

Marketing Roadmap and Proposal

Presented to:

Samreen Mongillo,

DPT | Doctor of Physical Therapy

Health Coach|Personal Trainer

Physicians Regional Healthcare System

PH: 804-874-0863

Samreenpt@yahoo.com

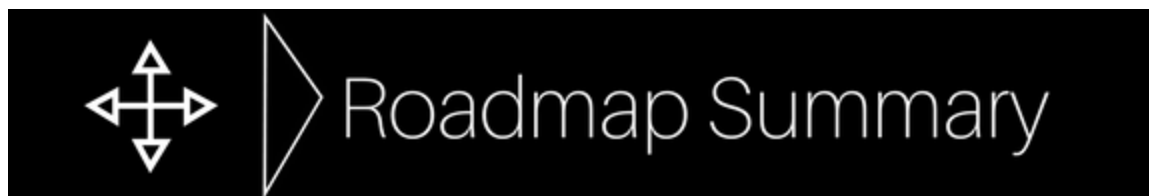
Presented by:

Nextstepnext

Russ Johns

Brian Benson

December 22nd, 2017



Samreen,

It was a pleasure talking to you and Brian about partnering with for your marketing needs. Based on our experience, we are highly confident we can meet or exceed your goals.

As discussed, your long term goal is to get seen, heard and build your community as you launch your new programs. Working with you on your website, programs and possibly a few products will be a great place to start. Our goal is to reduce the time with clients to increase your freedom and flexibility of time. (And Revenue)

We recommend creating a personalized message to communicate the compassion, ability to help people and how you serve your community and clients.

We'll be creating several online activities to develop additional brand awareness, improved methods to connect with you and allow you the opportunity to get the message out to ideal audience.

As the following pages of our proposal will outline, we utilize a wide range of skills and tools to accomplish this boost in brand awareness.

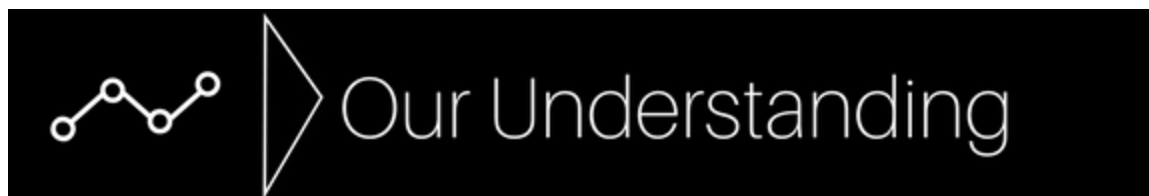
If you have any questions or concerns about this proposal, please feel free to call or email Russ at Russ@Nextstepnext.com or his Cell 206-930-7440

This marketing plan that takes stock of your current position, and then lays out the specific strategies and activities we'll complete to help you reach your lead generation goals.

Sincerely,

Russ Johns,

Brian Benson



Current Online Position

As of today we understand you have an online reputation with limited social media impact. You have an effective website with an new URL that you want to use to shift your business goals for your online impact.

We will be focusing on brand recognition, online traffic, and increasing communication through email and reputation marketing. (Local Listings)

We understand by increasing traffic and leads it will improve the opportunity to expand your brand, book sales and clients. Our mutual goal will be to increase the amount of brand awareness so you can share your value and benefits to your growing community.

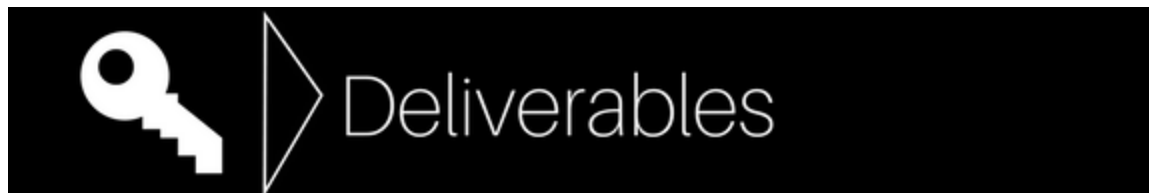
Target Audience

For inbound marketing to be truly effective you have to know who you are talking to. We believe we are targeting a wide range of people and will create our marketing library to include reduce and focus on your ideal clients. Some of the questions we will explore are

- Why your content and programs deserve to exist
- Who is going to need and use your services (And pay for them)
- Deliver your message or content to individuals looking to improve their relationships

Your content marketing plan, the evaluation of your different audiences (both inside and outside your local area) should occur regularly along your content marketing journey.

What's Your Story?



Website

It's critical to make sure your website(s) have the ability increase its visibility on Google.

Our online success with inbound marketing depends on a solid 'HOME BASE.' We'll work with you to make sure that your site will be aligned with your marketing goals. Creating quality content, sharing valuable information that your community wants to consume and share will increase the traffic to all areas of your business. You have a new domain that you're interested in rolling out and we want to talk to you in more detail about your opportunities for moving forward.

Content Creation

Our goal will be to develop content, repurposing it into videos, blog posts, graphics, social media posts and online events or programs. We'll develop your content brand and message to build on what already exists. Steadily building on your previous efforts, we'll increase the opportunity of collecting leads immediately while working on new material for the future.

We develop libraries of evergreen content to be repeatedly distributed over time. By increasing the depth of your online material, we can automate the process and focus on other list-building activities like webinars, new social videos and improving content.

GOAL: Creating a simple workflow that doesn't overwhelm, you the team or the audience.

Social Media Marketing

To keep content flowing smoothly, we'll create a collaborative editorial calendar that will keep all content flowing on all the channels we have selected. Channels include your website, LinkedIn, Twitter and Instagram. The only way we can maintain long-term success is to continually engage people.

We will start with your website, blog posts, social videos and branded graphics.

Email Marketing

We recommend creating a personalized email automation and client nurturing campaign. We develop this for you to increase the engagement of your community and increase the communication within your community and build long-term relationships.

Newsletters and one-off campaigns are included in the email marketing strategy and we also will be developing your personalized automation strategy to measure results.

Our goal is to setup automated email campaigns triggered from the user's actions on your website.

Nextstepnext provides countless options for automation and will be working closely with you to create the best results for your business.

We work together to personalize every aspect of your marketing. We collect the data we are tracking and create highly effective campaign automations, utilize segments to expand the details for your contacts, so we and can view a contact's full individual history, and send highly personalized emails and followups.

Our goal is to develop behaviour based responses as we improve the understanding of each individual in the community. By developing the systems early, we can create a database of users and improve future messages and campaigns.

We have the opportunity to develop a deep community of raving fans that know, like and trust your business and will continue to share your products and services in their community.

There are a few tools we recommend adopting, which can be different for each client. We recommend Thrive Themes for your website and for the email AutopilotHQ. These two tools provide the data collection and automation solutions required to receive data, initiate campaigns, wait for certain things to happen, and nurture your sales processes. Developing relationships is the goal.

We develop and document your workflows to provide a way to improve results and enhance all of our marketing efforts.

You will end up with one of the most valuable assets your business can develop. **Your List!**

Monthly Consulting & Reporting

We'll provide ongoing strategy and monthly reporting of our progress so you can feel confident that things are moving forward. We'll provide this counsel through a monthly 1 to 1.5 hour phone call/video-meeting. We'll also spend time helping you analyze your existing results, and strategizing for each next step, outside the time frames of these meetings.

Know, Like & Trust

Creating a Solid LOCAL ONLINE IMPACT

What do people see
when they Google
YOU?





Our Recommendations

- Refresh your existing website to focus traffic to from the COREFIT URL while maintaining the reputation of fabulousandfitafter40.com.
- Update the fresh design to be more conversion focused website.
- Create and Deliver the Corefit branding across social media outlets
- Use existing blogs and create content upgrades for your social media
- Develop a social media campaign and content library for you to distribute.
- Develop short social videos and branded images for the brand strategy
- Initiate reputation marketing program to grow a 5 star rating
- Create and develop an email autoresponder and follow-up campaign
- Establish baseline analytics to measure grow and report progress
- Monthly coaching to help you with strategy, product development and position.



Proposal

Working Together

Nextstepnext works as a partner and, as an extension to your business. We work side by side with you and your team to provide the best possible results in your digital marketing strategy.

Our offer is as equally simple to work with. We require a six-month commitment to ensure the programs and efforts have the opportunity to mature and grow. We know that digital marketing is a process and your business deserves the attention that only time will provide.

The fee is a monthly recurring amount due at the start of the program.

Monthly Recurring Amount : \$300.00

Additional Fees will be charged (at cost) for any additional approved services recommended for marketing growth or campaign expansion.

Additional/Optional Fees:

- Marketing Paid Ad Campaigns (Recommended: \$20 per week to start)
- Printed Brochures and Graphic Design (As Required)
- Website Hosting, Software and Tools (As Required)
- Recommended Email Accounts

Intent to Proceed: **Signed:** _____ **Date:** _____