



Meli

Agency Services Brief

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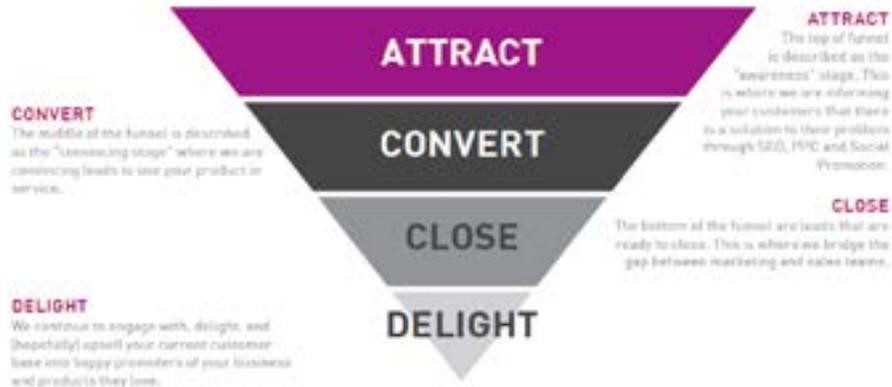
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OUR METHODOLOGY

INBOUND MARKETING

Inbound marketing has been the most effective marketing method for doing business online. Instead of the old outbound marketing methods of buying ads, buying email lists, and praying for leads, inbound marketing focuses on creating quality content that pulls people toward your company and product, where they naturally want to be. By aligning the content, you publish with your customer's interests, you naturally attract inbound traffic that you can then convert, close, and delight over time.



Comprehensive Analysis

Our company takes the time to research our clients goals, we use audits, competitor analysis, brand analysis, buyer personas, we dive into the demographics, psychographics, and much more. We focus on the keywords that your buyer personas are searching for. Let our trained and certified professionals help you create your online masterpiece, increase traffic, and bring in more new clients than ever before through our online analytic capabilities. As a Google Partner we have many options to help expose your image online. Even better, we have the talent to measure, track, record, and reposition our strategies in a quickly changing algorithm against your competitors.

Digital Marketing

Search Engine Optimization, SEM, PPC, Social, PR, Content Marketing

In a world dominated by the internet, methods of advertising like billboards, radio, and commercials have taken the backseat to inbound marketing.

DIGITAL MARKETING AT ITS FINEST

Our tactics include workflow optimization, tracking, analytics, reporting, SEO, social media, email marketing, segmentation, and a dozen other activities that squeeze every ounce of usefulness out of your marketing automation system.

A DIFFERENT WAY TO MARKET

At Meli Marketing, we provide a different way to market. Our promise to you is that we will craft engaging and converting content. We will distribute that content to produce optimal leads. We will manage all lead and prospect nurturing. And finally, but most importantly, we will help you generate more revenues while costing you less money. Ultimately, you decide what marketing practices are going to work for your business.

Digital Marketing Services

We use digital content to attract, convert, close and delight our client's customers in a way that engages them throughout the customer journey and buying cycle. Using advanced research, appealing design and top notch content, Meli Marketing has the ability to push organizations towards their Digital marketing goals.

Google Maps Optimization

How can Maps help your business? Increase your traffic

If you're business information is not on the front page – you are losing potential business to your competitors! & We can help make your listing “stand out” from the rest.

Are you a local business with a brick and mortar location? Perhaps your business delivers some kind of mobile service to a local area...

At Meli Marketing, we understand that not everyone has the marketing budget to run a full scale online marketing plan. Google Places is a solution for all local businesses to achieve great results, a high ROI and all at a very affordable price.

- 90% of all searches on Google are for local business
- Placement on Maps (Organic) and Paid search increases traffic by 89%
- 60% of searches are being done first on a smart-phone or tablet
- Maps listing appears at the top from any smart phone / tablet device
- Also appears as top spot on any computer / laptop search
- Cost-per-click on Maps listing (local SEO) is Zero

Business Citations

Business Listings/Citations

Telling the Internet what your Site is About

Business citations and listings work like a business card for your website. They tell the search engines what you do, where you are, and how they can contact you. They're also invaluable for SEO. The search engines will look to business citations and business listings to get context on a site or a business.

They will weigh your link profile, your onsite optimization, and your web presence, then compare that to your listings and citations in order to gain a complete picture of what you do.

There are Tons of Them

There are literally hundreds of sites that allow you to place listings and citations. However, not all sites are created equally and some can even be damaging to your site due to spam, networking, or some other nefarious tactics. Because of this, it is imperative that you work with a group that understands the landscape of business listing and business citation sites. We have years of experience in this field and know where to place your company's profile and where to avoid.

In addition to knowing which sites to post on, it is also important to avoid appearing spammy in the method you list your company. Creating too many profiles too quickly can alert the search engines to unnatural activities and could earn you and your website a search engine penalty.

1 Theme
10 Keywords

Google "My Business" Page Work
Claim & Optimize Google My Business Page

On-Page Work
Google Analytics & WMT Setup/Access

Google "My Business" Off-Page Work

- Up to 10 Manual Citations
- Up to 60 Directory Listings

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SEARCH ENGINE OPTIMIZATION

Organic Traffic

MeliMarketing drives organic traffic to our client's websites to gain leads at the top of the marketing funnel. We do this through blogging, onsite optimization, SEO audits, and occasionally PR or third party blogging. When prospects enter this stage of the funnel our goal is to increase awareness, educate and inform prospects, and to stay at the top of the mind for potential clients.

SEO Marketing Strategies:

Keyword Research

Create Engaging Content Around Keywords

Optimize Content Around Primary Keywords

Promote Optimized Content

Earn Links to Promoted content

Keyword Research

The first step that we will take when doing keyword research is to focus on the keywords that your buyer personas are searching for. Buyer personas provide tremendous structure and insight for your company. A detailed buyer persona will help you determine where to focus your time, guide product development, and allow for alignment across the organization. As a result, you will be able to attract the most valuable visitors, leads, and customers to your business.

Onsite Optimization

We focus on creating content that gives useful and engaging information to your buyers that is organic and consistent across multiple platforms.

User Experience

A major factor when it comes to the way the search engines rank a website is its user experience. To ensure that your customers have the best experience while on your website, we will focus on the following areas:

Page Speed and Load Times

Bounce Rate Optimization

Internal Link Structure

Onsite Broken Links

Mobile and Tablet Optimization

Indexability

Indexability refers to the search engine's ability to crawl and categorize your site's individual pages. Our strategy will ensure that the search engines will correctly categorize your website and list your business in their search results.

Inbound Links

Acquiring inbound links from trusted and authoritative websites is one of the most important factors of SEO. We understand how Google values these links, before acquiring them, to ensure they improve the authority and trust of your website.

The logo for Meli, featuring the word "Meli" in a stylized, handwritten-style font.

Content Management



Messaging

In order to ensure the best results in terms of conversion rates, click rates, and cost per lead, we recommend targeting specific pain points and value propositions that your target audience experiences. The content that is produced will address these pain points and explain to the target audience how to overcome them. The content will not be overly branded or have too much of a sales focus. Instead, it will instill in the target customer your expertise and explain your value proposition.

Content Creation

One of the most important pieces of inbound marketing is creating quality content catered towards what your buyer persona is searching for. We ensure your content is optimized and deployed properly in order to accelerate your keywords to the top of search result pages.

Blogs/ Articles

Infographics

Case Studies

eBooks/ Handbooks

Mini Graphics

Data Sheets

Content Calendar

Once your strategy is done, it's time to create a content calendar to share with you that outlines when each item in your strategy will be completed. This will be a working document that you can continually update to track progress. We will set deadlines and goals, with clients to ensure these items are done on the deadlines set.

Blog Management

A blog is one of your most essential content marketing tools. Posting regularly establishes your business as a thought leader in the industry. It also helps you to be found more readily by search engines. We also leverage social promotion to drive your target audience to your site.

Infographics & Mini-graphics

A picture is worth a thousand words. And a picture with words is worth a whole lot more words than just the picture. They're engaging, spur curiosity, and are shared across social networks. These are amazing tools for receiving links as well as creating direct traffic to sites.

Infographics are a great way to get traffic to your site. They are shared extensively on social media, get picked up by media sites, and are a great way to gain links from other sites. In addition to this, sales teams can leverage them through emails and tradeshows. We handle all aspects of design and research for the infographics and slide decks.

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PPC Management

- **Improve quality scores** - Higher quality scores result in better costs per click and ad visibility.
- **Optimize keywords** - Ensure you're using the proper broad, phrase, or exact match keywords and that you have the right negative keywords targeted
- **Day Part Bidding** - only show your ads when your customers are searching
- **Competitor Keywords** - Show up for your competitors searches
- **Display Ads** - Take advantage of the low-cost of display ads
- **Remarketing/Retargeting** - Ensure your customers see your brand for at least 6 months after visiting your site
- **Ad Copy Optimization** - Our experts craft the perfect ad that will cause your customers to convert
- **IP Exclusions** - Stop your competitors from clicking on your ads and using up all of your budget!

And Much More!

SOCIAL MEDIA

Social Promotion

Going hand in hand with custom content is social media. By leveraging social promotion and social engagement, we're able to target specific audiences and push a content message towards them. Meli Marketing will create and optimize your content, then utilize your social media presence to get that message to your buyer persona's. We use organic and paid social media techniques to ensure that your content drives demand and generates leads. By advertising on social media sites, you're able to target your customers based on age, gender, likes, and much more.

Creation of a Custom Profile

Management of Social Accounts

Promotional Contest Creation

Successful Expansion of Social Networks

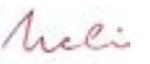
Management of Facebook Advertising Campaigns

Display Ads

Our experts are able to craft meaningful and targeted social media campaigns that expose your clients to your ads and products while they are on their social media accounts.

Social Profile Creation & Optimization

We will develop a visually pleasant and captivating social media presence for your company, and will enhance your profiles with techniques such as fan-focused content and industry messaging.

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Conversion PAGES

Capture Forms

By offering content that helps our target audience's pain points, we will have the opportunity to capture their information in exchange for downloading the content. Through landing pages and lead capture forms, we will capture:

- Name
- Email
- Company
- Phone number

A/B Testing

As we work to improve the campaign and optimize the ROI for our clients, we create MANY new landing pages with different buttons, different titles, completely new layouts, and a great number of different qualities. We do this to elicit the right interaction that produces the best result. This is an ongoing process, as you can always squeeze a few percentage points out of an A/B test. Because of this, putting an exact number on the number of landing pages we create is difficult; sometimes a new landing page just has a new image, while other times it's a complete tear-down and rebuild. The gist of the matter is this: we do whatever is necessary to generate conversions.



Remarketing

Remarketing is specifically targeting customers who have shown an interest in your company at one point or another. This interest could have been shown through email, a website visit, or a social media visit. Regardless of how they found you, we can retarget them and ensure that they hear your message over and over again.

This will be a critical part of moving customers from the top and middle of the funnel down to the bottom of the funnel. We ensure that you have a strong remarketing message on Twitter, Facebook, and Google AdWords.

The following tasks/strategies will be performed on your campaign to ensure that your products and services stay top of mind while the customer is going through their customer journey:

- Create highly relevant keywords, ads, and landing pages.
- Optimize ad copy to maximize clicks.
- Recognize keyword match types and when to use them.
- Calculate essential metrics for measuring success.



Drip Campaigns

Drip Campaigns

After the leads have downloaded or viewed the content and shared with us their information, we will then nurture them with drip email campaigns. These emails will encourage them to download or view more information about your business and its value proposition. Thus, a contact who downloaded an infographic will then be invited to attend a webinar, download a guide or receive a free audit. We will also utilize AdWords, Twitter, and Facebook retargeting to help keep the message persistent in front of the target audience for a period of 180 days after the first point of contact. The goal of the nurture campaign is to capture a full lead profile for the sales team and give insights to the sales team as to which value propositions are most important to the contact.

Emails

We peg our lead nurturing campaigns (top of funnel moving towards purchase decision) at 12 to 20 touches. The more automated the process, the more email touches. With that in mind, we always create the main nurturing campaign for our clients, as well as a nurture campaign for their house list of emails that never converted (a re-ignite campaign if you will). In addition to that, most clients ask for a "Post sales nurture", "A follow up down the road" nurture, and a few other special situation ones. We're happy creating all of those for our clients. Now, there have been situations where our clients have asked for 20 to 30 nurture campaigns. In those situations, the sheer load of the content requires us to manipulate the content calendar to accommodate them. In those situations, there aren't any additional costs to the client, but rather the calendar just gets delayed a little bit in order to accept the work load

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TRACKING METRICS



Measuring a Campaign's Impact

Measuring and communicating our client's success is vital to customer satisfaction and an integral part of the value that MeliMarketing Marketing provides. Although our focus is to track sales driven actions, such as leads, downloads, and conversions, we track a multitude of metrics to ensure that these goals are reached in a timely and effective manner. These can include social media engagements, remarketing statistics and reach, demand generation, and website key performance indicators.

Robust Tracking

Unlike other digital marketing firms, we start at the end and work our day backwards. This means that we'll never talk to our clients about nebulous statistics that don't tell the whole story. Instead, we set goals that involve sales numbers, cost per lead, and cost per acquisition, which are better indicators of a campaign's success.

Targeted Traffic: Traffic for traffic's sake is something we don't target here at Meli Marketing. Instead, we want to target your buying audience and ensure that we're driving your message directly to them and causing them to come to your site and converting.

Social Engagement: Meli Marketing is first and foremost an engagement agency. We look for our content and our materials to cause your audience to engage with you socially. When engagement is achieved, trust is built and trust is an essential piece of any relationship.

Full-Funnel Tracking: We model your customer's journey and then identify the gaps and barriers that are causing drops in traffic or conversion. By utilizing data analysis, we ensure that every step of the sales process is as optimized as possible.

Weekly and Monthly Reporting: Based on your campaign's budget, we will provide you with either a weekly call with your account manager and monthly reporting, or for smaller budgets, you will receive a comprehensive monthly report that covers every detail of the campaign at a granular level.

GETTING STARTED

The key to executing a successful marketing campaign is doing all we can to learn about who our client is and what they really do. Planning is a huge part of the process, efficient planning allows us to ensure everything is completed to perfection, and in a timely manner for each campaign that we create for your business.

Meli's Six Steps to Client Success:

- Learn
- Plan
- Create
- Promote
- Measure
- Optimize

OUR PROCESS



- | | | |
|---------------------------------------|--|---------------------------------------|
| 1. SETUP, ANALYZE, AND OPTIMIZE | 2. CREATE ENGAGING CONTENT | 3. PROMOTE CONTENT TO BUYER PERSONAS |
| 4. LEVERAGE CONTENT TO GENERATE LEADS | 5. NURTURE LEADS WITH ADDITIONAL CONTENT | 6. PRODUCE THE MOST SALES-READY LEADS |