



We believe the world needs more people who care.

Polish Your Business, LLC

MARKETING STRATEGY



Standard Plan

Marketing Strategy Package



PURPOSE

At Polish Your Business, LLC we all believe that the world needs more people who care. We are proud to be recognized for providing a Five Star Experience to our clients and have selected Your Company, because we believe you share the same philosophy.

This Marketing Strategy Package has been designed to help you improve your marketing strategy, on-line image, as well as bring you up to date with marketing trends.

This package includes setup and management of selected social media accounts, content development (including written posts, photo, and video), website SEO audit, on-going off-site SEO, and marketing strategy consulting and coaching.

INCLUDED SERVICES

1. SOCIAL MEDIA MANAGEMENT

Google My Business
Facebook Business Page / Fan Page



2. VIDEO MARKETING

YouTube Channel



3. CONTENT DEVELOPMENT

Content Development & Off-Site (SEO)



4. MARKETING CONSULTING & COACHING

Marketing Strategy Consulting & Coaching



5. WEBSITE SEO AUDIT

Website SEO Audit



INCLUDED SERVICES (more information and details)

1. SOCIAL MEDIA MANAGEMENT



- **Google My Business**

Google My Business Profile

Google is the largest on-line directory and with its Google My Business service, it makes it easier for potential clients to find information about your company. This service is what shows up (or should show up) when people Google the name of your business. It features your address, phone number with a click to call button, photos, reviews, office hours, and one click directions. **We set it all up for you or improve the profile you already have.**

Google My Business SEO

For local searches, Google My Business profiles show up on organic search and on Google Maps, allowing people to find you when they are looking for the service you provide. Proper Search Engine Optimization of your profile allows it to show up higher and increases the chances the potential clients will find and contact your office. **We optimize your Google My Business profile (SEO)**

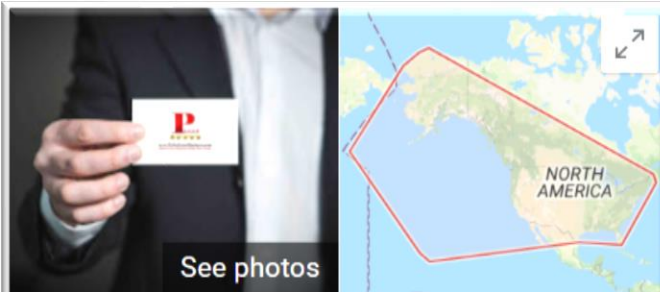
Google My Business Page Activity & Posts

Most business owners have inactive pages on Google My Business. Regular activity updates can improve the web position as well as give you another opportunity add more keyword optimized content to your otherwise static business page, which can help your SEO and community engagement. **We help develop content (written posts, images, and video) and strategically post every week to maximize your marketing.**

Google Reviews / Reputation Management

Google My Business is considered by experts as the single most important online reputation tool. Ratings and reviews of your business determine the perceived value of your service. With great reputation on Google, your business (if optimized properly for SEO) is much more likely to attract calls and visits to your website like a magnet. Reviews should also be managed and replied to, which shows your appreciation for feedback and allows to publicly reply to client comments. Many businesses have less than 1% of their customers leave a google review... Why is that? Getting on-line reviews can be a very tedious process and we help streamline this process. **We create a direct link for Google reviews, set up systems in place, and train your staff on proven strategies to get more reviews.**

Photos
Location



Google Maps

Business Name

Polish Your Business, LLC

Website

Website Link

Google Rating
Business Category

5.0 ★★★★★ 19 Google reviews

Business development service in Clarksburg, Maryland

Address
Office Hours
Phone Number


Address: Clarksburg, MD

Hours: Open · Closes 7PM ▼

Phone: (301) 276-5557

[Suggest an edit](#)

Activity Post

 Polish Your Business, LLC
on Google

Feb 1 - Mar 31

Did you know this?
If your business improves
Sep 16, 2017

[Sign up](#)



Post Image

Call to Action

Questions & answers

[Be the first to ask a question](#)

Ask a question

Reviews

Reviews

Write a review

Add a photo



"Some **people** just have infectious **energy** and Mike is one of those **people**."



"He had a very positive impact on the growth of our **company** and **employees**."



"He helped me with a small business start-up last **year**."

[View all Google reviews](#)



- Facebook Business Page / Fan Page

Facebook Fan Page Management

Facebook Fan Pages are specifically designed for businesses, organizations, public figures, ...etc. and are visible to everybody on the Internet. Anybody (by default) can become a fan and receive updates on their personal Facebook feed and interact with your business. Facebook pages are indexed, which means that your page and its content is being "picked up" by Google and other search engines. They also can be "tagged", which can increase your reach and your fan base. **We set up and manage your Facebook fan page for you and optimize it for search engines (SEO).**

Strategic Planning

Facebook Fan Pages have advanced analytics, which allow you to target your marketing to the audience that is best for your business. Maximizing your posts, creating custom audiences, and using targeted advertising campaigns is one of the best ways to take your business to the next level. **This is not a Facebook ads campaign, but we can coach you and your staff on how to use these additional paid advertising tools.**

Newsfeed Marketing

Your regular posts and updates to your Facebook Fan page are likely to be seen and noticed on your fan's newsfeeds. By posting engaging content, your fans interacting with your posts become the extension of your marketing. Many companies struggle with content development and don't have a specific strategy for content distribution. **We help develop content (written posts, images, and video) and strategically post every week to maximize your marketing.**



2. VIDEO MARKETING:



- **YouTube Channel**

YouTube Channel Setup & Verification

YouTube is the second largest search engine and the most widely used video marketing platform. Since YouTube is owned by Google, the importance of this platform in relation to web position (SEO) on Google is very significant and greatly underutilized by most business owners.

Properly set up branded channels should have a specifically designed artwork to show up on mobile devices, links to the website and social media accounts, and keywords not only in “channel keywords” section, but also other sections accessible through Creator Studio.

In addition to verification of your channel and linking it to your Google My Business, your main website should be separately added to your channel as a “verified property”.

We create, set up, and optimize your YouTube Channel for SEO.

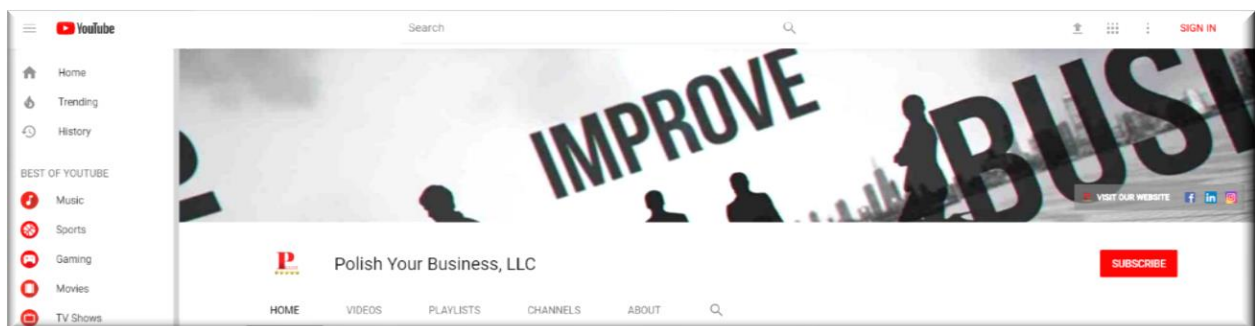
Content Development, Distribution & The Impact on Google (SEO)

Having a properly set up and optimized YouTube channel allows businesses another powerful content distribution channel, which has tremendous impact on local Google searches, if the channel and videos are optimized properly.

The video content we will produce may be used across multiple social media platforms as part of your content development strategy. This package includes video editing and posting (1 video per month).

Additional videos may be purchased.

We will coach you on video recording, edit videos you provide, and strategically post every month to maximize your marketing.



3. CONTENT DEVELOPMENT:



- **Content Development & Off-Site (SEO)**

Content Development Strategy

Many companies don't have a specific branding strategy for content development and post promotional materials and sales offers hoping that potential customers will act on them and show up in their office. That's not the best strategy, because in order to influence consumers' behavior long term, you need to provide content that will get people's attention, provide value, and encourage to interact with you and your brand. Consumers are smart, and we advise to respect them and interact with them by producing content that is educational, helpful, and establishes your brand image as an expert in the field. **We write the social media posts and publish them for you as well as revise and improve your content development strategy.**

Off-Site SEO

Off-Site Search Engine Optimization (SEO) is what businesses do in addition their main website, in order to get found on Google and other relevant search engines. Remember that your main website is just one of many ways your customers can find you. That is why your content can and should play a significant role in search engine optimization strategy. It's important to research keywords and hashtags (#'s) that are relevant to your business and post your content in a way that supports your web position. **We help develop content (written posts, images, and video) and strategically post every week to maximize your marketing.**



4. MARKETING CONSULTING & COACHING



• Marketing Strategy Consulting & Coaching (Phone/Skype/FaceTime)

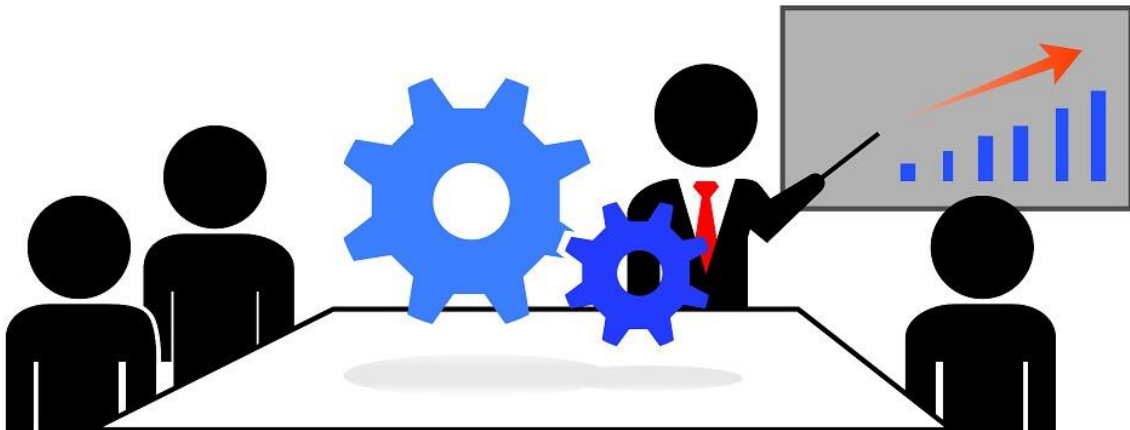
Even Michael Jordan had a coach to help him succeed. Marketing Strategy Consulting and Coaching is offered to provide marketing insights and advice for business owners and their staff and to set up systems for improving marketing effectiveness and efficiency. Many companies focus on efficiency, while their marketing strategy may not be very effective... If your current marketing is very effective, we will coach you to make it more efficient. If your current marketing is not very effective, we will coach you to make it effective, and give you invaluable tools to increase efficiency.

There are many benefits of marketing consulting, including:

- We **give advice** on marketing strategy to help you stay in control and on budget
- We **provide solutions** to improve marketing efficiency and profitability
- We **provide training** for front desk and marketing staff
- We **provide “shortcuts”** for you to save time and money

There are many benefits of marketing coaching, including:

- We **brainstorm ideas**, because collective power of many is superior to the power of individuals
- We **ask powerful questions** and listen with only one goal in mind – your success
- We **provide guidance** as in many cases we have already “been there, done that” and share our experience
- We serve as your **accountability partner** to strategize and ensure what needs to get done will get done



5. WEBSITE SEO AUDIT



- Website SEO Audit

We will perform a Search Engine Optimization (SEO) audit of your website and give recommendations for you to forward to your web developers or SEO team. If needed, you can add website SEO to your package.

REMOTE MARKETING CONSULTING & COACHING

Our team will work on your campaign remotely. This standard marketing strategy package includes up to 1 hour of marketing consulting and coaching on the phone / Skype / FaceTime each month.

Additional time may be purchased, if needed.

ADDITIONAL SERVICES AVAILABLE

If you are in need and don't have a trusted partner for any of the following services, please let us know which ones you are interested in, and we can customize your plan for you:

Business to Business (B2B) Networking

(growing your referral network)

Advanced Marketing Consulting & Coaching

(weekly coaching and training sessions for you / staff)

Search Engine Optimization

(your current website)

Custom Web Design

(full customization)

Advanced Social Media Management

(additional accounts)

Advanced Marketing Communication Training

(incl. "secret shopper" training for front desk)

...and much more.