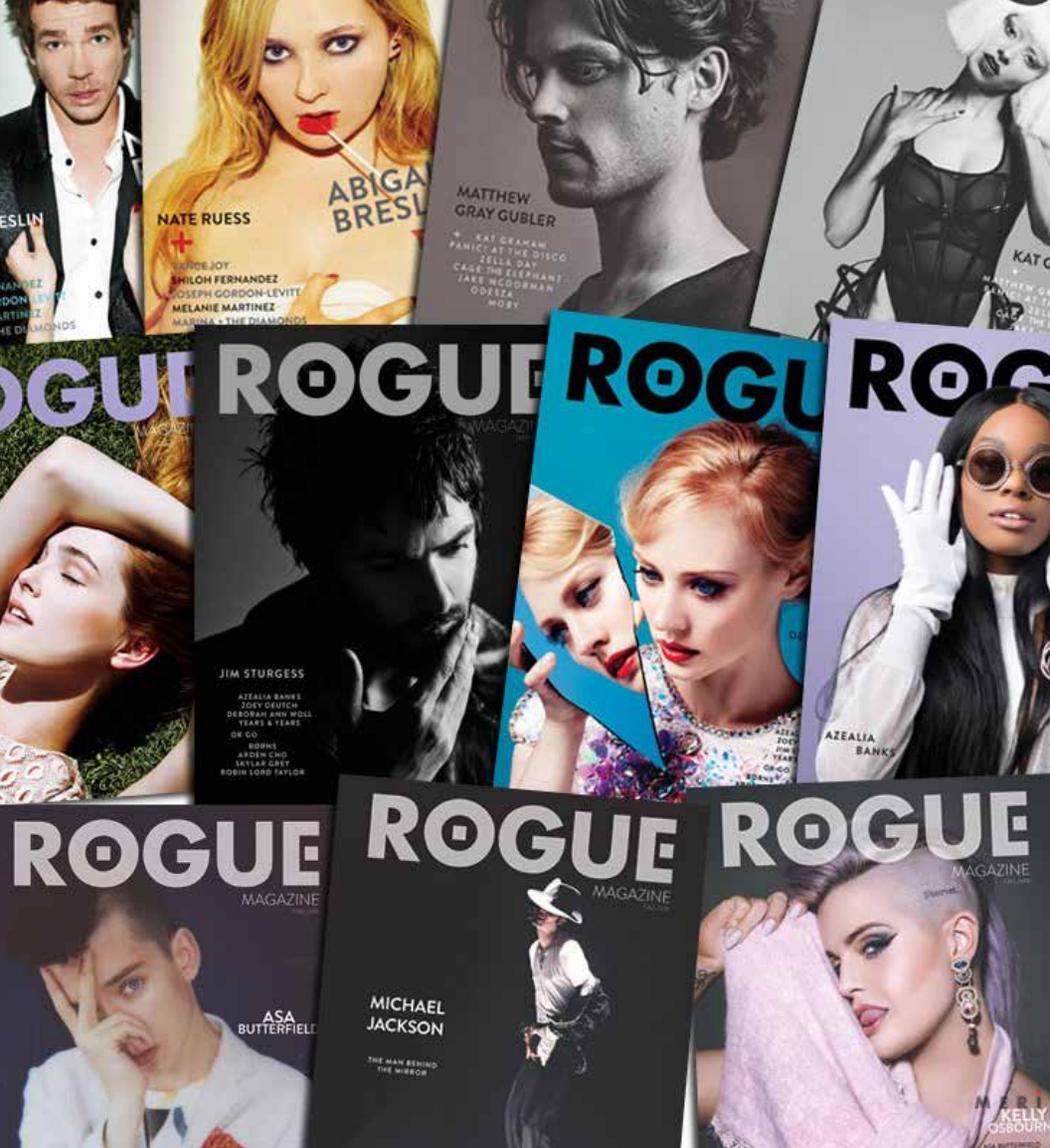
### MARKET RESEARCH, IDENTITY, MESSAGING

Whether you're starting a new brand, rebranding an existing one, or just want to understand your audience better and reshape your messaging, it all starts with research.

It can sometimes feel like you're shouting into a mysterious void, unless you're crystal clear on your own voice as a brand, and how you present yourself to the public. It helps to know who exactly you're communicating with.

We can help you with that.





## DESIGN

### PRINT, WEB, AND EVERYTHING IN BETWEEN

Need a website built? Need a billboard designed? Need brochures, letterhead, flyers, online banner ads, social media posts, logos, magazine layouts, print ads, book covers, movie posters?

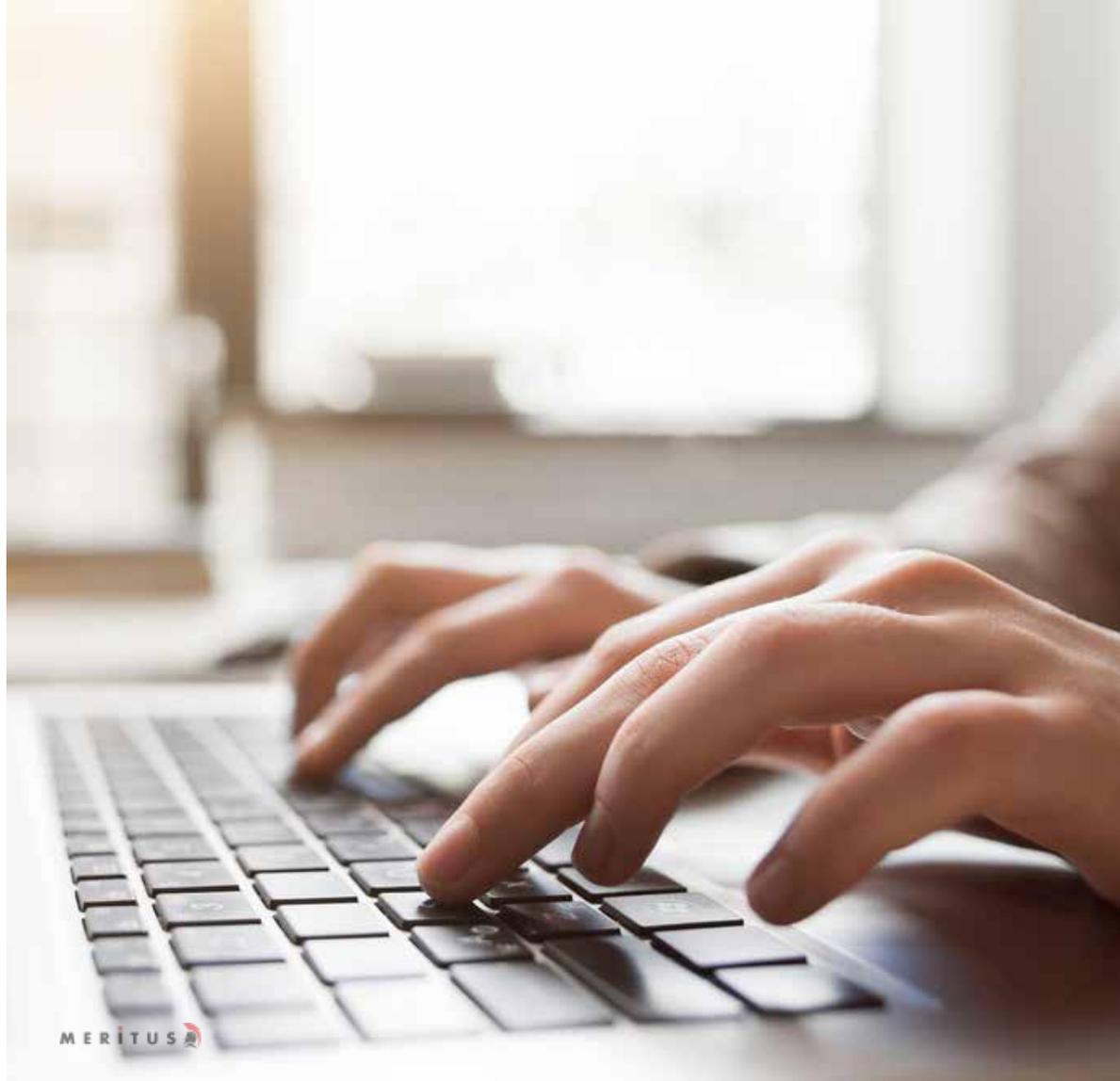
We've got you covered.

## **WRITTEN CONTENT**

### **THE PEN IS MIGHTIER THAN THE SWORD**

Website content, blog posts, social media content, product descriptions... any written content for that matter. We have a team of talented and experienced writers that understand the need for quality content that isn't AI generated word-salad, and they deliver.

Combined with our research and SEO services, our content is best-in-class.





## **VISUAL CONTENT** **PHOTOGRAPHY & VIDEO**

Our partnerships with talented videographers and photographers provide top quality visuals, nationwide. We can handle anything from full-scale commercials to interviews and animated explainer videos, as well as professional still photography.

## SEO SEARCH ENGINE OPTIMIZATION

Having a great looking website with gorgeous visuals and top-quality wordsmithing is all very well, but if no one can find you online, then what's the point?

We use the best data-driven SEO tools available to ensure that you're being found for the goods and services you provide, so that a flood of qualified web traffic comes your way.

We not only optimize your website content, but take a holistic approach, with a deep understanding of Google's ever-changing algorithm, taking into account your local Business Profile, social media profiles, website performance metrics and backlinks.





## **PRESS**

### **PRESS RELEASES & MEDIA PITCHING**

Our press release service offers at least 400 placements per release, with an upgrade available to guarantee placement in the Big 6 (Business Insider, AP News, etc.)

This is an exceptional way to boost your brand visibility and announce yourself to the world.

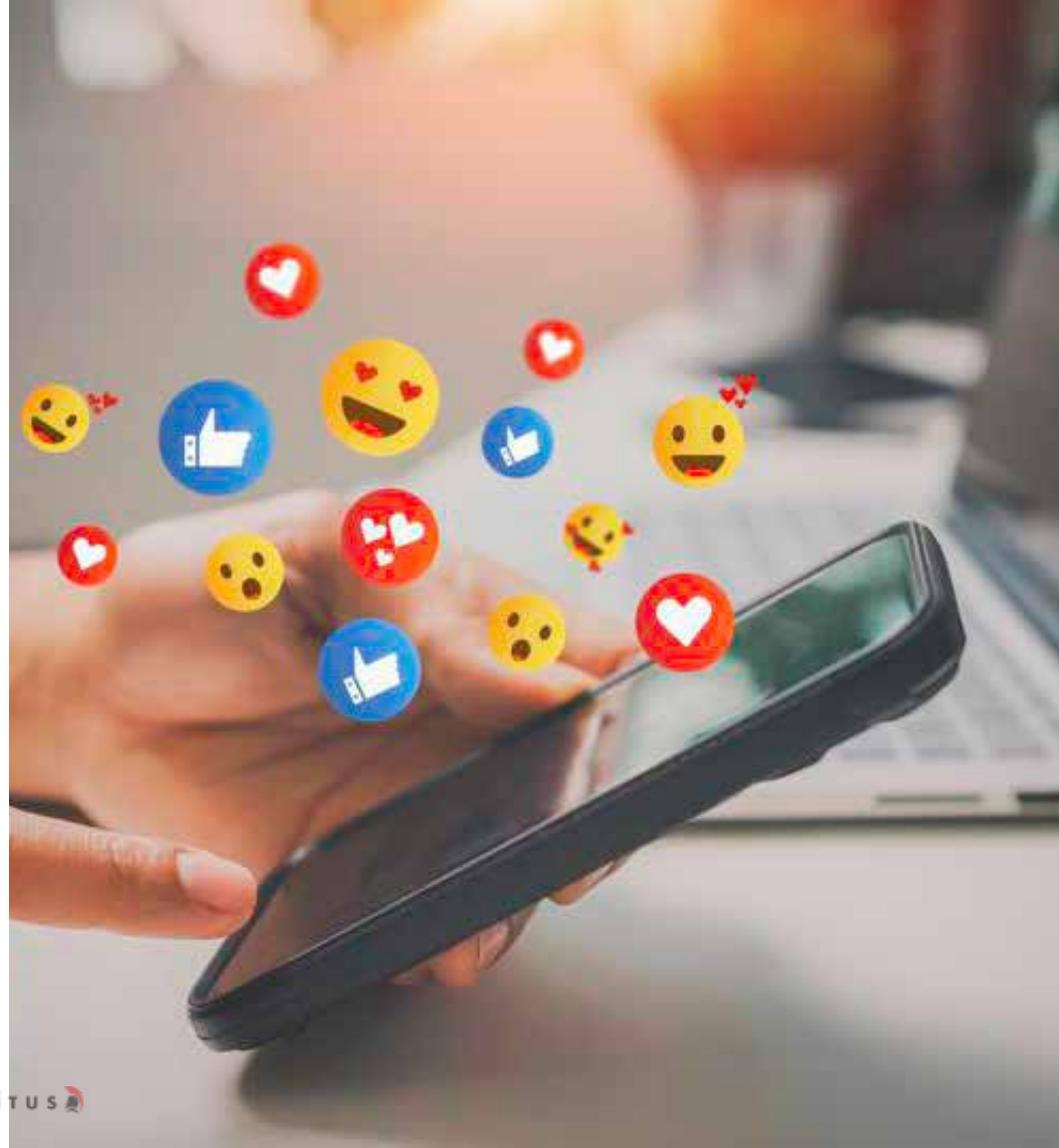
We also provide traditional media pitching services, to get you placed on radio, TV, podcasts and magazine interviews.

## **SOCIAL MARKETING** **CREATING CONVERSATIONS**

Having an engaged and loyal, organic social media community is vital for brands and businesses. Our proven strategy accomplishes exactly that.

First and foremost, we build a loyal and engaged following, targeting people who are interested in your products or services. They can also be targeted by income, or a number of other metrics.

We then engage and attract users with organic content specifically tailored to their interests, combined with a social media ad campaign and written content from your blog to expand your followers every month.





## ADVERTISING

### GETTING THE WORD OUT

Social Ads, Google Ads, Google shopping, Amazon, Streaming video ads, we've got you covered. Anywhere you need your message to be seen, we can put you there.

We create the content, publish the ads and manage the campaigns for you so you don't have to worry about any of it.

## SEARCH BOX OPTIMIZATION TAKING OVER SEARCH ENGINES

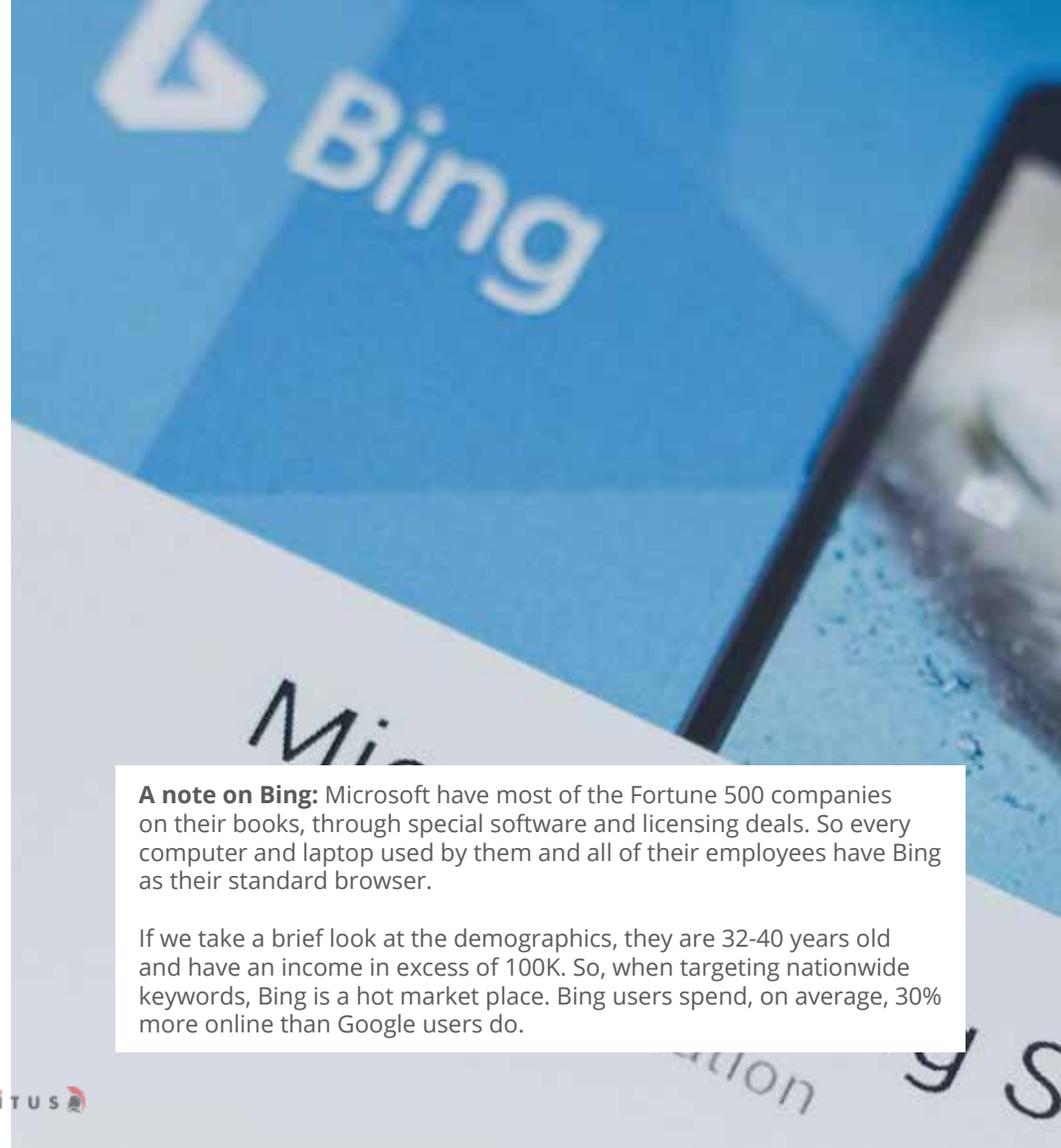
This is a brand new technology that allows you to have your business show up immediately in a Search Engine's Autocomplete (or "autosuggest") Search Box for any highly targeted keyword of your choice.

With Search Box Optimization (SBO), your business or brand is the first thing a person sees before they hit enter. You are effectively presenting them with your business or brand at this vital point of their search, without a single competitor in sight all while having 100% of their attention.

With SBO, you can take over the ENTIRE first page of Search Results, not just a single spot. This service supercharges your SEO efforts and puts you first in your customers minds, ahead of your competition.

While getting into Google is a challenge, it isn't impossible, but Bing claims 10% of the Search market and offers extremely highly qualified search traffic.

[Click to watch the explainer video.](#)



**A note on Bing:** Microsoft have most of the Fortune 500 companies on their books, through special software and licensing deals. So every computer and laptop used by them and all of their employees have Bing as their standard browser.

If we take a brief look at the demographics, they are 32-40 years old and have an income in excess of 100K. So, when targeting nationwide keywords, Bing is a hot market place. Bing users spend, on average, 30% more online than Google users do.



## SCORECARDS LEAD GENERATION

Another effective strategy that we offer is to create a lead-generating scorecard for your brand. This accomplishes a couple things:

- It takes care of any pre-sales questions to qualify your leads.
- It funnels your leads directly to your sales team.

The scorecard is completely customizable, so that it is whitelabeled with your branding, and the questions are entirely controlled by you, so that you get the vital information about your potential customers that you need.

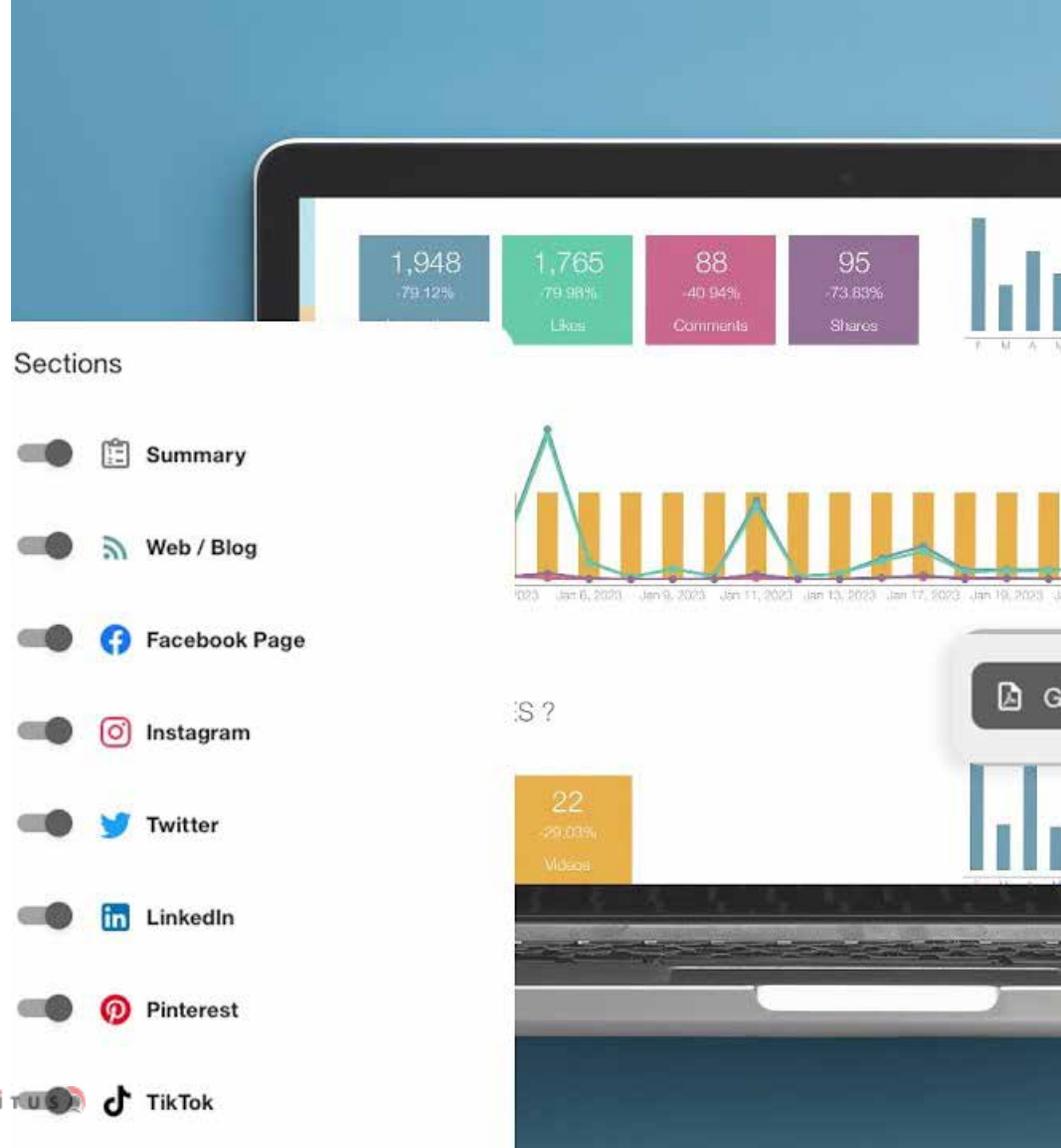
The system can also fully integrate with most existing sales management tools.

## ANALYTICS & REPORTING

### DATA-DRIVEN STRATEGY

Every month we take stock of how well we've achieved our goals for you, and where we can make improvements. Our strategy is 100% informed by data and analytics.

We provide monthly reports so that you can track along with us, and see where gains have been made, and review the numbers.





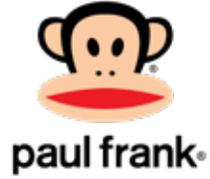
**LET US BE YOUR  
CREATIVE ALLY.**

We're not here to solve all of your business problems, but we do want to be your ally in playing the digital marketing game better.

Curious to know more?

Let's talk.

SOME OF  
THE BRANDS  
WE'VE  
WORKED  
WITH.



## BASIC

Basic website build  
Website maintenance  
1 Blog post per month  
3 Social Media posts per week  
SEO  
Keyword research  
Content optimization  
Social Ad  
Monthly reporting

**\$2,500**  
Monthly

## PREMIUM

Advanced website build  
Website maintenance  
3 Blog posts per month  
5 Social Media posts per week  
Social Ad  
Google Ad  
Google Business management  
SEO  
Content optimization  
Keyword research  
Press Release service  
Backlinks  
1 SBO keyword  
Monthly reporting

**\$5,000**  
Monthly

## PLUS

Custom website build  
Website maintenance  
5 Blog posts per month  
7 Social Media posts per week  
Social Ad  
Google Ad  
Google Business management  
SEO  
Content optimization  
Keyword research  
Press Release service  
Backlinks  
3 SBO Keywords  
Media pitching & placement  
Monthly reporting

**\$10,000**  
Monthly

Custom packages and pricing also available based on client needs.  
Contact us for more information.

**THANK YOU!**

We look forward to working with you.

**MERITUS**   
meritusmedia.com