

LAUNCH PAD: Local Marketing Support for New FCI Locations

Launch Pad Features

Touchpoints

- A kickoff call in month 1 with your dedicated SEO Manager to discuss your goals, challenges, audience, and competitors.
- An SEO audit presentation in month 1 or 2, providing a summary of our research and your custom content strategy for the year.
- Twice-yearly reporting calls with your SEO Manager.
 - Monthly performance updates via email or video recording between calls.

Deliverables

- One complete local page optimization per month, starting with your local homepage (preferably pre-launch). 12 total.
- One custom web page image or graphic per month. 12 total.
- Two Meta social media traffic generation posts per month. 24 total.
- Two Google Business Profile traffic generation posts per month. 24 total.
- 4 additional Resource Hours for the year. We'll work together to decide how we use this time. Options include but are not limited to:
 - Additional new pages/page optimization
 - Page refreshes/light optimizations
 - Optimized paid media campaign landing page
 - Additional competitor analysis
 - Specific performance analysis
 - Additional social media posts
 - Additional performance meetings
 - And more

Pricing

\$1,150 per month, per location

Benefit from diverse industry experience with Oneupweb.

We've designed our Launch Pad local marketing package to help new FCI locations take on local competitors and reach their target audience via organic search engines and social media.

Your dedicated SEO Manager will develop a custom local marketing strategy for your territory. Ongoing performance reporting and touchpoints provide opportunities to adjust tactics and learn as we go.



Sign Up Today!

Who We Are

Oneupweb is full-service digital marketing agency based in Traverse City, Michigan, serving forward-thinking organizations nationwide for more than 25 years.



www.oneupweb.com

localmarketing@oneupweb.com

231-922-9977