



THE WHOLE SHEBANG

services guideline

WE BUILD YOUR TOOLS & SYSTEMS

Here are just a few of the items we may accomplish in our monthly engagement. This project is a customized monthly service, requiring a 3-month minimum commitment.

Initial Consultation

- Define the best platform/tools for your needs
- Establish the role we will play with your team
- Determine what, if any, production assets are needed (photography, video, etc.)
- Establish initial project timeline and milestones

Project Manage

- We will manage our project and keep on schedule and on budget
- Track milestones and provide regular status reports
- Drive strategies for you, so you can keep focus on the rest of your business
- Make regular suggestions and implement improved systems

Website

- Custom Design
- Custom Build
- Suggest best practices and future-forward tools (the “coolness factor”)
- Manage drafts and revisions from all stakeholders
- Develop & beta test functionality
- Speed & Cross-browser testing
- Set up CDN, if applicable

Ecommerce

- Upload each product
- Integrate fulfillment and shipping systems

Brand Identity

- Design new logo, if you don't have one
- Design branded online elements for all online applications

Additional Assets Production

For any assets needed (photos, video, templates, decks) we can manage production*
Or, work with your existing vendors to produce necessary assets.

**Production costs are not included and will be billed separately*





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WE TEACH YOUR TEAM HOW TO USE THE TOOLS

We offer indepth instruction to provide your team with the context and content needed to manage and delegate your own online business with authority.

3rd Party Services (like booking, payments, Wistia, Vimeo, etc.)

Integrate with website

Connect you to support resources

Make sure you know how to use and operate all of your systems

One-On-One Video Tutorial Sessions

Recorded screencasts for your future reference

Optional 2-hour sessions to cover:

- How to add/edit content

- How to share your content on social media

- How to optimize your brand and use SEO

- Anything you'd like help with!

Resource Docs

SEO Checklist

What Now Doc

Share Guide

Style Guide

Our Gift

a complimentary copy of Greta Rose's book, *How to Manage Your Own Website*. You have a website, now what? Here's your all-in-one user-friendly solution to help understand how to manage your website, blog, sharing tools, social media fan pages, SEO, Google analytics, other helpful statistics, search ranking, creating authentic content, troubleshooting, help resources, WordPress, eCommerce... all without losing your mind.





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WE LAUNCH YOUR MARKETING CAMPAIGN

We'll manage the kickoff announcement for your new site with a strategic launch campaign, marking the green light to your new website.

Test Site Development

Build and perfect on test site with full access for client to avoid any disturbance to business and insure instantaneous site launch.

Launch Assets

Includes your email newsletter template, social media graphics, blog post (if applicable), and managing the sharing and reporting for your initial blast.

Mailchimp (or your preferred CMS)

- Create your account, if applicable
- Import contacts (you provide csv or txt file)
- Design & upload newsletter and email templates
- Create first scheduled launch campaign blast
- Design branded opt-in forms
- Integrate with website, Twitter, FB, Google Analytics
- Send test for launch email
- Send regular strategic emails to subscribers

Facebook, Twitter, Instagram, Pinterest

- All set up and integrated with each other
- Design of cover banners and profile graphics
- Design branded social graphics
- Manage social fans, engaging and producing content
- Regular reporting of insights

Google+ Page

- Help setting up and verifying location
- Design of cover banner and profile graphics

YouTube Channel

- Help set up
- Design of cover banner and profile graphics
- Manage uploading and optimizing of videos





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WE MANAGE ONGOING SUPPORT & STRATEGY

Don't worry, we're not going anywhere. Now that the new site is built, we'll stick around to produce results for you, grow your business & support your team.

Create & Execute Strategy

In collaboration with your team, we will construct and implement your company's brand strategy, serving as your Marketing Director. This will be customized based upon your short and long term objectives.

Ongoing Content Creation

- Create site-map for best user experience
- Strategically generate and share content for web pages, blog posts, presentation decks
- Design compelling graphics for content
- Report on effectiveness of conversion rate (subscribers into customers)

Google Analytics

- Set up account, if applicable
- Integrate with Google Search
- Crawl and force Google to fetch updated data to improve your SEO
- Regular reporting and monitoring

SEO

- Research and install all default and targeted optimization
- Optimize all elements for Google and any other relevant search engine for your industry
- Ongoing targeted optimization and monitoring of Google ranking

Special Projects

Invent, create and produce custom assets designed and executed to support strategic initiatives. This may include presentation decks, branded graphics, creative think tanks, special events, and more.

Have questions?

Please feel free to ask any questions, so we may determine the best project level for your needs, as well as your budget.

You may reach Greta Rose directly at (541)490-1984 or greta@gretarose.com.





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USE THIS SPACE FOR NOTES.

