

Digital Marketing Services Proposal



Objectives

- Increase traffic from qualified prospects to the [YourBrand] website and landing pages
- Generate more inbound leads

Your Brand Here!



Proposed Services

- Create and launch paid search campaigns
- Actively manage advertising account and work to improve performance over time



What's Included?

Project Based Activities



Initial Setup

- Get access to or create & configure various accounts
 - Google Tag Manager
 - Google Analytics
 - Google Search Console
 - CallRail (Call Tracking)
 - WordPress
 - **Google Ads**
- Install & Configure Conversion Tracking
 - Form Submits
 - Phone Calls
 - Newsletter Subs
 - Page Scans
 - Link Clicks



What's Included?

Monthly Retainer Activities



Ongoing Campaign Management

- We'll manage ad campaigns on an ongoing basis and work to improve performance and maintain account health
- Although there is no specific SLA, we typically check on campaigns multiple times per week and make adjustments as needed



Campaign Management Activities

- The most time consuming and expertise driven activity involved with campaign management is reviewing campaign performance and deciding on appropriate next steps.
- Campaigns need time to run and collect data, for healthy campaigns the most common action item is to take no action.



The CRUD of PPC

- When action is needed activities will typically follow the CRUD of PPC.

Create Read Update Delete

- Ads
- Audiences
- Keywords
- Ad Groups
- Campaigns
- Extensions
- Negative Keywords

Sponsored


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Call Tracking Software Admin

- Administration Of call tracking software to capture call conversions, record phone calls, and attribute calls to campaigns
- Well listen and categorize inbound calls each month to understand campaign performance
- Great for sales training purposes and understanding effectiveness of marketing efforts

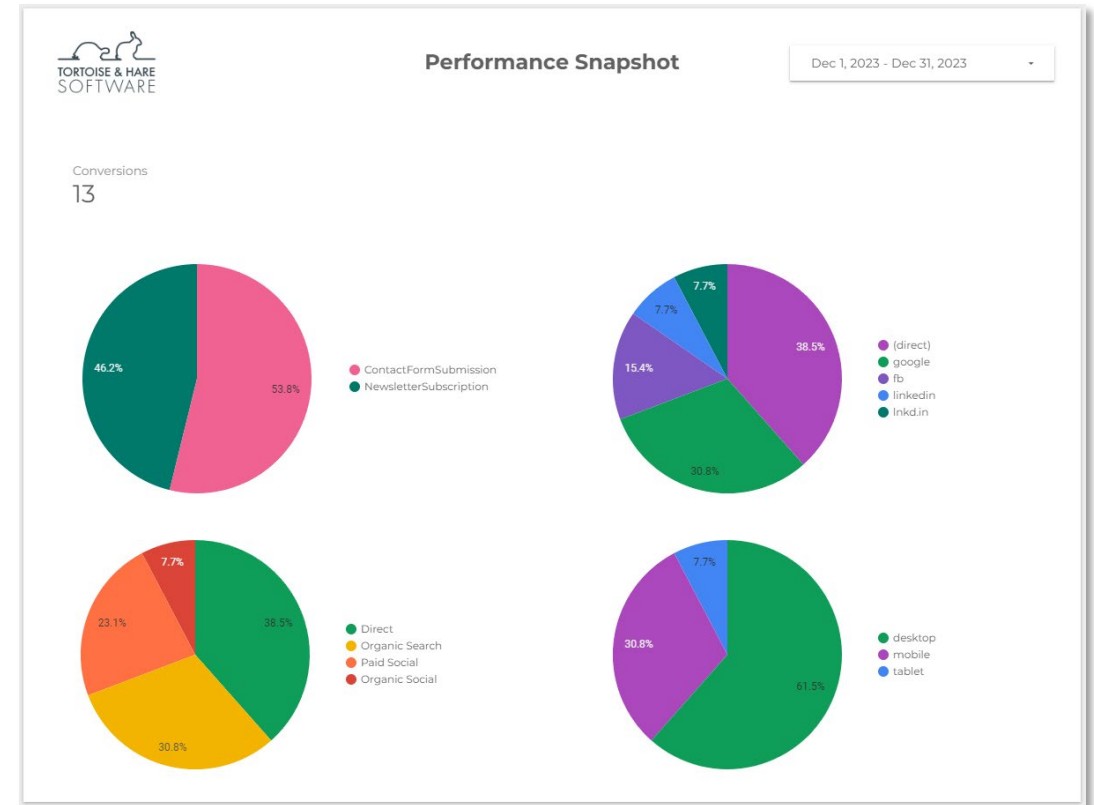
The logo for CallRail, featuring the text "CallRail" in white on a blue rectangular background.

CallRail



Monthly Reporting

- Monthly reports on your marketing performance
- Monthly reporting call to review prior months performance, answer questions, talk about strategy, and other discussion as needed.
- Delivered via Microsoft Teams video conference



Agreement Specifications



Pricing For Services

- Initial Setup Fees
 - \$1,500
- Monthly Retainer Fees
 - Estimated Ad Spend \$5,000
 - Ad Account Management Fee: $\$5,000 \times 20\% = \1000
 - Call Tracking Software Management Fee - \$250
 - Monthly Reporting & Advisement Fee - \$250
 - Total monthly retainer fee: \$1,500
 - Estimated Total Monthly Spend: **\$6,500**



Billing Specifications

- Per MSA, fixed fee projects leverage 50/50 billing. 50% due up front and 50% due on completion
- Per MSA, monthly retainers are invoiced on the 1st day of the month in which services are to be rendered. Net 15 billing.
- Invoices sent via QuickBooks electronic invoicing With credit card and bank transfer options.



Timelines

- Initial setup activities to kick off [The First Of Next Month] and complete by [The End Of Next Month]
- Monthly retainer to go in effect [Two Months From Now] and last until cancelled with one calendar month's notice required
- Offer valid until [The End Of This Month]



Why Tortoise & Hare Software?



Industry Expertise

- Our niche is the IT sector. We focus on and primarily serve managed IT service providers – though we have also done work with SaaS, VARs, and Cybersecurity firms.
- We bring rare expertise in the marketplace from an agency perspective for more efficient, and effective marketing solutions.



Market Leading Tools

- We leverage market leading tools to deliver our services
 - Publer for social media management and posting.
 - SEMRush for SEO & Paid Search Research
 - Adobe Creative Suite & Canva for creative production
 - Monday.com for project management
 - WordPress & Suite Of Premium Themes & Plugins For Web Development
 - Google Marketing Platform
 - Google Search Console – SEO Data & Web Performance
 - Google Tag Manager – Seamlessly Deploy Marketing Tags
 - Google Analytics – Web Analytics For Analyzing Performance
 - Google Ads – Paid Search Advertising
 - Google Data Studio – Create Custom Reports From Multiple Sources
 - Hotjar & Google Optimize for conversion rate optimization
 - And More!



Track Record Of Success

- Top rated service and support
- Big agency expertise, small agency care
- Track record of delivering high impact marketing solutions to B2B technology companies
- Broad expertise in the marketing and technology landscapes
- Managed over \$750,000 in Google Ad Spend
- Helped companies' source over 7 million in new annual revenue



Key Personnel

- Hunter Nelson, President TNHS
 - B.S. IT, Florida State 2009
 - MBA, Florida State 2017
 - 10+ years in Tech Industry
 - Operational and customer facing roles
 - Small startups and Fortune 500 companies
 - Project lead and primary contributor
 - See [LinkedIn](#) for more



“Tortoise and Hare has been a key partner in NetTech's growth. Over the year's we've worked together they've helped our MSP dramatically increase its website traffic, create brand awareness, and build a steady stream of leads sourced from our website and advertising efforts. Over that time, we've been able to raise our base customer size, build economies of scale to more efficiently service customers, and expand into new markets.”

*- President,
Regional MSP*



“As a growing MSP we knew that having the right marketing team was going to be a game changer for our organization. AKAVEIL Technologies did a 180 after hiring Tortoise and Hare Software. Their strategy was in line with our business goals and objectives. In only two short months we started seeing major progress and net new leads. We are thrilled to have Hunter and his team on our side.”

*- Owner/Operator
Vertically Focused MSP*



“Tortoise and Hare Software has established the foundation and executed on the analytical strategy with our Ads account that we have been wanting to implement for years! Within the first few months we have seen an overall increase in conversions as well as more efficiency with a lower cost per acquisition.”

*- CEO,
ECommerce SaaS Provider*



“Hunter was great to work with. He over-delivered on our website redesign. He needed minimal time to learn about my business and the aspects that I wanted to highlight on my website. I will be working with Tortoise and Hare Software again for future website needs.”

*- Principal Consultant,
Oracle Cloud ERP Consulting Company*



“My company benefited from my experience with Hunter. He helped rebuild our website to dramatically increase web traffic. The best part of working with him was how freely he shared his depth of knowledge about marketing our services on the web. It was like a partnership. We will be using Tortoise and Hare from this point forward!”

*- Owner/Operator
Corporate Training Company*

