



KyberDigital

Marketing Proposal



Prepared For:

Thimmel Chiropractic

380 N Midland Ave
Saddlebrook, NJ 07663
drbill@drthimmel.com
(201)794-6868

October 16, 2019

Prepared By:

Kyber Digital

info@kyberdigital.com
kyberdigital.com

Why Kyber Digital?



Consider Kyber Digital a 360° marketing / media management firm.

Based out of NJ, we focus on lead generation for companies looking to grow and gain more clients while managing all of their marketing and social platforms. Our test-proven methods are based off over 15 years of cumulative experience shared between our team.

Bluntly - no one does what we do. No one. Trust us, we've looked.

We provide all of the tools to rebrand in-house, which few companies do. We then work one-on-one with our clients on their needs as true business partners - **we treat your business as if it was our own.** We want to ensure your company never has to worry about finding new clients ever again.

DIGITAL MARKETING

Here's where all the true magic happens - **LEAD GENERATION.**

There are dozens of lead generation and marketing strategies that our team implements into your business. Kyber Digital ensures that your company's best interests come first. We share transparent data analysis and reports monthly so that all parties can be attuned to what is working and what is not. We then formulate a reactive strategy and make decisions from there.



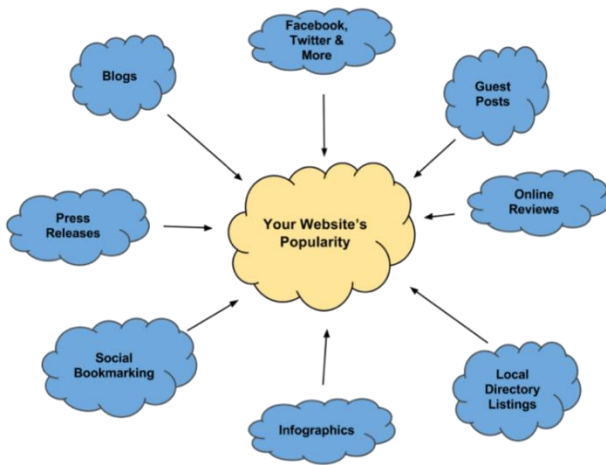
1. SOCIAL MEDIA MANAGEMENT

Our social media management team are experts in driving conversions to website clicks while showcasing your company's brand and M.O. They are on the brink of the new and ever-changing algorithm updates with Facebook, Instagram, and LinkedIn - while implementing engaging tactics.

If your company is not online in today's digital world, you're not only missing potential clients and marketing opportunities but you're **hurting your own company's credibility**. JMIR studies show that **90%** of millennials and baby boomers use social media to share and seek health care information. More people get their public health data from social media than they do newspapers.

Internet Marketing

Website Popularity Model



What's included? - All per approval before going live:

1. Audit and Rebrand
2. Editorial Calendar access (at least 3 social posts a week)
3. Content creation
4. Copywriting
5. Custom Photography
6. Animated logo for videos
7. Researched blog posts (at least 1 a month)
8. Engagement Reporting Analytics

Examples - @direwolfholistic @kolossalartistmgmt

Auditing:

Schaffer Mechanical only really appears to be on Facebook and is buried in search, while Instagram and LinkedIn are missing or can't be found. You have competition with companies that share identical names - we'd have to find a way to differentiate you from the rest - perhaps with the state initials.

2. MARKETING STRATEGY

Have you ever heard of funneling?

A sales funnel is a marketing system. It's the "ideal" process you intend your customers to experience as they go from Prospect to Lead to Customer to Repeat Buyer. We in layman's terms create a funnel that is tailored directly for your business.



Monthly Tasks and Maintenance:

- ✓ Ad Split Testing
- ✓ Disable underperforming ads
- ✓ Third-party blog features for high-quality backlinks / brand awareness
- ✓ Monitor keywords and negative keywords
- ✓ Lead reporting
- ✓ PPC Reporting & Analysis
- ✓ Landing page adjustments
- ✓ Content Creation / Photography / Videography
- ✓ Social and Blog Posting
- ✓ Ongoing SEO analysis and adjustments

Software Implemented

- ✓ Google Ads / Analytics / Data Studio / Tagging
- ✓ Facebook / Instagram Ads
- ✓ ClickFunnel landing page software
- ✓ Zapier
- ✓ Salesforce
- ✓ Asana Project Management
- ✓ Cloud Campaign - Social Management and Approvals
- ✓ Zopto / LinkedIn Ads
- ✓ Adobe Suite
- ✓ SurveyMonkey / TypeForm
- ✓ MailChimp
- ✓ Chatmatic - Facebook Messenger automations

Search Engine Optimization

SEO is technically part of the website build, but it's a whole other animal.

For example, Thimmel Chiropractic has decent SEO for native searches but has very poor keyword searches compared to competitors.

The best place to hide a dead body
is page 2 of **Google** search results.

STATS

- ✓ Studies that show four out of five users click on organic listings because users consider them to be more credible.
- ✓ 1st page of Google sees about 32% of all SERP traffic, w/ page 2 at 17%.
- ✓ The average CTR for the top 10 queries is 208% meaning people click on more than 1 result on page 1 rather than going to page 2.
- ✓ We use Rich Snippets to take up more real estate on the google search - which use drop-down arrows as an FAQ which links to your site.

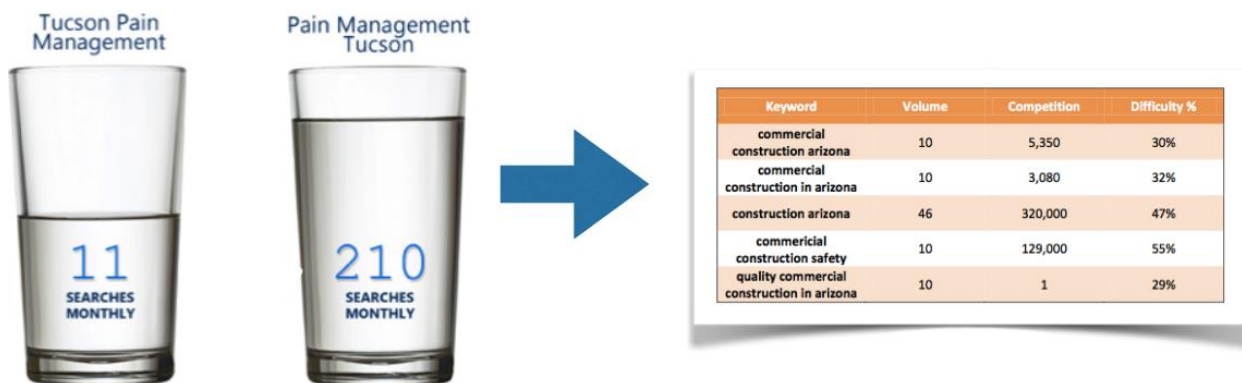
We target your top 5 keywords, analyze your competitors, adjust on and off-site SEO, adjust HTML and Meta info, and build an optional backlink profile to push those keywords.

Why Is It Important?

Consider SEO a passive income investment. It's set up correctly, and then the revenue comes from leads from search queries without extraneous ad spend.

1. KEYWORD SELECTION

Some keywords, which you might think are great for your business, might not get any traction whatsoever. So sure, you may rank high for that keyword, but if no one is looking for that particular combo of words, what good is it? Check out the graph below ↓



Our SEO team does a keyword analysis. You tell us a general idea of what words you want to use

Timeframe - 1-6 months varying on keywords and domain authority

Organic SEO (unpaid) takes a long time in saturated, high-competition markets. Even with all the tricks in the book, it takes time.

Upkeep Blogs - Written weekly to help boost your company's backlink profile. We will have our writers complete blogs, feature them on bigger sites that link back to yours to boost rankings. And this is all done for you.

We do not cut corners and use fast ranking tactics, as Google penalizes you for this eventually, and if their algorithms change, you're left with an obsolete SEO setup.



Example (A current client)

One of our clients, Majewski Plumbing, was competing in Cape May County where there are registered 30+ plumbers. 30 is a lot to compete with - and Majewski had never even had a website, meaning zero domain authority.

The owner wanted to tackle the keyword "cape may plumber" or variations of it (Google is smart and adjusts for similar searches). It took 5 months, but finally, the company went from page 7, all the way up to the 5th result on page 1 of Google for the search query - the day that happened, we noticed a spike in website visits!

2. REPORTING

We use a plethora of easy to understand reporting tools. Here's just one.

Your Rating

Needs Work

On-Page Optimization for:
<http://www.animascenter.com/> and [yoga tucson](#) [Check another Page Grade](#)

F Oh my. This URL received an F grade [Re-Grade Page](#)

After running our analysis, we issued your page a letter grade (A-F). We weight the items graded by their importance level, which we determine by our industry experience and correlation research. The higher the importance of the contributing factor, the more we count it within the letter grade for the page based on which keyword you specified.

We found this keyword used 0 times.

Title	URL	Meta Description	H1	Body	IMG ALT
0	0	0	0	0	0

Keyword	Rank	Monthly Search Volume (Exact)	Competition	#1 Ranking Site
service dogs	15	14800	66,300	happytailsservicedogs.com
service dog	17	12100	165,000	www.servicedogsamerica.org
how to get a service dog	7	1600	430	www.petpartners.org/ServiceAnimalFAQs
service animals	Not in top 30	3600	21,500	www.ada.gov/service_anima
Totals		380		

3. REPUTATION MANAGEMENT

While this is part of the marketing management, this is also crucial for SEO.

Google, Facebook, Yelp, Home Advisor, Angie's List, BBB etc. are the platforms we tend to focus on most. Good reviews tell Google, Yelp, Bing, and BBB that your company is reputable → which bumps you up to the top of Google.

We use software to not only encourage and remind consumers to leave reviews but also allow us to choose to respond. Or auto-respond to 5-star reviews, and even deny low reviews! A very valuable tool that we manage in-house for you.

This essentially opens a flood gate for reviews and keeps consumers returning or referring to your business and services.

dogtooth bar and grill Search


All Maps Shopping Images News More Settings Tools

About 58,500 results (0.46 seconds)

Dogtooth Bar & Grill - Wildwood, New Jersey
<https://www.dogtoothbar.com/>
Dogtooth Bar & Grill in Wildwood, New Jersey is an American style pub serving classic fare and local brews. Check our daily specials. Live entertainment every ...

Dogtooth Bar and Grill, Wildwood - Menu, Prices & Restaurant ...
<https://www.tripadvisor.com> > ... > Wildwood > Wildwood Restaurants
★★★★★ Rating: 4.5 - 1,084 reviews - Price range: \$\$ - \$\$\$ (Average Price Range Based on Appetizer, Entree & Dessert - Beverages Not Included)
100 E Taylor Ave, Wildwood, NJ 08260-4533. ... Asparagus, olives, black bean corn salsa, goat cheese and sweet peppers over spinach with balsamic vinaigrette. ... Grilled chicken, avocado, tomatoes, hard boiled egg, crumbled bleu cheese and chopped bacon over mixed greens in a balsamic ...

Dogtooth Bar & Grill - 521 Photos & 704 Reviews - American ...
<https://www.yelp.com/biz/dogtooth-bar-and-grill-wildwood>
★★★★★ Rating: 4 - 704 reviews - Price range: \$11-30
704 reviews of Dogtooth Bar & Grill "Dogtooth always has some really great options. We really love the salads especially the hail island salmon salad."



Dogtooth Bar & Grill
Website Directions Save
4.4 ★★★★★ 1,580 Google reviews
\$\$ · Bar & grill

Chill hangout & patio offering buckets of beers, American pub grub, late-night eats & weekend bands.
Address: 100 E Taylor Ave, Wildwood, NJ 08260

Web Design (If Needed)



Before



After (90 sec example)

QUICK - Don't think! Which landing page would you rather look at?

We don't need to prove that one is clearly far more eye-catching and easy to navigate than the other. Landing pages are important for branding.

They say people judge a book by its cover - what makes you think they don't judge a company by its website? Consistent branding, easy on the eyes, and funneling (lead generation).



MOBILE RESPONSIVE



Re-Design

We'd make your site extremely easy to view, navigate, and be easy to understand - getting rid of the wordiness and clutter.

The goal would be driving the consumer into a funneled lead where we would acquire their contact information and urge them to contact us about questions (55% of closing sales for high-tiered services happen in person, 35% happen over the phone, and only 10% happen strictly via the internet.)

Steps:

- ✓ Dynamic capabilities (consumers love animation interaction)
- ✓ Match color scheme
- ✓ Easy navigation panel
- ✓ Contemporary Layouts
- ✓ No overwhelming info
- ✓ Break up / categorize sections
- ✓ Clear call-to-action (Phone calls work best for conversions to sales)
- ✓ Funnel clients via imagery and call-to-actions to gather contact info
- ✓ SEO - proper H1, alt, meta, and HTML tags, and offsite backlinks
- ✓ Pre-Launch browser and device testing and redirecting

Why Us for web design?

We plan and design every page — not just the homepage.

- ✓ Some competitors are saving cost by not providing the full page

Strategic page planning

- ✓ Our process is very hands-on with 1:1 review of your company goals.
- ✓ We combine your buyer personas and web research with our conversion tools so that your site is attractive and successful.

You influence & approve the design.

- ✓ We offer guidance to our clients so that their site is easy to use and converts viewers, but the design course is directed and completed for the client.
- ✓ Programming is not completed until the client is satisfied and approves every aspect of the design.

You own your content

- ✓ All images, video, media, belongs to you

Common features are included

- ✓ We don't expect our clients to know what they need when it comes to basic functionality. Blogs, contact forms, galleries, sliders, and Google Analytics are common add-ons at other firms - with us, it's all-inclusive.

On-Going, Affordable Maintenance.

- ✓ Some firms charge up to \$550/hr for even basic site edits. With our affordable monthly retainer, there are no hidden fees. Everything is included!

EXAMPLES - www.spilkerfuneralhome.com www.majewskiplumbing.com

Branding / Logo (If Needed)

A logo tells a story. Did you know that every ring in the Toyota logo has a meaning? That Starbucks' woman, a siren, has not only undergone several redesigns but that their entire company name was a call to lure consumers to coffee like a siren to sailors? We explain how important this is for a reason. Subconscious psychology converts into sales.

Take our logo for example. Kyber Digital. We based our logo off of our mission statement, via three defining words - BOLD, TRANSPARENCY, and EVOLVING.



BOLD: We are aggressive and relentless in our tactics to best serve our clients.



TRANSPARENT: We work for your best interest, with stellar communication, and provide the best, and easiest analytics to understand results.



EVOLVING: We are sharp and stay on the ball when it comes to methodology. This is a fast-paced, ever-changing digital landscape that we exist in today, and if you fall behind in tactics, you simply fall behind everywhere else. We are keen on trends and changes and provide the best new software available.



When we created our logo, we based the design directly off of our characteristics. In our logo, you see transparency, sharp clean edges, and a bold crystal which symbolizes power and clarity.



Simply put, logos without thought can get the job done visually, but they don't brand a company.

MISSION STATEMENT - Finding your WHY

As internet famed ethnographer Simon Sinek has stated, the concept of finding your WHY is everything to success.

For Steiger's Lawn, your result is helping families and providing exceptional health care.

But what is your purpose? WHY are you in this business? These are the questions that will ultimately be rebranding into your entire image and set you apart from the rest.

RE-DESIGN

We would focus on a color palette and design on these key factors:

- Reflects nature of your business
- Impressive even in black and white
- Use complementary colors in a planned way
- Custom, on-brand font face
- Chose the type of logo
- Keep it simple
- Make it scalable (vector)

The flower image is a proposed color palette solution for Thimmel Chiropractic



#BEDAE5
BABY BLUE

#EECB27
GOLDEN

#E13239
CRIMSON

#1F1762
INDIGO

READY TO GET STARTED!?

1

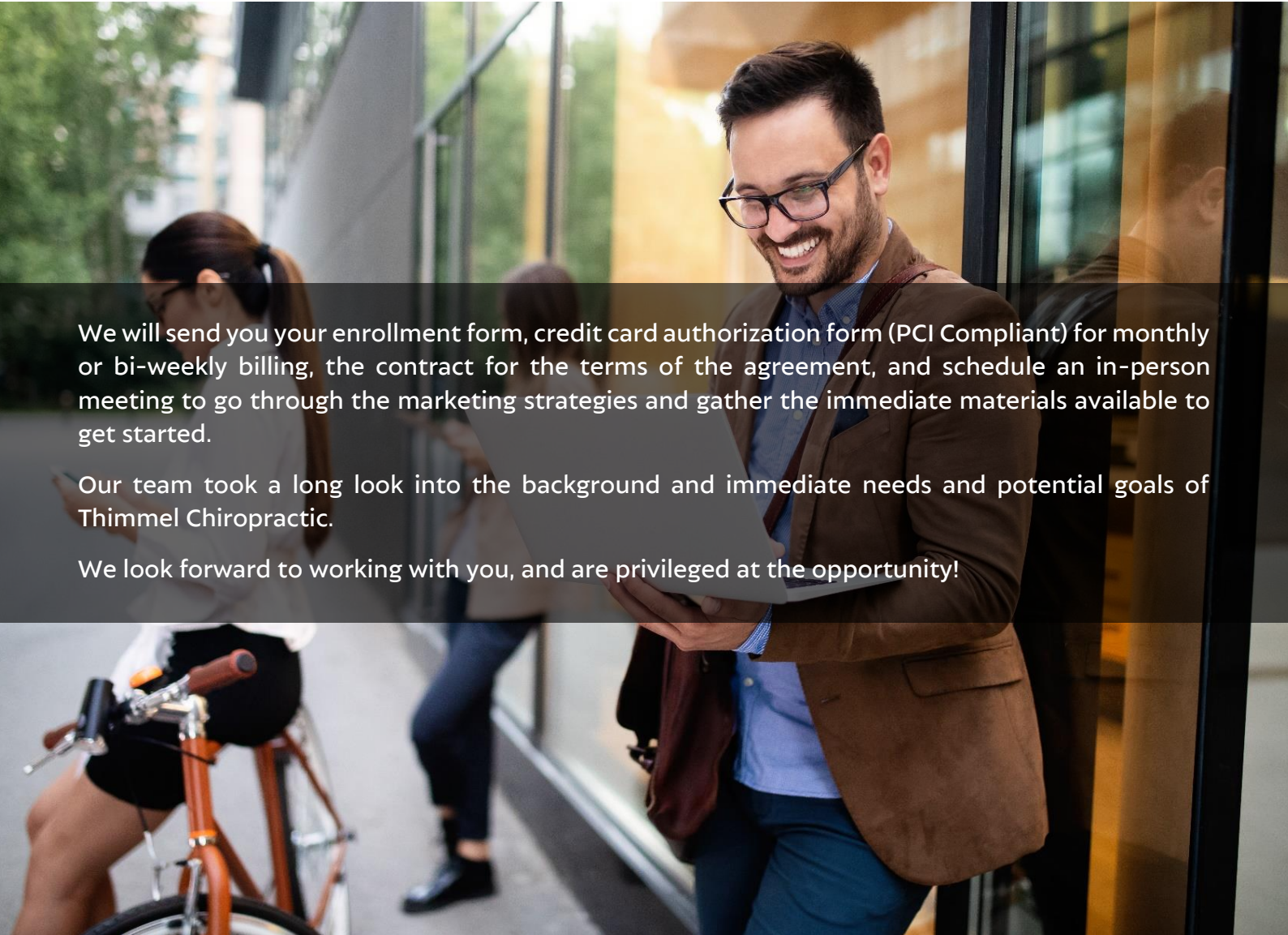
Complete Enrollment Form, Exhibit A & Service Agreement

2

Schedule Kickoff With Digital Marketing Coordinator

3

Identify Campaign Objectives



We will send you your enrollment form, credit card authorization form (PCI Compliant) for monthly or bi-weekly billing, the contract for the terms of the agreement, and schedule an in-person meeting to go through the marketing strategies and gather the immediate materials available to get started.

Our team took a long look into the background and immediate needs and potential goals of Thimmel Chiropractic.

We look forward to working with you, and are privileged at the opportunity!

CREDIT CARD AUTHORIZATION FORM

343 Harbor View Forked River, NJ 08731
609.238.2840

One-Time / Recurring Credit Card Payment Authorization Form

Sign and complete this form to authorize KYBER DIGITAL LLC to make a one time debit to your credit card listed below. By signing this form you give us permission to debit your account or charge your credit card, for the amount indicated on or after the indicated date. This is permission for a recurring transaction, or one-time payment, and does not provide authorization for any additional unrelated debits or credits to your account.

Please complete the information below:

I _____ authorize **KYBER DIGITAL LLC** to charge my credit card account indicated below for _____ on _____.

This payment is for:

Recurring OR One-Time

Monthly OR Bi-Weekly

(description of goods/services)

Only check one of these boxes if it's a recurring payment

Account type: Visa Master Card AMEX Discover

Cardholder Name: _____

Account Number: _____

Expiration Date: _____

CVV2 (3 digit number on back of Visa/MC, 4 digits on front of AMEX) _____

Signature

Date

I authorize the above-named business to charge the credit card indicated in this authorization form according to the terms outlined above. This payment authorization is for the goods/services described above, for the amount indicated above only. I certify that I am an authorized user of this credit card and that I will not dispute the payment with my credit card.

PROPOSAL DOWNLOAD RECEIPT

DOWNLOADED: 11-14-2019

PROPOSAL ID: 345672