



**MAKE YOUR WEBSITE  
WORK HARDER**

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[www.pmgmarketing.net](http://www.pmgmarketing.net)



205.783.1089

# About PMG Marketing

## We Simplify Digital Marketing for Your Business

### Our Story

PMG Marketing, LLC is family-owned and operated right here in Birmingham, AL. Since our company opened its doors in 2006, we've treated every customer like they were a part of our family. Other companies may offer similar services, but our services are the best, and come with a personal touch.

### Who we are:

Established by Mark and Pam Guyther, PMG Marketing, LLC is family-owned and operated in Birmingham, Alabama. Since our founding, we have strived to treat every customer like they are a part of *our* family.

Our team members are highly experienced in many areas including web design, content development, graphic design, digital communications, publishing, printing, direct mail, and creating comprehensive marketing strategies. Our leaders have grown PMG into one of the top digital marketing and communication companies in Birmingham. PMG has accomplished this by providing several digital marketing and software products, communication services and work-flow management tools. PMG Marketing has been on the ground floor of over 25 start-up projects including assisting in the launch of small businesses and the development of several cutting-edge software programs.

Our team members are highly experienced and have been in technology, web design, digital communications sales and marketing since 1994. Some of the more recognizable titles are: [jobmax360.com](http://jobmax360.com), [siarum.com](http://siarum.com), [callmax360.com](http://callmax360.com), [driverforwardairts.com](http://driverforwardairts.com) and [jimmiehalemission.com](http://jimmiehalemission.com). Our team members are development, publishing and digital marketing experts and have considerable knowledge of technology, communication and digital marketing services.

# What do we do?

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From targeting new customers to retaining your existing client base, our job at PMG Marketing is to help you target and obtain the right customers the right way. As your personal marketing and communications team, we know you have something important to share with the world, and we are here to help communicate that message.

## Our Core Services

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**DIGITAL  
STRATEGY**



**PPC  
MANAGEMENT**



**SEO  
SERVICES**



**SOCIAL MEDIA**



**REMARKETING**



**WEB DESIGN**





# Why PMG Marketing, LLC

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**We are Digital Tailors.**

#### **DIGITAL LEADERS:**

Constantly in the forefront of technology, combining agility, ingenuity and reliability, we've already created hundreds of world-class digital marketing campaigns, mobile apps and more than 30 enterprise web apps. **PMG Marketing** helps companies like yours to be more productive and achieve desired results on budget and on time every day.

#### **EXPERIENCE:**

**PMG Marketing** has worked with numerous advertising agencies and large corporate accounts, web services, web development, email Marketing, print publishing, mailing list, computer networking, newsstand sales, strategic planning, market development, product development, hiring and training sales teams, operating and running divisions for fortune 500 companies. At **PMG Marketing** our clients goals are our goals.

#### **RESULTS:**

**PMG Marketing** also works with a vast network of specialists, including advertising agencies, web hosting/development services, email marketing providers, print publishers, mailing lists providers, computer networks, just to name a few. This allows PMG to keep your costs low and consolidate all of your marketing/communications efforts in one place.

At **PMG Marketing**, your goals are our goals. We treat each project as if our own, ensuring you receive the highest level of service possible.

# Your Reporting Dashboard

Call Tracking



Web Lead Tracking



KPI Report.



Weekly Report



Keyword Ranking



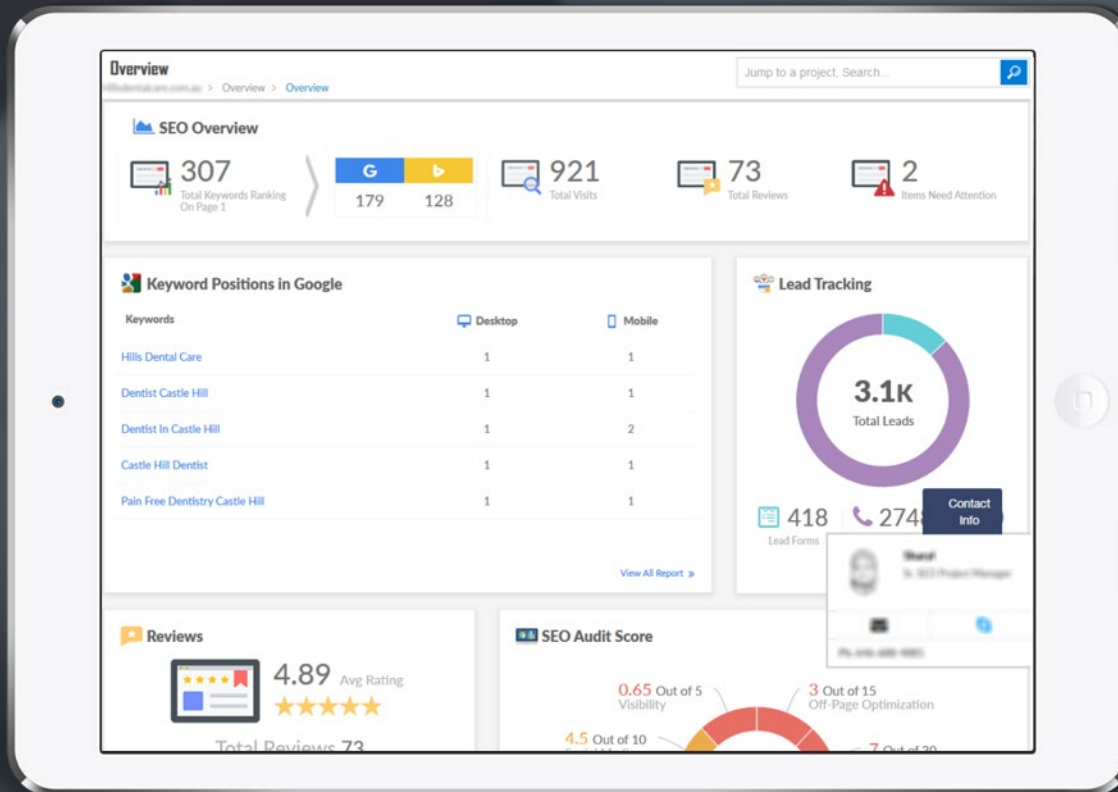
Local Reputation Intelligence



Social Media Analytics



Google Analytics



# Your Reporting Dashboard

Call Tracking



Web Lead  
Tracking



KPI Report.



Weekly Report



SEO Crawler Audit



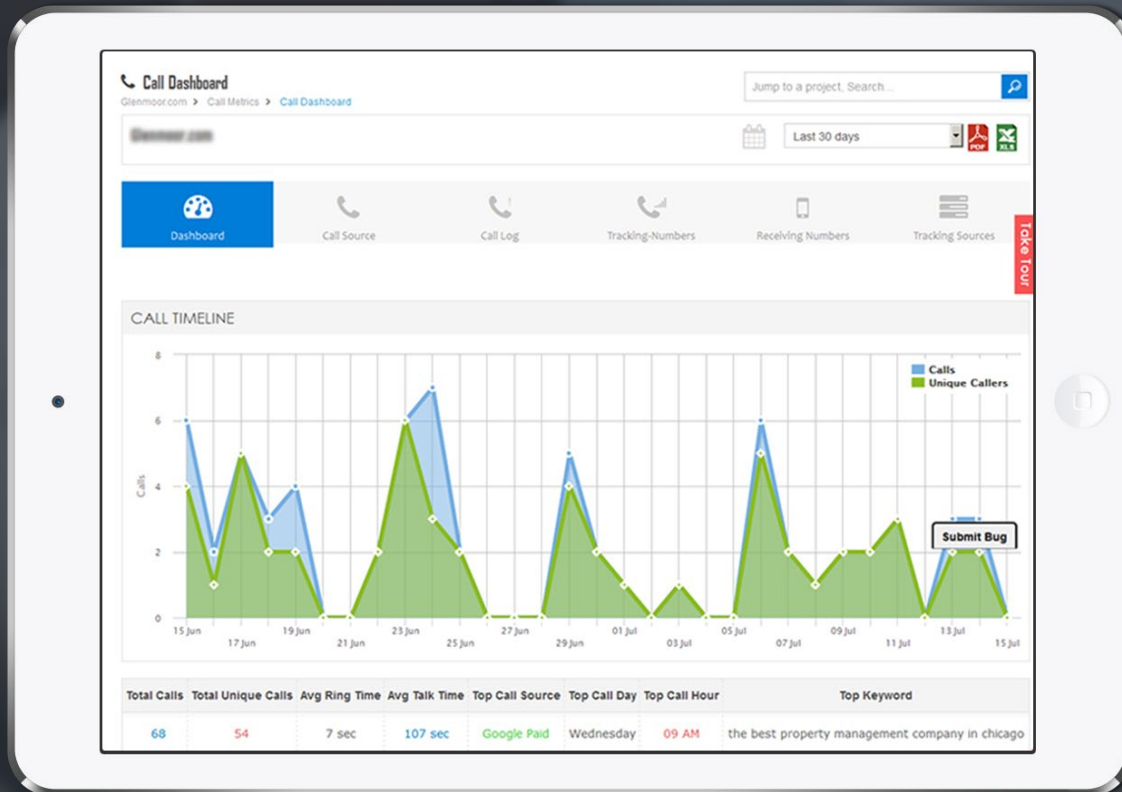
Digital Reputation



Social Media  
Analytics



Google Analytics



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Web Lead  
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KPI Report.



Weekly Report



SEO Crawler Audit



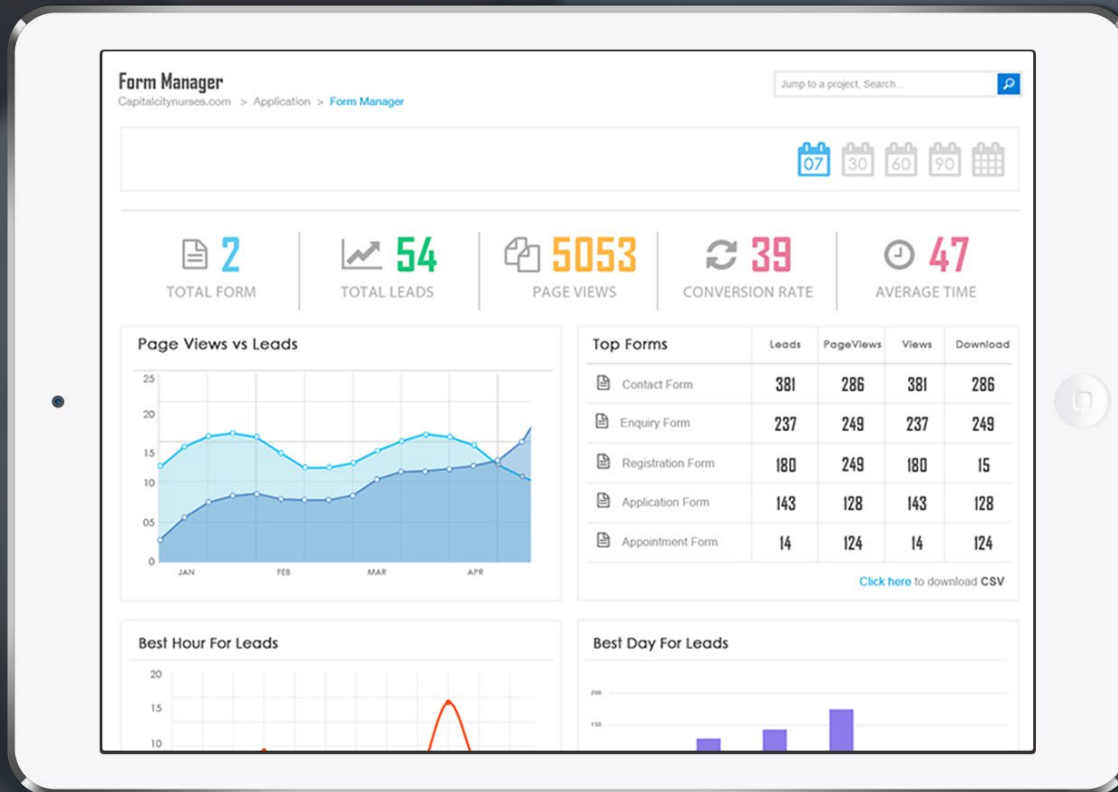
Digital Reputation



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KPI Report.



Weekly Report



SEO Crawler Audit



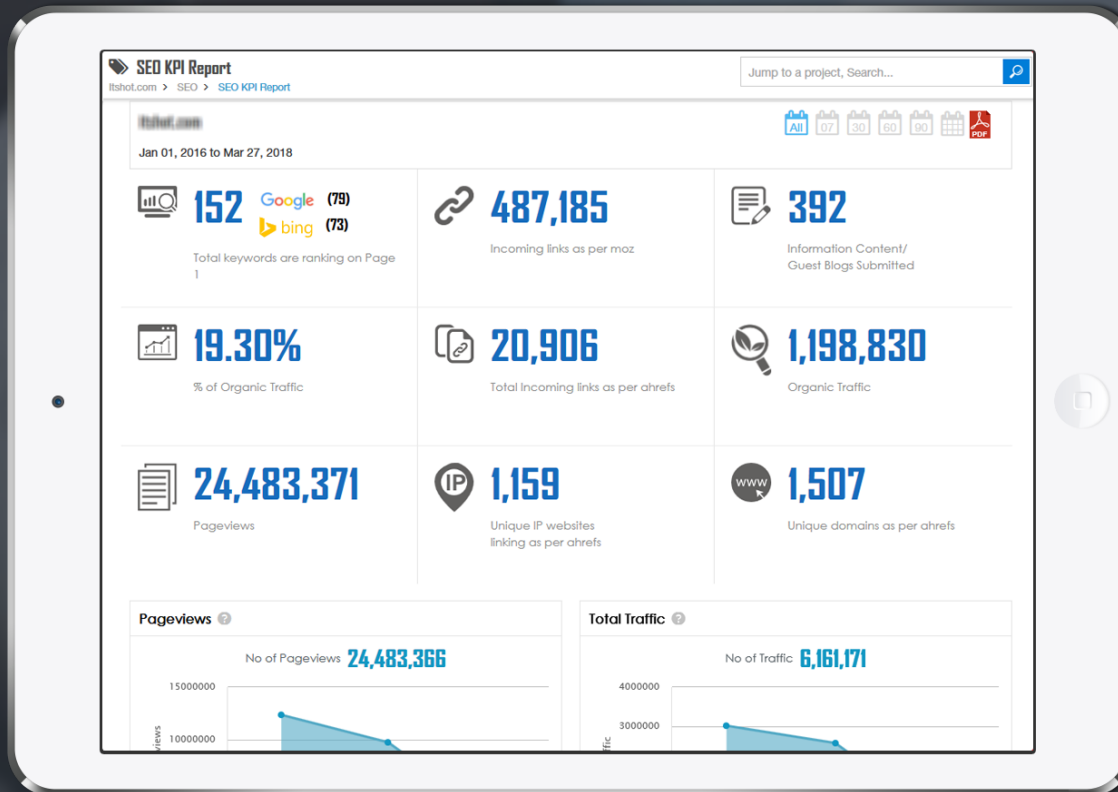
Digital Reputation



Social Media  
Analytics



Google Analytics





# Your Reporting Dashboard

Call Tracking



Web Lead Tracking



KPI Report



Weekly Report



## COMPLETED ACTIVITIES

- ✓ LIST OF SEO DELIVERABLES AS PER PACKAGE
- ✓ KEYWORD FINALIZATION (BASED ON INDUSTRY, TARGET REGION, COMPETITION & SEO PACKAGE)
- ✓ BEFORE SEO RANKING REPORT
- ✓ WEBSITE ANALYSIS REPORT & RECOMMENDATIONS
- ✓ WEBSITE ACCESS CONFIRMATION WITH POSSIBLE SEO ACTIVITIES (ADMIN ACCESS, FTP ACCESS & CONTROL PANEL ACCESS)

WE'VE GOT **77 NEW LINKS**  
FOR YOUR CAMPAIGN.

(18 JUN 2014 - 24 JUN 2014)

🔍 SOCIAL BOOKMARKING } **66**  
🔍 ARTICLES DIRECTORIES } **11**

## VISIBILITY



✓	17	▲ (3)
Listings found with accurate information		
⚠	13	▲ (3)
Listings found with possible errors		
✗	01	▲ (1)
Sources missing your listing		

**97%**

Presence  
Score

SEO Crawler Audit



Digital Reputation



Social Media  
Analytics



Google Analytics



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Web Lead Tracking



KPI Report.



Weekly Report



SEO Crawler Audit



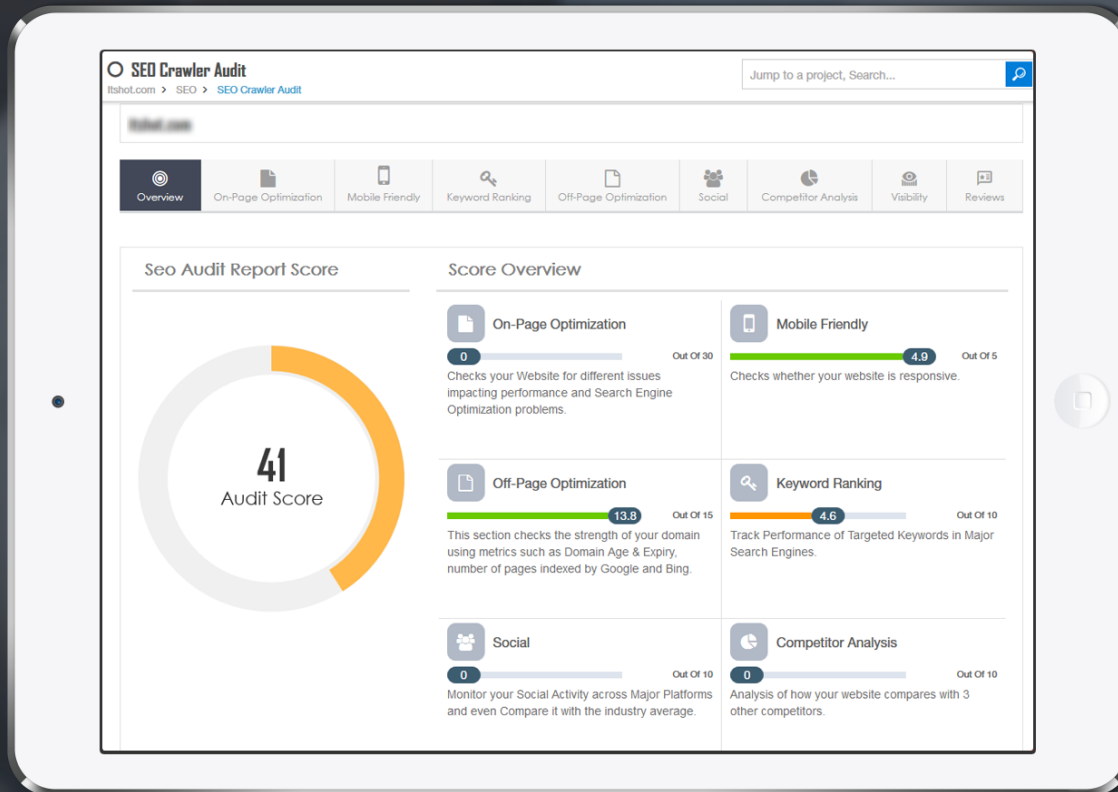
Digital Reputation



Social Media Analytics



Google Analytics



# Your Reporting Dashboard

Call Tracking



Web Lead Tracking



KPI Report.



Weekly Report



SEO Crawler Audit



Digital Reputation



Social Media Analytics



Google Analytics



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Call Tracking



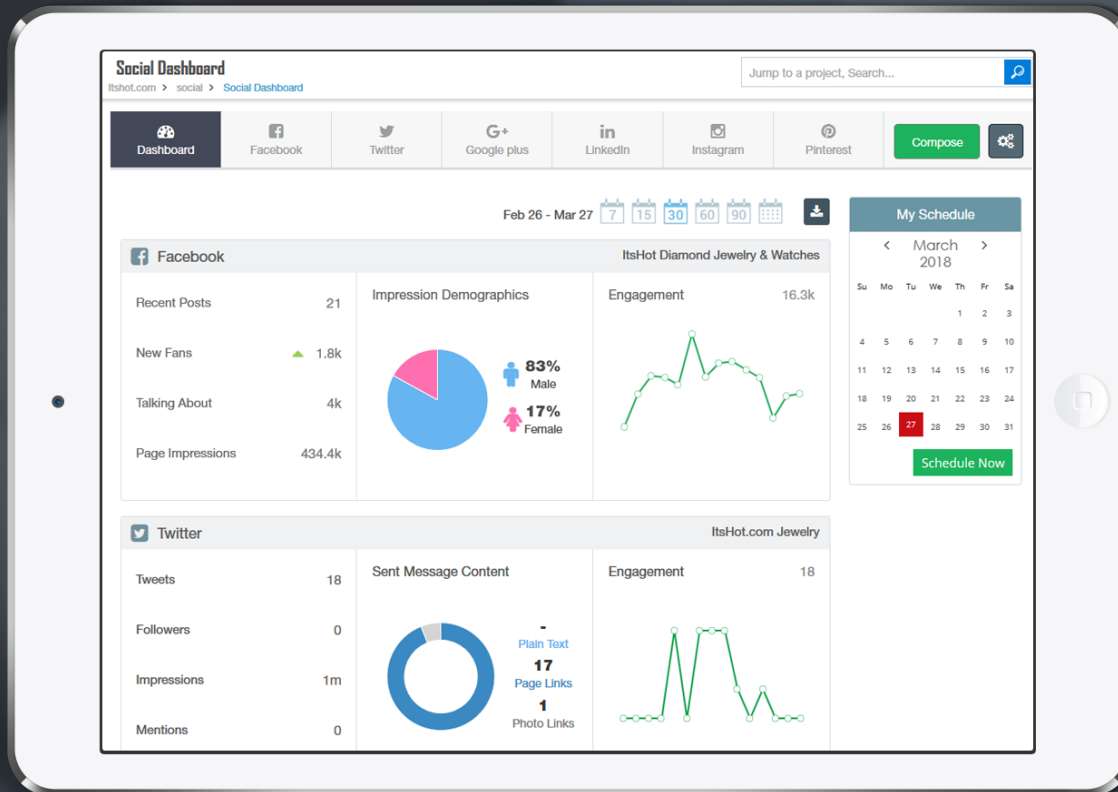
Web Lead Tracking



KPI Report.



Weekly Report



SEO Crawler Audit



Digital Reputation



Social Media Analytics



Google Analytics





# Your Reporting Dashboard

Call Tracking



Web Lead Tracking



KPI Report.



Weekly Report



SEO Crawler Audit



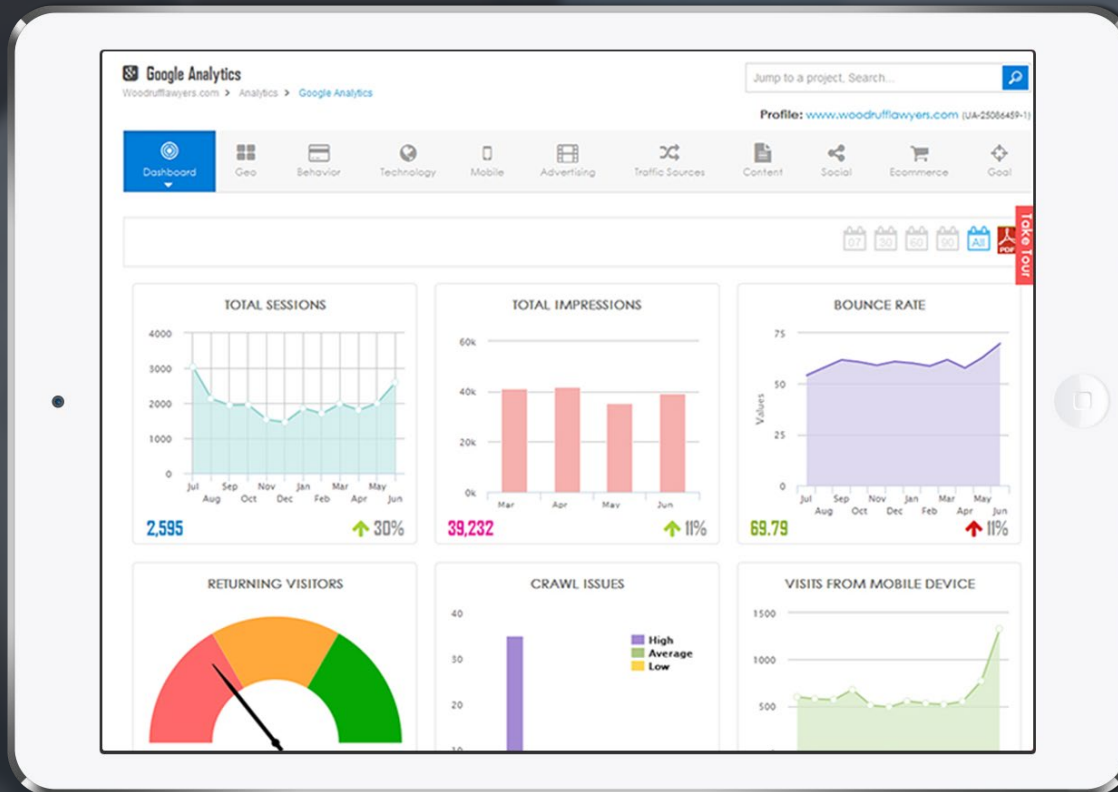
Digital Reputation



Social Media Analytics



Google Analytics

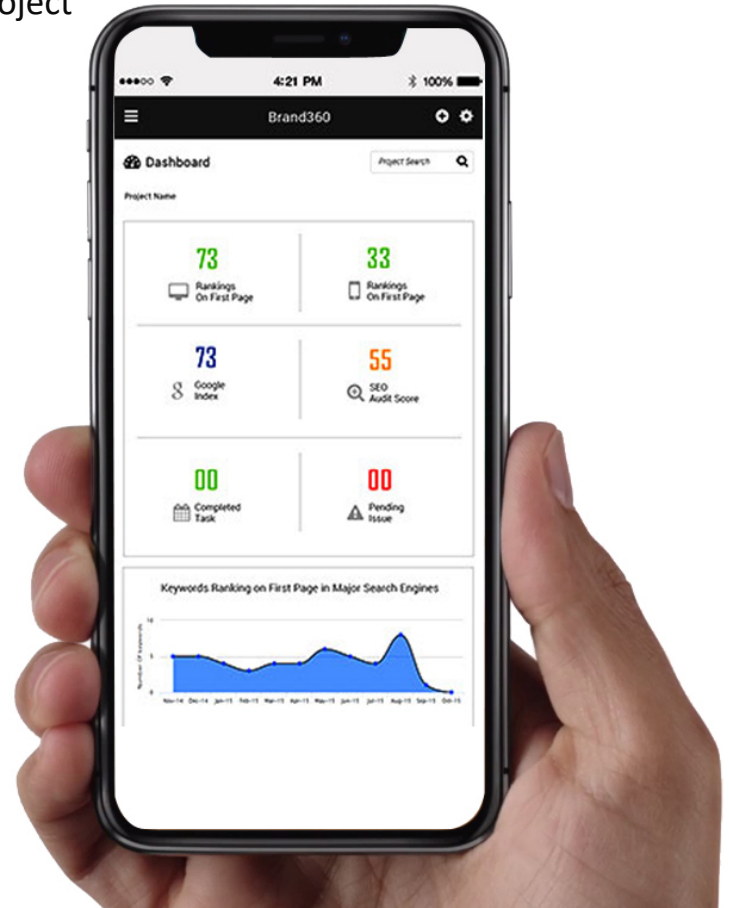


# Marketing Dashboard on Your Mobile!

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Save the most of your time! Get important notifications, check project status and rankings ON THE GO with our awesome Mobile App!  
Available on iOS App Store & Google Play.

**Use it Everywhere!**



# Campaign Goals



Utilize top digital marketing channels effectively to make **Website.com** a market leader.



Beat potential competitors by achieving top rankings for high traffic key terms relevant to the **Financial/Insurance industry**.



Drive targeted traffic to **your website** and convert it into qualified leads and sales.



Increase brand awareness and customer engagement to help build your brand as an authority in the **Financial/Insurance industry**.



# How Can We Help You

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We have identified the **Top 3 Digital Marketing Channels** to achieve our goal



Search Engine  
Optimization



Pay Per  
Click



Social Media  
Marketing

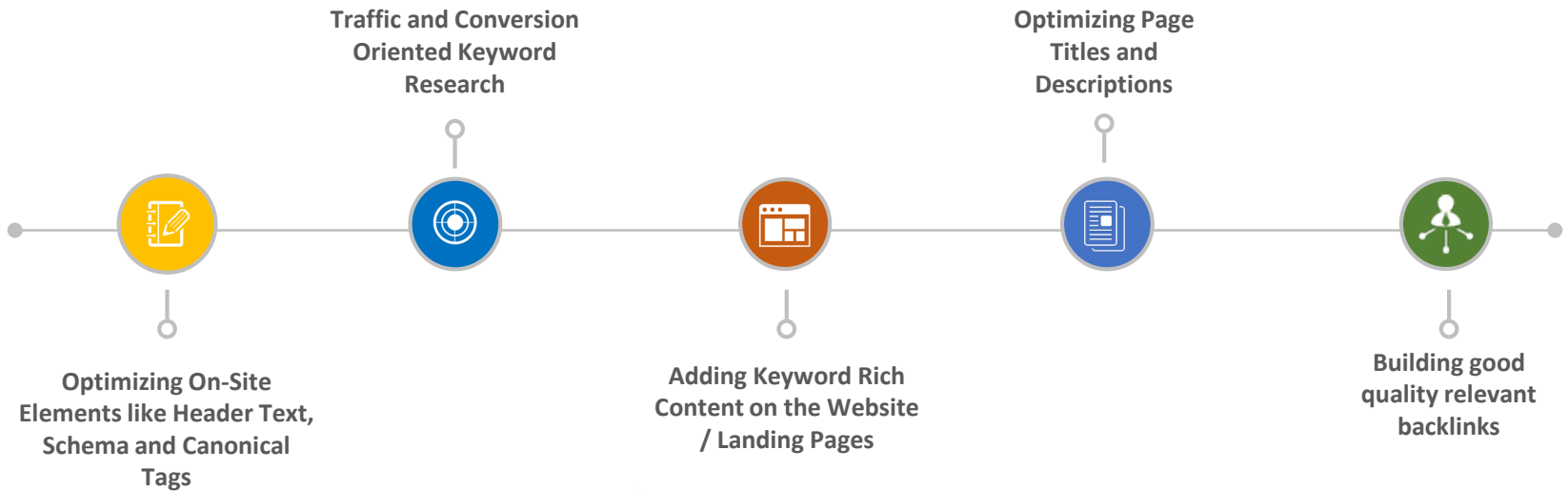




# Search Engine Optimization

# What do we Recommend for Better SEO

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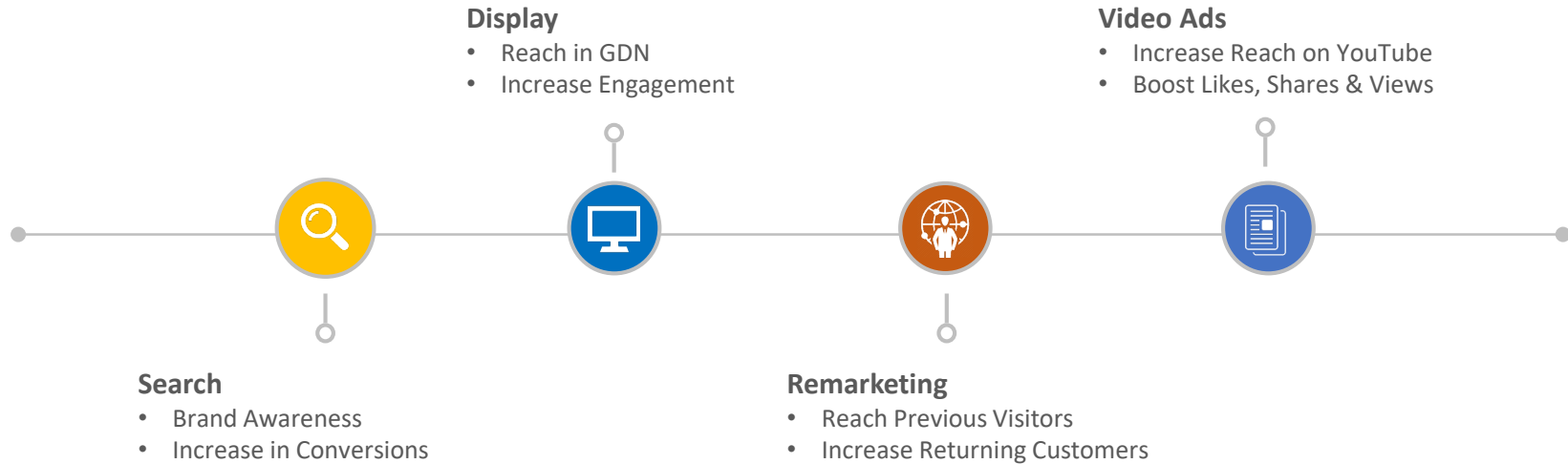




**Pay Per Click**

# Account Management

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# Social Media Marketing

# Account Management

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# Digital Marketing Packages

We have formulated below Digital Marketing packages for Website.com

**Package 1**  
**\$495**  
/ Month

**Package 2**  
**\$695**  
/ Month

**Package 3**  
**\$995**  
/ Month

## Search Engine Optimization

5 Primary Keywords  
25 Secondary + Tertiary Keywords  
Advanced On Page Optimization  
Advanced Link Building  
Advanced Conversion Tracking  
Advanced PR Syndication

10 Primary Keywords  
50 Secondary + Tertiary Keywords  
Advanced On Page Optimization  
Advanced Link Acquisitions  
Advanced Conversion Tracking  
Advanced PR Syndication  
Advanced Website Usability & Conversion Report

15 Primary Keywords  
75 Secondary + Tertiary Keywords  
Professional On Page Optimization  
Professional Link Acquisitions & Outreach  
Professional Conversion Tracking  
Premium PR Syndication  
Professional Website Usability & Conversion Report

Continued...

## PAY PER CLICK

Package 1  
**\$200**  
/ Month

Search Engine: Google & Bing

Account & Campaign Creation

Competitive Analysis

Keyword Research (50)

Search & Remarketing Ads

Conversion Tracking

Analytics Integration

Monitoring & Optimization

Weekly/Monthly Progress Report

Package 2  
**\$400**  
/ Month

Search Engine: Google, Bing &  
Facebook paid Ads

Landing Page Analysis

Account & Campaign Creation

Competitive Analysis

Keyword Research (100)

Search, Display, Remarketing Ads

Advanced Conversion Tracking

Advanced Analytics Integration

Monitoring & Optimization

Weekly/Monthly Progress Report

Package 3  
**\$800**  
/ Month

Search Engine: Google, Bing,  
Facebook paid Ads & Yelp Paid Ads

Advanced Landing Page Analysis

Account & Campaign Creation

Competitive Analysis

Keyword Research (250)

Search, Display, Remarketing, Video  
& Customer match targeting

Advanced Conversion Tracking

Advanced Analytics Integration

Monitoring & Optimization

Weekly/Monthly/Custom Progress  
Report

## Social Media Marketing

**Package 1**  
**\$300**  
/ Month

Basic social account creation and management

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Social Art work Quarterly

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Basic Content posting

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Facebook Ad Management

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Monthly Ad spend \$200

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Weekly/Monthly Progress Report

**Package 2**  
**\$500**  
/ Month

Professional social account creation and management

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Social Art work Bi-monthly

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Theme Based Content posting

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Facebook Ad Management

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Monthly Ad spend \$400

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Weekly/Monthly Progress Report

**Package 3**  
**\$900**  
/ Month

Advanced social account creation and Management

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Social Art work Monthly

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Visual Content posting

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Facebook Ad Management

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Monthly Ad spend \$800

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Weekly/Monthly Progress Report



# Our API Partners

We continually cultivate strong relationships with our search marketing, social media network partners and other leading companies to bring our customers best-in-class experiences.





## Contact Us



### **PMG Marketing, LLC**

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