



**BG Media Innovation**  
More Customers. Trackable Results.  
New Ideas for Growth

**Bryan Guerra**  
Digital Marketing & Advertising Strategist  
BGMediaInnovation.com

215-779-7467

Email: Bryan@BGMediaInnovation.com



/BGMediaInnovation



/BGMediaInnovation



/BG\_Innovation



**BG MEDIA  
INNOVATION**  
NEW IDEAS FOR GROWTH  
MORE CUSTOMERS.  
TRACKABLE RESULTS.

**CONTACT**

215-779-7467

BRYAN@BGMEDIAINNOVATION.COM



/BGMEDIAINNOVATION



/BGMEDIAINNOVATION



/BG\_INNOVATION

**BGMEDIAINNOVATION.COM**

Consumers are checking your social media before buying your products. Build your online presence. Build their trust. Build your brand.

**SOCIAL MEDIA MANAGEMENT & BUILDING YOUR FOLLOWING**

We manage all your social media platforms (Facebook, Instagram, Twitter, YouTube, etc.) so you can focus on what you do best.

**BRAND STORYTELLING**

We help businesses tell their story.

**TARGETED ADVERTISING CAMPAIGNS**

We use Facebook and Instagram advertising to put your product/service in front of the most engaged audiences in the most cost effective manner possible.

**WEBSITE OPTIMIZATION**

We optimize your website by ensuring it's mobile friendly, tracking click trends, ranking higher on your SEO, etc.

**BUILDING YOUR EMAIL LIST**

A strong email list is the lifeline of your business. It helps you reach your customers, stay relevant, provide value, and generate sales.

**CONTENT CREATION**

We create content that aligns with your brand.



**BG MEDIA INNOVATION**  
NEW IDEAS FOR GROWTH  
MORE CUSTOMERS.  
TRACKABLE RESULTS.

**CONTACT**  
315.779.7467  
BRYAN@BGMEDIAINNOVATION.COM

**BGMEDIAINNOVATION**  
/BGMEDIAINNOVATION  
/BGMEDIAINNOVATION  
/BG.INNOVATION

**BGMEDIAINNOVATION.COM**  
Consumers are checking your social media before buying your products. Build your online presence. Build their trust. Build your brand.

**SOCIAL MEDIA MANAGEMENT & BUILDING YOUR FOLLOWING**  
We manage all your social media platforms (Facebook, Instagram, Twitter, YouTube, etc.) so you can focus on what you do best.

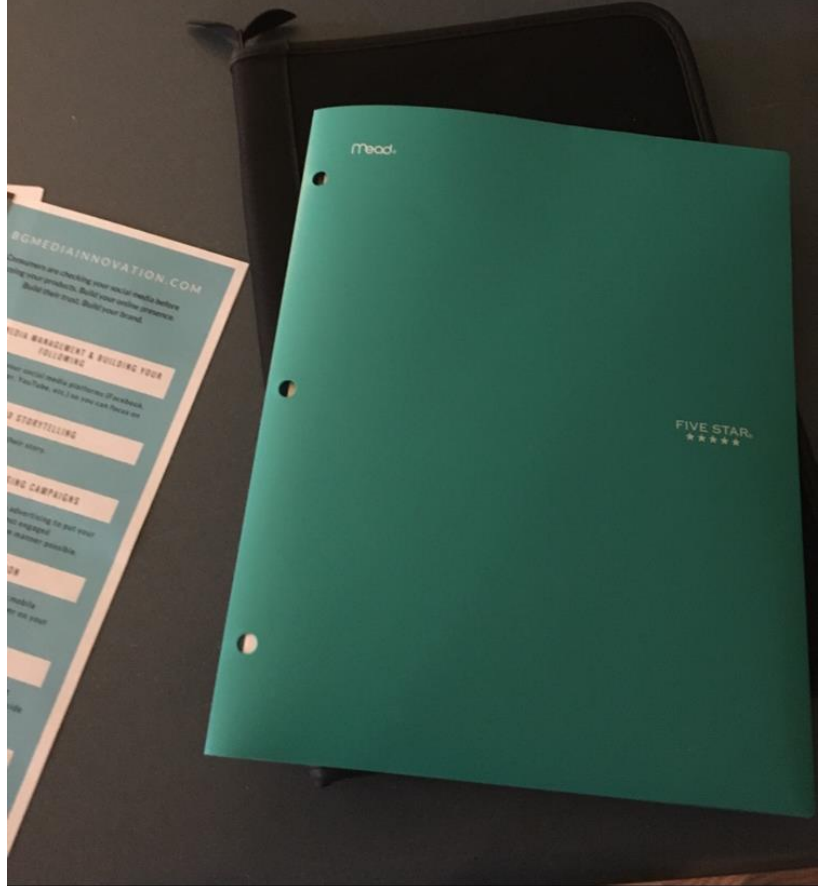
**BRAND STORYTELLING**  
We help businesses tell their story.

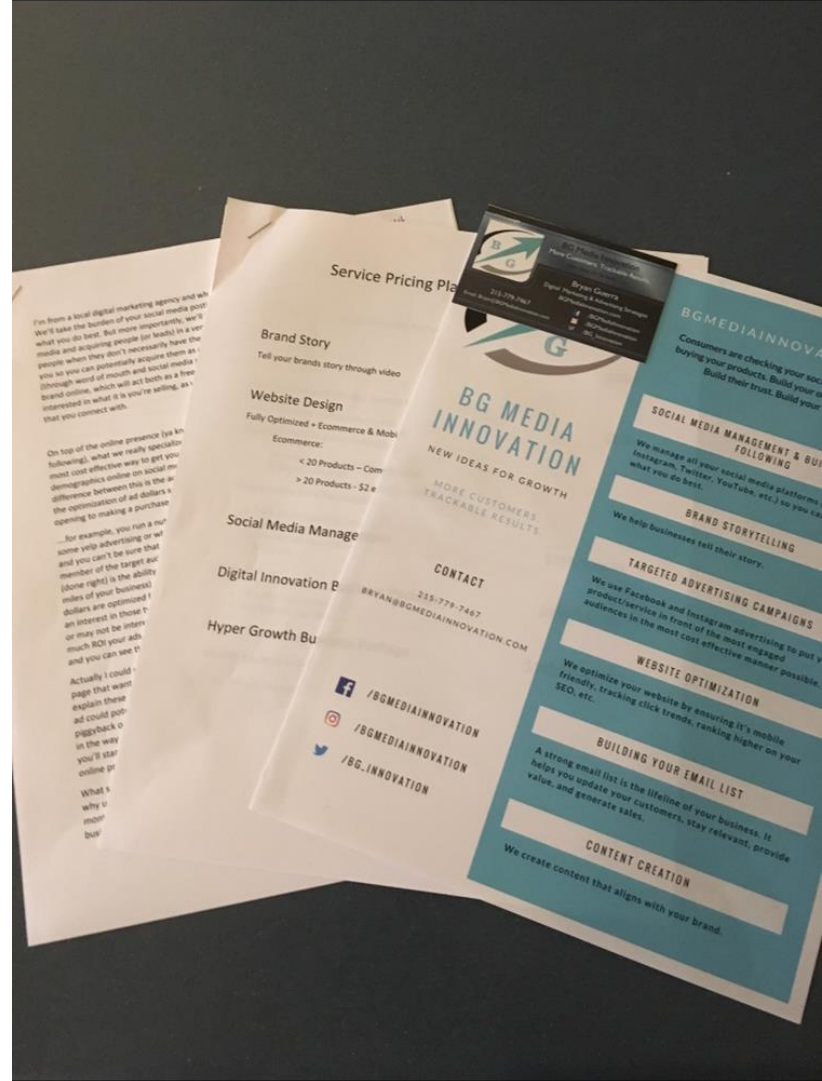
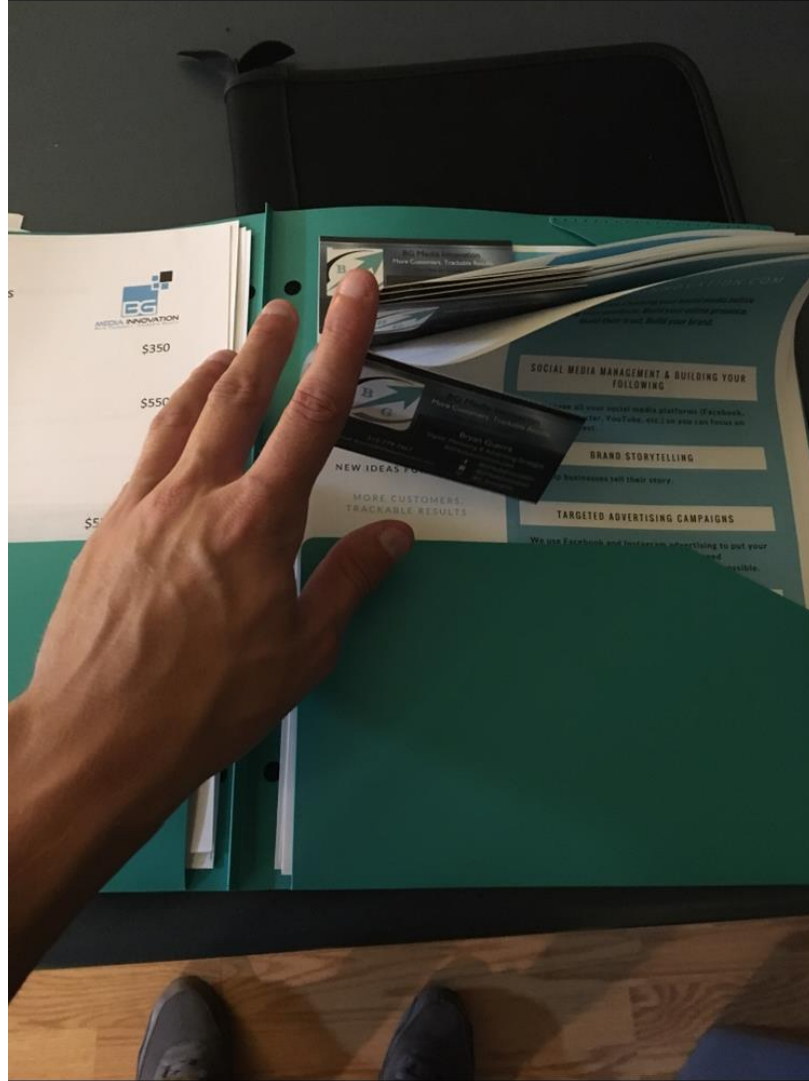
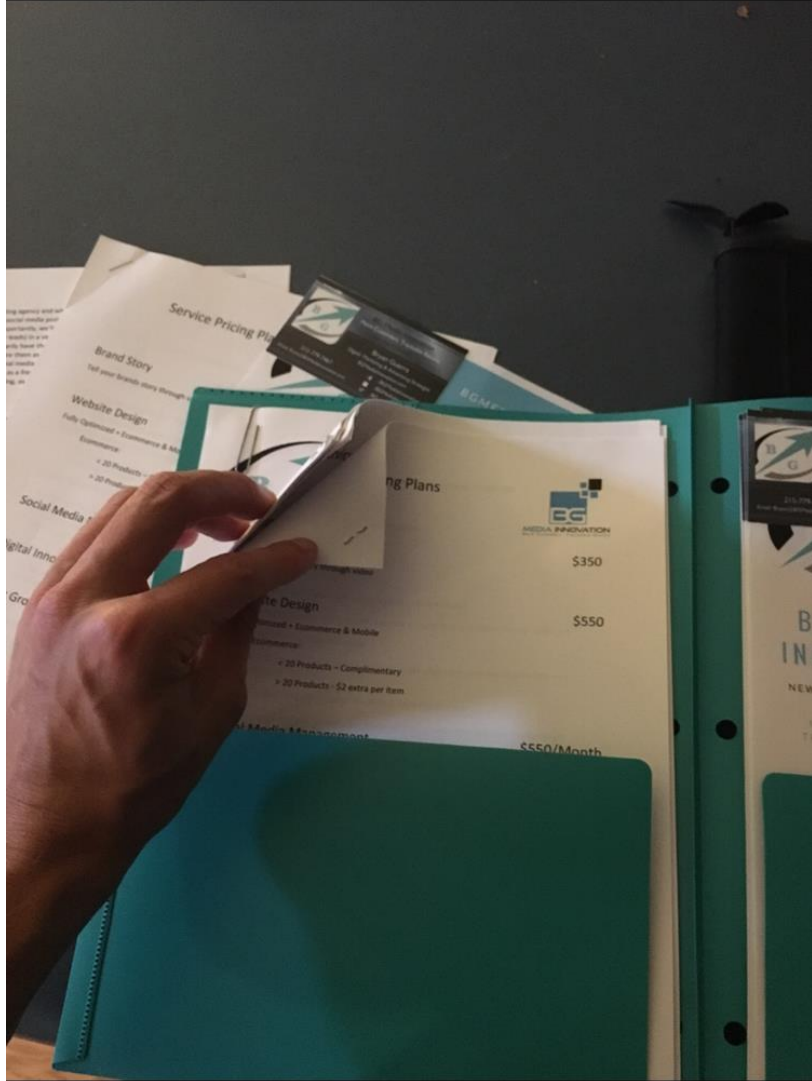
**TARGETED ADVERTISING CAMPAIGNS**  
We use Facebook and Instagram advertising to put your product/service in front of the most engaged audiences in the most cost effective manner possible.

**WEBSITE OPTIMIZATION**  
We optimize your website by ensuring it's mobile friendly, tracking click trends, ranking higher on your SEO, etc.

**BUILDING YOUR EMAIL LIST**  
A strong email list is the lifeline of your business. It helps you understand your customers, stay relevant, provide value, and generate sales.

**CONTENT CREATION**  
We create content that aligns with your brand.







## Service Pricing Plans



### Brand Story

\$350

Tell your brands story through video

### Website Design

\$550

Fully Optimized + Ecommerce & Mobile

Ecommerce:

< 20 Products – Complimentary

> 20 Products - \$2 extra per item

### Social Media Management

\$550/Month

### Digital Innovation Business Package

\$950/Month

### Hyper Growth Business Package

\$1950/Month

## Digital Innovation Business Package

### Creating/Managing All Social Media Platforms

- Facebook
- Instagram
- Twitter
- Youtube

### Posting Engaging & Valuable Content Everyday of the Month

- Beautiful quality pictures with valuable content that is relevant to your audience

### Organically Growing Your Following

- We grow your audience by targeting people who want your product/service and engaging with them

### Targeted Advertising Campaigns For Leads & Sales Generation

- We run Facebook & Instagram advertising campaigns that will specifically target individuals already looking for your exact product/service
- We provide trackable results so you can see for yourself just how many customers we bring you

### Email Capture

- We build your email list for you
- We provide a weekly newsletter update on promotions and valuable content

More Emails = More Leads = More Revenue

### Monthly Report & Analytics

- Let our trackable results speak for themselves

## Hyper Growth Business Package

### Creating/Managing All Social Media Platforms

- Facebook
- Instagram
- Twitter
- Youtube

### Posting Engaging & Valuable Content Every day of the Month

- Beautiful quality pictures with valuable content that is relevant to your audience

### Organically Growing Your Following

- We grow your audience by targeting people who want your product/service and engaging with them

### Targeted Advertising Campaigns For Leads & Sales Generation

- We run Facebook & Instagram advertising campaigns that will specifically target individuals already looking for your exact product/service
- We provide trackable results so you can see for yourself just how many customers we bring you
- **We take those results and remarket back to only the most successful demographics as our advertising campaigns progress, ensuring more and more bang for your advertising buck!**

### SEO & Website Optimization

- We make sure your website is up to speed and optimized for mobile
- We help rank your website and social platforms so they can be found higher up in search results

### Influencer Marketing

- We get local social media influencers to promote your business

### Brand Story Creation

- Video is being utilized more & more to target consumers. We leverage this and help you tell your story through an attention grabbing video

### Email Capture

- We build your email list for you
  - We provide a weekly newsletter update on promotions and valuable content
- More Emails = More Leads = More Revenue

### Monthly Report & Analytics

- Let our trackable results speak for themselves

### Approach template speech

I'm from a local digital marketing agency and what we actually do is help small businesses like you grow. We'll take the burden of your social media posting and everything off your hands so you can focus on what you do best. But more importantly, we'll focus on building your online presence through social media and acquiring people (or leads) in a very un-salesy way, which allows you to connect with those people when they don't necessarily have their guard up against a sale. We'll foster that relationship for you so you can potentially acquire them as a long-term customer and ambassador for your brand (through word of mouth and social media shares)...what this will do is organically begin to build your brand online, which will act both as a free source of advertisements to people that are already highly interested in what it is you're selling, as well as build your brand's image and brand loyalty among those that you connect with.

On top of the online presence (ya know the - posting and engaging and the organic building of your following), what we really specialize in is targeted ad campaigns on these networks. Hands down, the most cost effective way to get your product/service out there is through targeting the right demographics online on social media and then funneling them to your store(or wherever). The difference between this is the actually targeting of specific people already looking for your product and the optimization of ad dollars so your business is spending less and reaching more people that are opening to making a purchase or coming in....

....for example, you run a nutrition clinic. Normally, you might put an ad on tv or you might purchase some yelp advertising or whatever...with those you're aimlessly spending massive amounts of ad dollars and you can't be sure that a)anyone's even seeing them for sure and b)if they are they're even a member of the target audience for your product...the major difference with say facebook advertising (done right) is the ability to target a specific demographic of people in a specific area (say within 10 or 20 miles of your business) that are already searching for products like yours or services like yours. Your ad dollars are optimized for people that are already 10x more likely to make a purchase because they have an interest in those types of products. The ads aren't wasting countless dollars on cold traffic that may or may not be interested. And on top of that, you can't track it. I mean can you definitively show how much ROI your ads are giving you?...Because we can. We can do the targeting and then we can track it, and you can see the numbers for yourself!

Actually I could even show you some examples of how we're building this page from scratch... Vacation page that wants to being affiliate marketing. \*\*\*Show posts and reach of people for amount spent\*\*\* explain these are also just posts. This isn't even beginning to really run ads...so you can imagine what an ad could potentially do....Also, It's really beneficial to build all your social platforms together so you can piggyback of each one and get the best traffic (they can all be linked and they all have specific positives in the way they can be used)...but this can all be orchestrated over time as we organically build and you'll start to see it for yourself. We also offer other services along the way as we start building your online presence...you can check them out (hand them paper)....

What separates us is we know we can bring you results and we know we can show them to you. That's why unlike yelp or any other services, we don't tie you into any long term commitments. We offer monthly packages that you can choose to renew or not. We genuinely believe that we can help your business grow. So can I sign you up for the Digital Innovation package?

...that's our base package (it's only \$950/month)...then once you feel comfortable and you like your results we can either renew you for another month or up you to the Hyper Growth package (which is \$1950/month). There's no hidden fees or anything like that. You're welcome to decide month to month if you're happy with your investment in our service.

...so the social media management is strictly social media management. We'll take over your social media accounts (or create them if they don't exist) so you can strictly focus on what it is that you do best. That doesn't include any of the special targeting ads or lead building or any of the other things our packages kind of mold together for your business and put it in the best position to grow and get more customers through your doors...but you can certainly start there if you'd like and then move up to the packages in the future.

...There are other services that come in the Hyper Growth package that aren't offered as part of the Innovation package ---- (highlighted)....those types of strategies are unique to the Hyper Growth package...but more importantly than anything else, it's the TIME. The more time we're able to put in and really hone in on your target market, the faster you'll see results, and more of them.

# Email Template 1

Hey (Business Name)

I hope I'm not bothering you. Would you mind referring me to whoever is in charge of your (Business Name)'s (Facebook, Instagram, Twitter, etc...) page?

Thanks for your time,  
(Your Name).

# Email Template 2

Hey (Business Name)

I'm sorry to trouble you. Would you be so kind as to tell me who is in charge of your (Business Name) (Social Media Page).

Thank you for your time,  
(Your Name).

# Email Template 3

Hey (Business Name),

I hope this email finds you well. I'm reaching out to you because I noticed (Business Name) doesn't have a (Social Media Page) yet.

My Company (Company Name) actually runs (Social Media Page) for businesses like yours. In doing so we create a closer bond between your customers and your business.

Looking forward to hearing from you,  
(Your Name).



# Sites to Help Audits

- Likealyzer
  - <http://likealyzer.com/>
- Yext
  - <http://www.yext.com/>
- Upcity SEO Report
  - <http://app.upcity.com/free-tools/seo-report-card>
- Speed Test
  - <https://developers.google.com/speed/pagespeed/insights/>
- SEM Rush
  - <https://www.semrush.com/>