



# FBN Sales

## Comprehensive Digital Marketing Pitch



### INITIAL THOUGHTS

Many of the activities listed in this pitch hinge on Pardot's capabilities and the ability to integrate its features into other software, including your website and sales systems. Some adjustments may need to be made along the way to account for integrations that aren't possible. Additionally, some items may be added as we learn what activities are effective.



### BROAD OVERVIEW

This pitch assumes that Allegra CMG will take over the majority of your digital marketing activities, leaving a large portion of the current design work to Maxwell Miller. In light of that, we will handle:

**Website Redesign:** We will redesign and rebuild your website based on the designs provided to us by Maxwell-Miller. When building, we will build with long-term SEO in mind. We will also host and maintain the website.

**Website Management:** We will provide ongoing management of the website, including text changes, image additions, and modifications. This also includes regular updates to the site's software to ensure that it runs smoothly.

**Website SEO:** We will connect our monitoring software to your website, which will allow us to make backend adjustments to the site's on-page SEO. We will also create new content every month, typically a blog post, to improve the site's search rankings.

**Pardot Management:** We will coordinate with you and your team to create automated workflows, landing pages, customer lists, campaigns, and other integrations that take full advantage of Pardot's features.

**Email Marketing:** We will work with you and Maxwell Miller to deliver engaging email marketing campaigns. Once they're completed by the team at Maxwell Miler, we'll push the campaigns through Pardot to better target and analyze them.

**Google Analytics:** We will take over the management of your Google Analytics account and connect it to our monitoring software to provide you with better, more informative, and more actionable reporting.

**Website Services:** While Maxwell Miller is building your website, we can provide a number of services to consolidate its management, including hosting, domain management, security, monitoring, and daily backups.

**Ongoing Consultation:** We will provide regular consultation on your online performance. This consultation will, whenever possible, be aimed at providing you with clear advice based on the performance and data that we're seeing across all digital platforms.



# ROADMAP

What follows is a broad roadmap of marketing and automation milestones, along with realistic estimates on when those milestones could be reached. This timeframe will almost undoubtedly need to be adjusted as we encounter obstacles or discover new opportunities.

## WITHIN 1 MONTH

- **Emma:** Work with Matt to develop a keyword strategy for the new website and future SEO efforts.
- **Emma:** Take the reins on FBN's social media accounts, including LinkedIn, and share blog posts, sales materials, and other items through them.
- **Maxwell-Miller:** Provide images, video, and written content for the new website.
- Begin training on Pardot with Nat, aiming to finish in one to two months.
- Work with Joe to decide on three to five essential keywords that we'll target in the first year.
- Look at the current website and ensure that it's properly configured for SEO.
- Take over SEO blog writing and create at least one blog per month with the goal of utilizing these blogs in future email campaigns.
- Look at Google Ads campaigns and begin planning improvements, decide on rebuilding, tweaking existing campaigns, or utilizing AI-based ads.
- Assess Pardot's ability to connect to internal MIS systems for long-term automation.

## WITHIN 3 MONTHS

- **Emma:** Attend bi-weekly discovery meetings until the new website is completed.
- **Emma:** Work with Matt to plan out topics and materials for two to three initial Pardot campaigns.
- **Maxwell-Miller:** Provide design materials for two to three initial Pardot campaigns.
- Work with Maxwell Miller to implement SEO fundamentals into the new website design.
- Coordinate with FBN's new marketing staff to plot opportunities, campaigns, and marketing efforts.
- Begin retooling Google Ads campaigns based on analysis and incoming data.
- Create Pardot landing pages for Google Ads campaigns to track efficacy.
- Create Pardot forms to feed customer information into automations.
- Integrate newly created Pardot forms into the website.
- Build and test initial, basic Pardot automations.

## WITHIN 6 MONTHS

- **Emma:** Provide feedback on the perceived effectiveness of our early Pardot campaigns and work with us to refocus future campaigns, if necessary.
- **Maxwell-Miller:** Provide emails for the remainder of the year's Pardot campaigns.
- **Maxwell-Miller:** Provide images and video that can be integrated into the website to further boost its SEO.
- Send initial, broadly focused email campaigns to full customer list and feed responses into Pardot automations.
- Segment customers into marketable lists, either programmatically or using email campaigns to convince them to self-identify.
- Start building out targeted lists for products, services, and customer interests.
- Plot a handful of lists based on geography to attempt to pre-qualify plants, customers, and locations in that area for in-person visits.
- Move website to Allegra's hosting and management, if desired.

## WITHIN 1 YEAR

- **Emma:** If interested, begin learning Pardot to ensure that FBN has a second, in-house person capable of handling it.
- Begin building out cross-marketing automations based on sales history and input from Joe.
- Get geography-based lists working to see if we can get plants and customers to opt into visits from Joe when he's traveling to certain areas.

## WITHIN 3 YEARS

- **Emma:** If interested, take over and move Pardot campaign management in house.
- Aim for complete implementation of a replacement reminder program for all customers and purchases moving forward.
- Full automation of marketing materials to new and established customers via rolling automations that manage email campaigns.
- Finish implementation of cross-marketing automations.



## PRICING

Much of the initial work is front-loaded and there's bound to be a lot of training involved. With initial SEO setup, Pardot training, and Google Ads analysis taking considerable effort, the first month is likely to be the most time consuming. Because of this, we opted to charge a one-time initial setup and training fee followed by a monthly management fee.

<b>Initial Setup</b>	<b>\$6,900</b> (includes first month)
<b>Monthly Management</b>	<b>\$2,700</b>