

**WHAT IF  
YOUR  
WEBSITE  
COULD BE  
MORE?**

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# IN 2020, YOUR INTERNET PRESENCE CAN DO SO MUCH MORE TO MEET YOUR GOALS.

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It used to be the case that a company's online presence, namely its website, was responsible for only supplementary validation. You had to have a good looking website to ensure your brand was trusted, but beyond that, your focus for growth was on your other marketing channels.

And that's still true. According to Stanford University, **"75% of users admit to making judgments about a company's credibility based on their website's design."**

## **BUT NOW THE SEARCH STARTS ONLINE AND ENDS ONLINE.**

According to Google's research, **93% of shoppers say they've used online resources in their decision-making.** And that makes sense. We often begin our searches having a need or want, and first consult search engines. We're followed by ads, emails, review websites and more - all to make sure we're as informed as possible when making a decision to buy. The days of the uninformed consumer are behind us.

## **SO OUR MARKETING HAS TO CHANGE TO REFLECT THESE TRENDS.**

If we are going to grow and thrive in the modern marketplace, we've got to adopt the modern tools and processes that allow us to meet the customer where they are. We can't just build a pretty website and call it done. We can't send out marketing emails that are generic and unpersonalized. We can't depend on impression-based ads hoping to catch more fish with a wider net. We have to be smart, focused, and track everything we do to make better decisions for the next campaign we run.

## **AND THAT'S WHAT POST MODERN MARKETING DOES FOR YOU.**



## QUICK FACTS

# ABOUT PMM

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- Established in 2010
- Over 300 websites developed
- Ranked 6th Fastest Growing Company in Sacramento Region in 2019 - Business Journals
- Highest ranks amongst web firms in our region in Yelp, Google, UpCity, Clutch
- Over 100 active monthly local clients supported
- Our team is based entirely in the US

## THE PMM PACKAGE

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# Introduction

## WHAT ARE WE ALL ABOUT?

You've probably heard the same story over and over about how a digital marketing agency can help you with things like SEO using their own secret formula. They disappear for weeks at a time, send you reports, and somehow magically are supposed to grow your presence online.

And, most of our partners come to us with the same thing - they've been burned time and time again by those same companies that made lofty promises.

**That's not us.** We take a different approach to growing your business online. Sure, we use all the same tools, acronyms, and systems you might expect a high-end digital agency to use, but we take it further.

We follow the following promises:

- We **overcommunicate**
- We gear all our marketing to **meet your goals**
- We are entirely **transparent**
- We hold ourselves **accountable**
- We constantly **educate** ourselves and you
- We are **not afraid** to make mistakes
- We **learn** from those mistakes
- We treat you as a **partner**, not another number
- We strive to be **human**

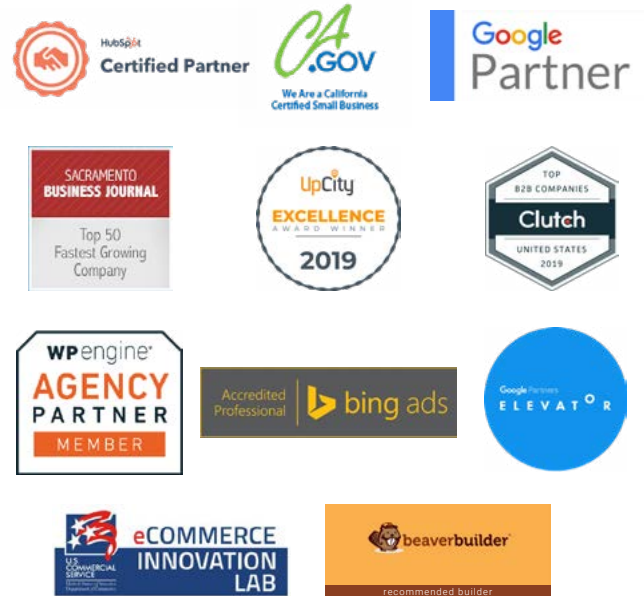
So don't be afraid to ask questions, challenge us, or come visit for a cup of coffee and a chat.

We're looking forward to working with you!



Josh Rubin, CEO

## SOME OF OUR AWARDS AND CERTIFICATIONS:



We believe in and practice these values:

### GROW OURSELVES

Always striving to learn and better ourselves, both personally and professionally. We also help each other in that growth and hold each other accountable.

### GROW PARTNERS

Beyond just growing your business, we want our relationship with you to help edify you in many ways. We want you to look back and know that you were better than when you started your relationship with us.

### GROW COMMUNITY

By sharing our knowledge, time, energy and money, we can help make where we live better, even in small ways.

# S STRATEGY

Before any successful marketing campaign, there needs to be a clear strategy set. One of the benefits of working with so many companies in so many different industries is that we know that there's no one-size-fits all approach to successful marketing. However, the approach to setting the strategy remains the same:

## STEP 1: SETTING GOALS

It's important that we understand your organization and its goals; our entire marketing platform revolves around them. Goals like getting more leads, expanding operations, hiring quality talent, and improving reputation are all valid and have their place in the overall strategy plans.

## STEP 2: IDENTIFYING CUSTOMERS

After setting goals, we need to establish who we need to market to in order to achieve them. Messaging can differ wildly from one segmented audience to the next, and we need to account for all perspectives to ensure we're answering the right questions for the right people - this creating more opportunities to gain new customers.

## STEP 3: ESTABLISHING METRICS

By setting goals and identifying those we are targeting, we can next establish measurable results that we are looking to track and improve. With every marketing campaign, we should be setting KPIs (key performance indicators) that are tied directly to our overall goals. Whether it's more leads, more website traffic, more engagement, or other metrics, we have to understand what's important so we can make better decisions.

## STEP 4: ANALYZING AND IMPROVING

Marketing pioneer John Wanamaker famously said over a hundred years ago, "Half the money I spend on advertising is wasted; the trouble is, I don't know which half." Now we have the tools to track nearly every marketing dollar spent and attribute it to a ROI. We setup the systems and processes to allow us to make better marketing decisions by focusing your budget where you'll get the best results.



Bay Alarm



Penhall Company



ccst.us



track7brewing.com

# W WEBSITE DESIGN

We believe that a website needs to be much more than pretty design. It needs to be built so it best meets the goals of your business. It has to be designed with clean, open code that empowers you or your employees to easily manage it if necessary. It has to be flexible and future-proof, so that it loads quickly and accurately on all of today's and tomorrow's desktop and mobile devices. And you need web developers who understand all of this.

## OUR WEBSITES ARE:

- Secure and modern
- Designed with all devices in mind
- Optimized for lead conversions and SEO
- Accessible, meeting WGAC standards
- Built on the WordPress platform
- Easy to manage by you and your team
- Owned by you – you'll have full control over your website

## OUR PROCESS INCLUDES:

- Kickoff meeting where we determine goals and expectations
- Custom design by our in-house designers (no templates)
- Project management schedule with weekly updates
- Internal review by our design, marketing, and management team to ensure quality
- Unlimited initial design revisions

## ADDITIONAL FEATURES:

- Page builder for easy editing
- Stock images (up to 25)
- Copy editing
- Custom forms
- Functional plugins and integrations as needed
- Technical on-page SEO setup
- Google Analytics setup
- Google Webmaster Tools (Search Console) setup
- Training videos and in-person training as requested



# W WEBSITE HOSTING & MANAGEMENT

Just having a website isn't enough. The performance of your business depends upon the performance of your website's hosting. If your site is repeatedly down or loads slowly, it won't draw clients, no matter how attractive the web design. To ensure the best hosting for your site, we provide:

## UNLIMITED BANDWIDTH & TOP-TIER SPEED

Web users have become incredibly sensitive to site load times. Recent studies show that 40% of visitors abandon a site that takes more than 3 seconds to load. Our lightning-fast hosting will ensure that your visitors don't get impatient. On top of that, we install CloudFlare and caching on every site that we manage for extra security and speed.

## REAL-TIME CONTINUOUS MONITORING

Our continuous monitoring systems notify us the second that a website goes down, so we can immediately remedy the issue. We guarantee 99% uptime, so you won't miss sales opportunities due to your site being down.

## UPDATES & SECURITY PATCHES

We provide real-time detection of security threats and recovery service for hacks, viruses, and more. In addition, we regularly update the WordPress core to the most recent, stable version, and update all plugins to protect against any vulnerabilities or errors.

## REGULAR WEBSITE BACKUPS

As part of our premium class hosting plan, we perform daily backups of your entire site, giving you peace of mind. If data loss occurs, we can quickly restore your site.

## ADDITIONAL FEATURES

All sites we host include a free security certificate (SSL/https), SFTP accounts upon request (otherwise they're turned off for extra security), and real-time access to the data center upon request. We also assist with site migrations, domain name purchases and registration, and other hosting-related tasks as needed.





# SEARCH ENGINE OPTIMIZATION

Search engine optimization can be overwhelming, to say the least. There is a wealth of information out there about how best to drive organic traffic to your site. But there are far too many differing opinions, with no universally accepted certification of expertise (aside from Google's certifications, which we have). So, what makes us better than the rest at helping you rank well in search engines? Well, we take an approach that most SEO companies don't – we tie in traditional marketing know-how with new tech-savvy marketing methodologies.

## ON-PAGE SEO

By ensuring your website runs well and is well-written, we can ensure that both your visitors and web crawlers have their needs and standards met. Our on-page services include:

- Content strategy & creation
- Keyword research & optimization
- Conversion optimization
- Website updates & best practices for structure
- Website speed & usability optimization

## OFF-PAGE SEO

The basis for search engine ranking is still backlinks - other websites referencing yours. We support this through:

- Backlink auditing & monitoring
- Authentic backlink outreach
- Connecting you to online media outlets

## LOCAL SEO

If you're a business that serves a local area, one of the best places to find new customers is in the local search engine rankings. This might include maps, local directories and more. We support this ranking through :

- Online directory profile audit and creation
- Strategy for online reviews
- Online information consistency audit
- Local-based content strategy



[myslumberyard.com](http://myslumberyard.com)



[penneylawyers.com](http://penneylawyers.com)



[kelkom.com](http://kelkom.com)



[parksmile.net](http://parksmile.net)



# P PAY PER CLICK

Many of our clients make extensive use of pay-per-click (PPC) advertising on platforms such as Google Ads. These paid forms of outreach can be a fantastically effective means of capturing new business. But the reality is that many businesses *spend too much on advertising*.

Online advertising isn't just about generating leads, but doing so in a cost-effective manner. Our marketing experts will work with you to develop paid marketing campaigns that improve your lead generation and sales efforts. In addition, they have the in-depth understanding of PPC necessary to maximize the value of your spend, eliminate unnecessary overspending, and ultimately improve the ROI of your advertising efforts.

## PLATFORMS WE SUPPORT

We work with you to build out the best strategy and platform for your PPC efforts. If the platform requires graphics and imagery, such as social media ads, we create those for you. Working with you, we can help run paid ads on:

- Google Ads
- Facebook & Instagram Ads
- LinkedIn Ads
- Bing Ads
- Yelp Ads
- Other sites such as Groupon, Zillow, and more

## FLAT FEE PRICING

We charge the same price to manage your ads, regardless of your spend with the advertising platform. This strategy ensures that our recommendations on spend budgets are based on benefitting your campaign performance, and not on motivation for our own profit.



# O ONGOING SERVICES

In hiring a digital marketing agency, you're typically looking at different vendors for different services - SEO, PPC, social media, email marketing and more - each often requires a different firm that you have to manage and support - and often those agencies don't communicate with one another.

## WE OFFER A FULL SUITE OF MARKETING SUPPORT

We understand that in order for one marketing campaign to succeed, it has to be consistent with your entire set of outreach campaigns and venues. A web user needs to see the same message, brand and deals in your social media that they see in your search ads. So we provide a full package of online marketing to get the "best bang for your buck" and ensure everything is consistent, targeted, tracked and improved as we work together.

## OUR PACKAGE INCLUDES

Our marketing retainer isn't a strict menu of items to choose from - we adapt our services at any given time to support different strategies and campaigns. Our standard marketing package typically includes:

- Marketing strategy & consultation
- Analytics & reporting
- Monthly meetings
- Graphic design support for marketing materials
- Website updates & support
- Search engine optimization
- Social media consultation
- Email marketing
- Content & blogging
- Tradeshow & event support
- HubSpot CRM management & support

## NO ONE SIZE FITS ALL

Your marketing needs are unique to you, and change as business, seasons or other factors influence your organization. So, we work with you to build a plan that best fits your goals and provides the best ROI.



armorstruxx.com



bmdusa.com



Watson Well & Water Systems



sfbama.com

# C CRM & AUTOMATION

This is where stuff gets really cool. By using some great tools to make our work more efficient and more targeted, we can setup some processes that take your marketing to the next level. Instead of using our time and energy on manually repeating tasks, we setup automated action items that are triggered based on if/then statements. Essentially, we're taking the busy work out of a lot of marketing and using our tools to make your customers' buyer journeys more unique to them.

## HUBSPOT CRM

HubSpot is one of the leading CRM and marketing platforms out there today. It allows us to create a seamless integration between your sales and marketing processes. By tying our advertising, content and email marketing directly to the leads that are generated, we can track and attribute our efforts to actual real dollars gained. And it helps you and your team keep on top of your sales process and identify where improvement can be made. If you are not currently using a CRM, we strongly encourage you to sit with us to go through why it could be a game changer for your business.

## SEGMENTATION

By segmenting your customers into groupings that would have similar questions, needs and behaviors, we can automate follow-ups and workflows to personalize messaging and advertising to the individual, leading to better results. This supports not only the marketing team in their content creation, but your sales team in understanding the needs of your customers.

## IN-DEPTH REPORTING

We make all of our decisions based on data. And we do more than just report on rank increases and click-through rates, but tie in actual, measurable results and analyze what they mean to the business. By setting up workflows and automations to better track revenue and tie it to the many stages of your customers' journey, we can hone in on areas to improve, areas that are successful that we need to repeat, and areas we need to cut. Wouldn't it be nice to ask, "hey, how much money did that one LinkedIn ad make for me?" Well, now we can answer that question and more.



Rebounderz Family Fun Center



actionasphalt.com



apexcare.com



Raley's

# Y YOUR TEAM

When you hire us, you get **several people supporting you for less than the price of one marketing employee.** With our team approach, we hit things from all angles and are nimble enough to attack all challenges head on. You'll find your team to be expert, understanding, dedicated to helping you meet your goals, and a ton of fun to work with!

## CUSTOMER SUCCESS MANAGER

Your main point of contact, the Customer Success Manager, is not just an account manager who communicates and schedules. Our CSM is also an expert marketer, whose commitment is to understand your business and build and communicate strategies to meet your goals.

## TEAM BREAKDOWN

Working with us, you'll have a dedicated team composed of:

- Customer Success Manager
- Marketing Associate
- Marketing Assistant
- Graphic Designer
- Developer
- Jr Developer
- Copywriter

That means that we're working hard on all areas of your website and campaigns to make sure no stone is unturned. No one person has all the answers, has all the skills, or has all the perspectives to make something perfect, and we know that.

Each member of the PMM team is required to have industry certifications, to always be learning, and to be humble and eager to improve their skills. And each person working with you genuinely cares about your success.



# P PRICING

Below is the table of our current pricing for website and marketing services. Please don't hesitate to reach out to us with any additional questions or clarification.

SERVICE	PRICE	FREQUENCY
Web Design <sup>1</sup>	\$20,800	One Time
Marketing Package <sup>2</sup>	\$5,250	Monthly

<sup>1</sup>Web Design price is based on stand-alone cost. By signing up for a one-year marketing package, we discount fee by 50%

<sup>2</sup>Includes all services except web design. Purchase of HubSpot CRM required and pricing is based on HubSpot's fees and paid directly to them.

## BY SIGNING UP FOR AN ANNUAL CONTRACT, YOU SAVE OVER \$10,000 ON A NEW WEBSITE!

In order for us to run successful marketing campaigns, it's imperative that we have a flexible, great website that can complement our work. So we're motivated to absorb some of the cost to help you get started on the right foot.

## WE'RE LOOKING FORWARD TO WORKING WITH YOU!

At Post Modern Marketing, we pride ourselves on our transparency, eagerness to grow, and the relationships we've formed with our partners over the years. So, don't hesitate to reach out and get the conversation started!

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**SouthEast** - Lexington KY  
859.303.9808



Socotra Capital



i-tap.com



procpclasses.com



trainerfairbrook.com