



# Digital Marketing Overview

# Introduction

The purpose of this digital marketing proposal is to give you a bit of information about [Sender.Company] and the various digital marketing services we offer, along with information and pricing for a custom digital marketing solution based on your needs. Based on our previous discussion, I feel like we are a good fit for one another. I've spoken with my team, and they're excited to get to work helping you reach your marketing goals.

At the end of this document, you'll find a pricing table that includes the services we've discussed previously. If after reviewing our full list of services you feel like the items in the pricing table don't fit your needs appropriately, just send me a comment (to the right) and I'll make any necessary changes.

Once you're happy with the services and prices for your custom digital marketing solution, go ahead and e-sign at the bottom of this proposal and we'll move forward from there!

# Meet The Leadership

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*Andrew Sinichar  
Founder-CEO*

**in**

Andrew has a background in manufacturing industries, a past founder of an ERP software company, and over 10 years industry experience in sales and a passion for marketing.

He has learned that there are so many creative ways to market businesses in this social media age.

"I love taking on the challenge of a new business that has not really benefited from digital marketing and create new social media strategies to produce more profits for that business"



*Elora Tran  
Chief Operating Officer*

**in**

Voted as one of the top 25 Phoenix entrepreneurs in 2020, featured in July, 2020 cover of Phoenix Entrepreneur magazine, and titled as a "Trendsetter in AZ Foothills magazine", in addition to other publications.

Elora's is well versed in leveraging social media and team management to implement the most current trends for each social platform.

"Marketing is constantly changing and I believe that it's extremely important to educate ourselves in the latest trends and movements in order to stay ahead of the curb."



*Hue Le  
Chief People Officer*

**in**

Having worked for top tech companies such as apple. Hue understands the importance of excellence and culture in the workplace.

Knowing how to bring out the best in people is one of Hue's key strengths. We build teams for projects and promote synergy. The net result of that is creative content and great results.

"I believe that we are all in the people business. Being able to bring people together and have them work in a cohesive way that creates a growth environment."

# About us

[Sender.Company] is a full-service digital marketing agency based in New York. We are an end-to-end provider of digital marketing services. Whether you're looking for a turnkey managed strategy, an independent audit, or services specific to a short-term campaign, our experience and approach are sure to prove to be a valuable asset.

In today's digital business world, you need a partner who can help you take advantage of marketing opportunities across a variety of channels in real-time. [Sender.Company] combines a data-driven approach with knowledge gained from years in digital marketing to deliver outstanding results to our clients.

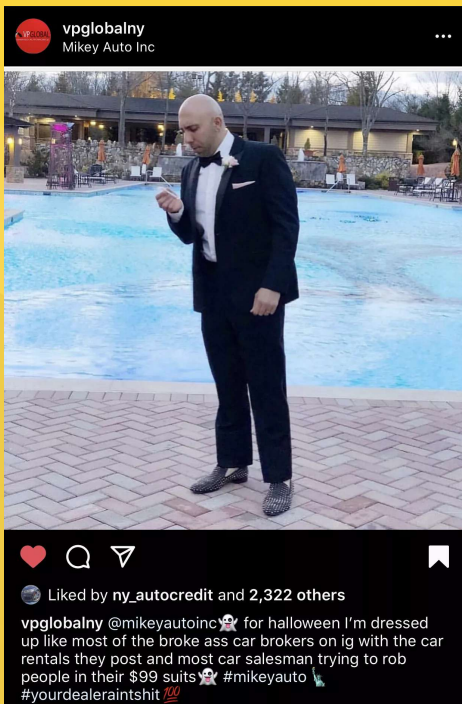
Our Agency was built on a the principle of doing whats right 100% of the time. We don't buy followers or inflate your results. Vixel Agency is USA Based and we have brought together some of the best talent in digital marketing. Our team consist in specialist in their role. We build your marketing team around your business and goals.



## Social Media Marketing



At Vixel Agency we take a hands on approach to social media marketing. We are more than hitting posting metrics and pretty pictures. We ask the tough questions like who are you trying to reach? What keeps them up at night. Our philosophy is to find the principles behind what winning companies are doing. The next step is we condense them and build something hard hitting.



### Branding & Story Telling

Story telling is you telling your brand story. Sold people sell people. We want posts and copy that convey the vision of your brand as if you were speaking to your audience. People buy from people they feel like they know and that they like. The way you do that is by creating posts that do that. Posts that you demonstrate what makes your business different or stand out. This is what converts your audience.

We also have influencers or third party content support your brand.

### Organic Outreach / Growth

Our outreach team is our secret sauce. We also write and run scripts and techniques to reach out to your competitors followers and convert them

### Design

We have multiple ways to design your posts that are aesthetic and create the emotions we want for your product or service. Beautiful pages help with engagement.

We make decisions emotionally and justify them logically. Our goal when we create your content is to provide both.

When you look at a page, what does it tell you? When someone goes on your page, you buy 10 seconds. What our goal is to buy another 10 seconds and show them everything they need to see to decide to go on your website.



## Influencer Marketing

Influencer marketing can be one of the best tools for growing your brand if done properly. The biggest challenge with influencer marketing is who do you choose. Who's audience converts and who's doesn't. We have a vetting process and our own list of influencers who we have had a lot of success with.

### In house content creators:

We have influencers who's job is to create posts for our clients pages. On top of using outside influencer created content.

Our team study the latest posting trends and have experience creating a broad range of content.



### Our influencer network

We have spent the last year and thousands of hours building a team of influencers. Our relationship allows us to get the best content the way we want it at a fair price.

Navigating influencer marketing is tough. Imagine having access to pre vetted influencers that deliver quality and results.

### Our Process:

Most influencer campaigns ran by business owners yield little to no results. Why?

#### Sourcing and Vetting:

It's more than likes and followers. We get down to the audience, Demographics, engagement , and past campaigns.

**Negotiating:** We treat your money like we do our own. As an agency we can negotiate the best terms because of our experience and volume of clients.

**Execution:** Post curating, time lines and content placement. We track and manage the whole thing.

**Analytics:** We run through the numbers post campaign. We track conversions, keep the best influencers for later to create a focused list.

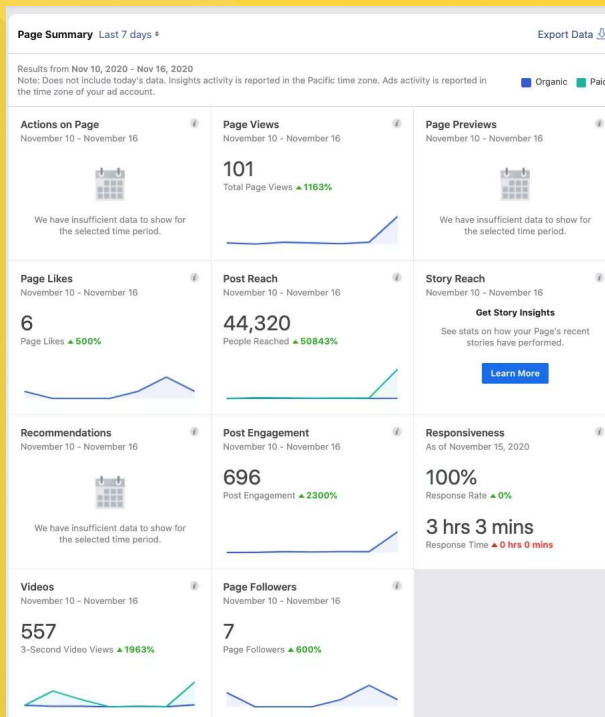


## Paid Advertising



Paid Advertising is constantly evolving and we keep at the bleeding edge. From custom cartoon explainer videos all the way to regular digital designs.

The final touch to an effective paid ad is compelling copy. Our team of copy writers create the best offers that your prospective clients cant help but get more information.



### Pixels what are they and how do we use them to supercharge your paid marketing?

Simply put a pixel is a tracking code you place on your website that allows you to track your customers demographics and them personally on the internet.

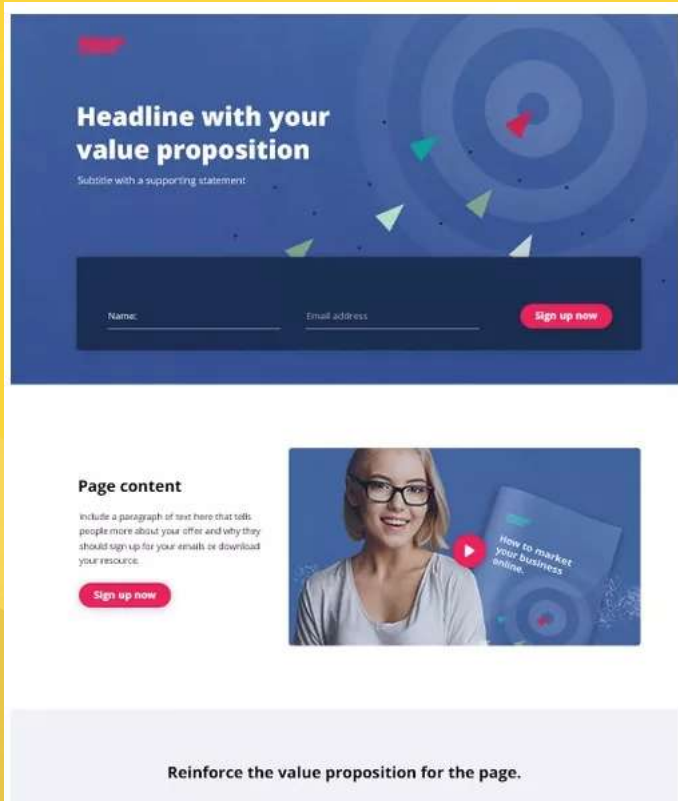
It's useful for retargeting ads if they don't buy and also creating look alike audiences. A look alike audience is a audience that is similar to the people who purchase or visit your website. The benefit here is you can target exactly the type of people who would be interested in your product.

Pixels produce the highest ROI of your paid advertising dollars. Imagine selling to only people who want to buy your product?

Our paid advertisement team specializes in making ads and targeting them to exactly who you want to reach. they are Facebook and Google ads certified. We are experts with Google tags and GDN. We believe a great ads manager also has to be a great sales person. Having a sales mindset is what creates great ads.



# Email Marketing



## Click funnels and email capturing:

We build click-funnels, landing pages and add ons to your webpage to capture more emails. This is useful for real estate agents and other types of business.

These types of funnels work and are high converting. We back them with paid advertising for an effective combo.

We also create a retargeting video geared to overcoming common objections. We want to give someone the highest probability of buying.

## Beautiful mailers

When it comes to mailers we built tailor made mailers to sell the key points of your product. Its about outcomes results and solutions.

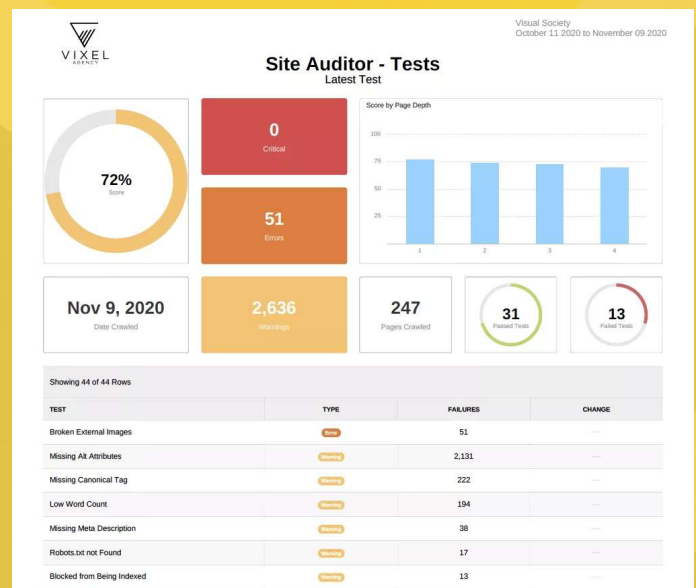
# SEO

## Page analysis and repair:

The first thing we do is run a comprehensive analysis. The second part is our SEO expert goes in and fixes the key words. We also do back linking, which is putting links to your website on related forms.

We can write blog posts and articles to help with your ranking. SEO is a slow process and it takes time to rank on the first page of a search.

We would recommend having a strong foundation setup that would be working for you in the long term.





## Professional Production

We create any and all content from scratch if needed. The advantage to this is we have full creative control to make sure that its as marketable as possible.

- Professional Video & Photography
- Animated explainer video with voice over
- Commercial quality production

We have our own photography and sound studios. We also have relationships with voice actors that do commercials for big brands. Our Agency has cultivated a talent base to give you the best production possible.



# Web Development

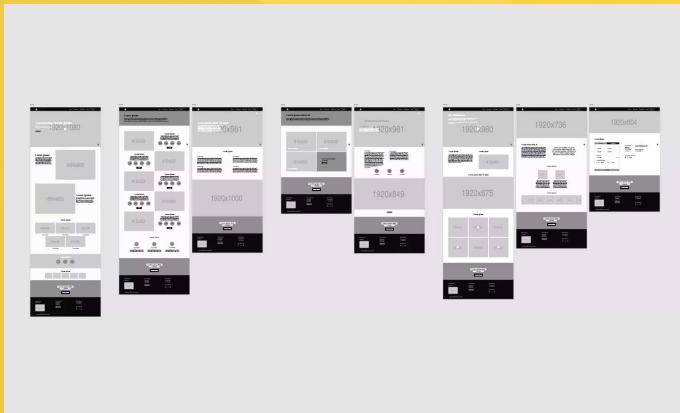


## Our Process (We don't play with your money)

### Consultation & Discovery

The first phase is where we get clear on your vision. You meet with our development team and we get your website where you want it to be.

We ask what features you want and talk about time lines and best practices. Our goal here is to build out a complete project scope to work on. We set you up on our shared drive get credentials and begin.



### UI/UX Design

This is the first step we build out how your website is going to be laid out. The flow is build around sales psychology.

Our designs are smart, intuitive and flow easily. We can build any idea and have experience in building for most industries.

### Development

This phase is where the rubber meets the road. Our full stack web developer puts everything together and build out the website.

#### Types of websites we can build:

1. eCommerce
2. Real estate
3. APP landing pages
4. Booking website
5. **ADA, WCAG & HIPAA** Compliant available

