



KNOW WHERE YOU STAND

UNCOVER YOUR STRENGTHS, WEAKNESSES, AND POTENTIAL

Pinpoint exactly what areas of your business marketing strategies and digital presence are and are not working for you. Using our full scope **MARKETING FITNESS ANALYSIS** we'll provide a comprehensive report that will enable you to **make informed and strategic decisions** that will maximize your ROI and take your business to the next level.



THE **BIG SIX** OF YOUR ONLINE PRESENCE



WEB DESIGN & PERFORMANCE



REPUTATION MANAGEMENT



MESSAGING



BRANDING



VISUAL IDENTITY



DIGITAL LISTINGS





WEB DESIGN & PERFORMANCE

HOW DOES YOUR WEBSITE STACK UP?

There's a lot more to a website than just words and pictures, and just because it's "out there" doesn't mean it's working. **7 SECONDS** is how long the average user will give your site to get their attention. There are literally thousands of your competitors just a few clicks away, so what makes a website that works? More than we can put into bullet points, but here are some of the biggies we lead with.



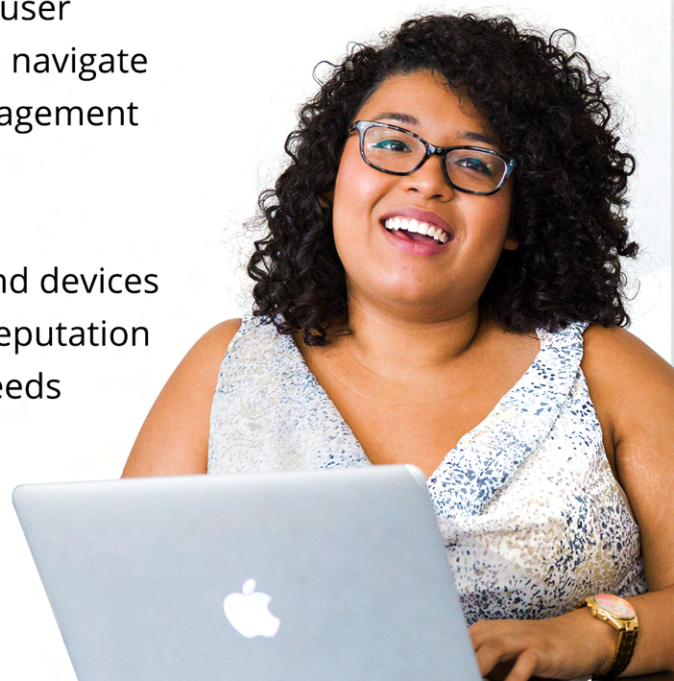
WEB DESIGN & PERFORMANCE

FUNCTIONAL:

- A sharp, attractive aesthetic that reflects professionalism
- High quality photos that tell a story and evoke an emotion
- Easy to read and skim with the right amount of text
- A well written message that connects with the user
- An intuitive layout that's appealing and easy to navigate
- A clear and repeated call to action inviting engagement

TECHNICAL:

- A responsive layout that renders on all sizes and devices
- Web security to protect your investment and reputation
- Quality build for smooth, fast page loading speeds





REPUTATION MANAGEMENT

CONTROL THE CONVERSATION

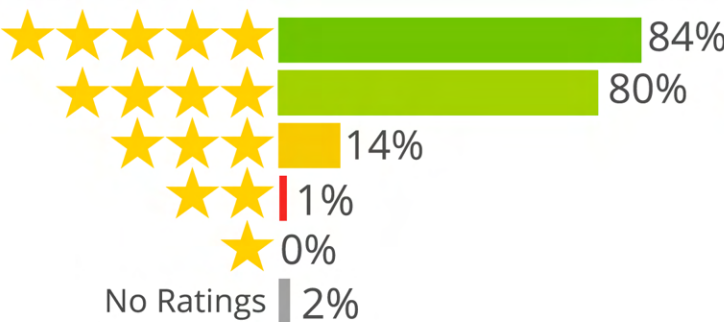
Are you listening to your customers? Because other people are. **84% of people trust online reviews as much as friends.** Over 67% of users' purchasing decisions are impacted by online reviews. In today's hyperconnected world your business can't afford to ignore the value of positive reviews and the negative impact of bad ones.



THE **BIG THREE** OF REPUTATION MANAGEMENT

- **Getting Reviews:**
The bigger the number, the higher the impact.
- **Responding to Reviews:**
Customers love to see that you're paying attention.
- **Mitigating Negative Reviews:**
It happens, but it can be used for good!

The likelihood that a customer would initiate business with a vendor who's star rating is...





MESSAGING

TELL A STORY THEY CAN HEAR

Do you speak the same way to your 4 year old nephew as to your 34 year old co-worker? Do you think that Millennials will respond the same way (to the same message) as Baby Boomers? The real question is **do you know your audience?** Strategic and skillfully written content is imperative if you want to connect with your audience, and convince them that you have something special. Just because you're talking doesn't mean they're listening.



THE **BIG FOUR** OF EFFECTIVE MESSAGING

- **Language:** Have you ever seen someone shouting English at a person who doesn't speak it, thinking if they just speak *louder* than somehow the message will penetrate. How did it go over? A professional content writer can help you identify what words have meaning to your audience.
- **Content:** As a business, everything you "say" is sales, whether you're selling your story as a sustainably operated company or your services as a window washer. And sales is really just persuading someone else to want what you've got, and to pay for it. A professional content writer can help you strategize *what* your audience needs to hear to both value your offering and choose you above the competition.
- **Quality:** Less is definitely more when it comes to written content. Users don't read online...they *skim*. So if you want people to get the message, it's got to say a lot with a little, and it's got to say it in a way that's engaging and coherent.
- **Tone:** Every good writer has to find their "voice". Well, so does every business. And the tone you write with informs your brand as much as your own conversation style reflects your personality. Writing with an organic, conversational voice goes a long way to ease engagement.



BRANDING

YOU ONLY GET ONE FIRST IMPRESSION

With all the people in the world, it's hard enough to remember everyone we meet in a day, let alone their names. Now imagine some of them didn't even *have* a name...or a face. Essentially, they wouldn't exist to you. **Your logo is the face of your business**, your brand is what sets you apart. Differentiation. Recognition. Loyalty: This is what a quality brand is all about.



THE **BIG FOUR** OF BRAND IDENTITY

- **Unique:**

A good brand has an unexpected element to it. This serves two purposes, the first is that it differentiates you from your competitors. The second is that it makes you more memorable. You likely won't notice the stapler on your co-worker's desk, but put an iguana in a tiny sombrero in the same spot and I guarantee you won't miss it.

- **Relevant:**

At the same time, it can't be *so far out there* that there's no clear connection to your service, product, or industry. It has to communicate something to the logical brain as well.

- **Emotional:**

90% of purchasing decisions are made subconsciously, by how the brand or product makes us *feel*. Symbols and colors are the language of the right brain, and can make an impression on a consumer within 10 seconds. Furthermore, a signature color can improve brand recognition by up to 80%!

- **Consistent:**

Consistent brand presentation across all platforms increases revenue by up to 23%.



VISUAL IDENTITY

TELL A STORY THEY CAN FEEL

Humans are visual creatures, and the old adage “a picture is worth a thousand words” could never be more relevant than in the marketing of your business. **80% of engagement online is visual.** Quality photography is a powerful tool to evoke the kind of emotions that generate engagement, build trust, and create value for your potential customers.



THE **BIG THREE** OF VISUAL IDENTITY

- **Quality:**

If someone gave you a dollar for every blurry, pixilated, stretched out image you saw online...you could probably quit your day job. As great as iPhones are, there is no substitute for a professional photographer with the technology and skill to frame a shot, manage the light, balance the color, and post-produce to deliver crisp, stunning, high resolution images that will grip your audience.

- **Content:**

This is where the story is told. Working with a photographer isn't just about pointing and shooting, it's about collaborating with a professional to figure out *what* to point at. Every business has a unique story to tell about both its identity as well as its product or service. Stock photos are fake, they look fake, and they undercut the professionalism of a businesses as well as the perceived quality of their product or service. Friends don't let friends use stock photography.

- **Consistency:**

Pulling a mismatch of photos from mobile phones and Google images leads to drastic inconsistencies in the color, tone, content, and overall feel of what's on your website and other listings. This incongruity is then subconsciously associated with the character of your business and the quality of your product or service. If you wouldn't write the words “we're inconsistent” online, than you probably don't want to say it with pictures.



As a person you can only be in one place at a time, and when someone asks you a question they get a single answer based on your most current knowledge. **On the web, you're everywhere**, and when someone goes looking for you there's no telling what they'll find. Maybe a directory profile you set up 3 years ago- before you changed your address- and then forgot about. Maybe you've updated your photos to look more professional, but your audience is gazing at "the old you." Digital listings management helps you track all the places you're showing up online, so you can keep it up to date and consistent.



THE BIG FOUR OF DIGITAL PRESENCE MANAGEMENT

- Awareness:** Google My Business, Bing, Yahoo, Facebook, LinkedIn, Citysearch, Foursquare, Yellowbook, Whitepages, YP.com, Better Business Bureau, Manta, MerchantCircle, Angie's List, EZ Local, Thumbtack, Trip Advisor, Home Advisor, YellowBot, Apple Maps, MapQuest, HubSpot...Seriously, the list goes on and on...*and on*. Many directory sites will pull your information from other directory sites without you even knowing they did so. Ever played the telephone game? Your digital listings probably have.
- Consistency:** Obviously you want everyone who's finding your business to find the most up to date information. After all, it's difficult to call them back if they're calling the wrong phone number.
- SEO:** If you're investing in Search Engine Optimization to get your website to the top of the list, you've got at least one oar paddling the wrong direction with inconsistent listings. If Google is confused it will be more hesitant to put you in front of its users.
- Exposure:** Creating *more* listings is easy (and often free) exposure!

MARKETING STRATEGIES

USE THE RIGHT TOOL FOR THE JOB



We all know that customers aren't delivered by storks, swaddled in dollar bills. **THERE'S A COURTSHIP PROCESS** that involves attracting awareness, captivating interest, cultivating consideration, wooing intent and finally enticing into action. Below is a high level review of the most accessible marketing strategies for bringing potential customers from "I don't know you" to "I do!"

WORK THE FUNNEL TOP TO BOTTOM

ATTRACT

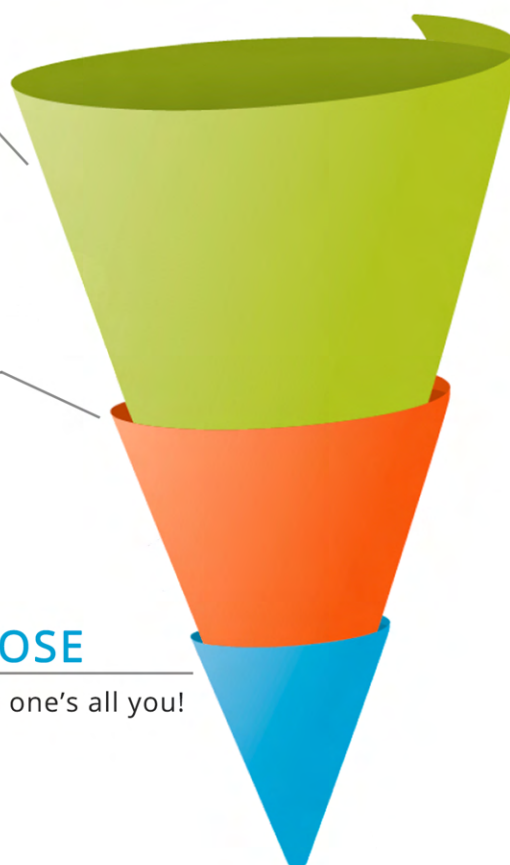
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Video Creation / Marketing
- Printed Collateral / Swag
- Reputation Management
- Social Media Marketing
- Listings Management
- Pay Per Click (PPC)
- Email Marketing
- Blog Writing

CAPTURE

- Free Consultation
- Estimation Tool
- Landing Pages
- Lead Magnets
- Email Sign Up
- Call To Action
- Contact Form
- Content Offer
- Free Demos
- Promotions

CLOSE

This one's all you!



While we can't close a sale for you, Strutsite Media Solutions is here to help you identify how your business is faring at each stage of the courtship process, and to help you integrate the tools and systems needed to **close the gaps**.

MARKETING TOOLS ANALYSIS

WHAT'S IN YOUR TOOL BELT?



We all know that choosing the wrong tool for the job can lead to failure and frustration at best, and at worst breaking more than you fix. Like any good car mechanic or carpenter, having the right tools is important, and **you're only as capable AS THE TOOLS IN YOUR BELT**. The good news is, we've got a lot of tools...and we know how to use them! But *first*, we need to determine what *you've* got and what you need.

THE **BIG TEN** OF MARKETING TOOLS



SEARCH ENGINE OPTIMIZATION (SEO)



EMAIL MARKETING



SEARCH ENGINE MARKETING (SEM)



LEAD GENERATORS
(ie: Thumbtack, Angie's List, etc.)



SOCIAL MEDIA MARKETING



CONTENT MANAGEMENT
(ie: blogging, social media management)



REPUTATION MANAGEMENT



PRINTED COLLATERAL



LISTINGS MANAGEMENT



VIDEO CREATION / MARKETING

Our **MARKETING TOOLS ANALYSIS** will assess what tools you're using and how well you're using them, as well as what you could add to your tool belt to make sure your marketing bases are covered. This is a suggested add-on to the *Marketing Fitness Analysis*. Combining the two will then provide you with a full picture of both how well you're doing, and how you're doing it. Once it's all on the table, we can help you formulate a new strategy that fortifies what you're doing well, corrects what you're doing wrong, and uncover potential you didn't know you had!

SEARCH ENGINE OPTIMIZATION

ARE THEY FINDING YOU?



SEO, for most business owners, is mysterious and elusive...like Snow Leapords or Atlantis. But unlike the shimmering isles of the lost city, **you want your website TO BE FOUND!** With over 200 ranking factors at play (and ever-changing), the work of SEO is far too complex to summarize, but we've laid out *just a few* high points of what we're looking at in our Comprehensive SEO Audit.

THE **BIG EIGHT** OF SEARCHABILITY

KEYWORD ANALYSIS

Which search terms are getting the most traction from users looking for your products or services?

COMPETITOR ANALYSIS

Who are your major competitors and how well are *they* playing the SEO game?

TECHNICAL ANALYSIS

Search engines favor functionality. How fast do your pages load? Are they mobile friendly? Are there dead links or missing pages?

PAGE LEVEL ANALYSIS

Here we're looking for use of keywords, duplicate content (a no-no), META descriptions, alt tags, internal links, and all things on-page.

CONTENT ANALYSIS

Is it unique and original? Is it useful? Is it accurate? Is there too much? Not enough? Are there spelling errors? Etc.

USER EXPERIENCE ANALYSIS

How long do users stay on your site? How many users return? What are they clicking on while they're there?

LINK ANALYSIS

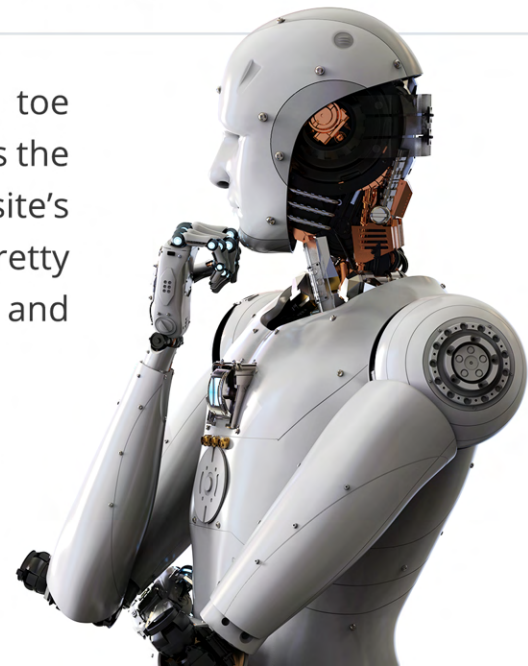
Who are you linking out to? Who is linking back to you? How relevant, authoritative, and diverse are all these links?

CITATION ANALYSIS

Where is your business showing up online...and is the information accurate? This overlaps with *Listings Management*

Our **COMPREHENSIVE SEO AUDIT** will run a head to toe analysis of every factor (on-page, in the backend and accross the vast expanse of the world wide web) that affects your website's searchability. We'll go over the results with you (it's pretty technical) to help you understand exactly how you stack up and what can be done to rise above your competition!

Whether or not you get found on the web is in the hands of algorithmic intelligence, lucky for you, we speak robot.



MARKETING STATISTICS

THE NUMBERS DON'T LIE



Inc..com
crowdspring



ENGAGEMENT

- The average person gets distracted in eight seconds, though a mere 2.8 seconds is enough to distract some people.
- 81 percent of people only skim the content they read online.
- People form a first impression in a mere 50 milliseconds.
- An estimated 84 percent of communications is visual.
- An estimated 79 percent of internet traffic is video content.
- Posts that include images produce 650 percent higher engagement than text-only posts.
- People are 85 percent more likely to buy a product after viewing a product video.
- Posts with videos attract 3X more links than text-only posts.
- 78% of consumers believe that companies focused on custom content are more trustworthy than companies who simply churn out generic content.
- Companies that have blogs generate 67% more leads per month than companies who don't have blogs
- 84% of people purchase a product because of a referral- even if they didn't directly know the person.
- First impressions are incredibly important to develop loyalty; 48% of consumers report that they are more likely to become loyal to a brand during the first purchase or experience.

MARKETING STATISTICS

THE NUMBERS DON'T LIE



DESIGN / BRANDING



- Color boosts attention span and recall by up to 82%. With color, a person is 80% more likely to read a piece of content
- Color is a huge factor in brand recognition. A signature color can increase brand recognition by 80% (like the Starbucks green).
- It only takes consumers 10 seconds to form a first impression of a brand's logo, but it takes 5-7 impressions for consumers to recognize the logo.
- Our brains process images 60,000 times faster than we process words. That's why so many companies choose to include a glyph or visual in their logo.
- Emotion is an important part of a name. 90% of all purchasing decisions are made subconsciously, making it vital for companies to choose names that evoke positive emotions.
- People can actually retain 65% of information if it's served up with relevant visuals. When information is presented verbally, people will only remember 10% of what they hear.
- 93% of all human communication is almost non-verbal, which means that our brains prefer to perceive visual cues.
- 65% of the human population are visual learners.
- 90% of snap judgments that consumers make about products have to do with color.

The bottom line is...**marketing matters**. Understanding the science and psychology of engagement is crucial to the success and longevity of your business. Strutsite Media Solutions is here to help you extend your reach and maximize engagement with your customer base. Our Marketing Fitness Analysis will arm you with the knowledge of how your business's marketing efficacy, so you can determine exactly what areas need the most attention and invest in the tools and services that will provide the most drastic ROI. Don't leave money on the table.