

START-UP

# MARKETING ESSENTIALS

PACKAGE

## Jump Start your First Year in Business

### Logo + Brand Development

includes Business Card and Rackcard design

### Mobile Responsive Website Design

includes 11 pages of custom written SEO driven content (300 words per page), full ownership and wordpress training

### Social Media Branding

includes branded headers and profile images for Facebook, Instagram and Twitter. *Posting to Social Media not included.*

### Local SEO Campaign (Search Engine Optimization) - Months 1-12

includes 12 months of online services:

- On Site Search Engine Optimization
- Google My Business Optimization
- Review Generation
- Directory Listings

### Target Direct Mail Postcard Campaign - Months 1-6

includes 5000/month 6x9 postcards mailed for 6 months - postage included  
*Upgrade to Brochure Mailers for \$495/month*

### Blog Campaign - Months 7-12

includes one 500 word blog/month, written to boost your focused SEO services

### AVAILABLE UPGRADES *6 month minimum*

#### Social Media Package - \$595/month

includes custom post creation and posting to Facebook, Instagram and Twitter - 2x week

#### PPC Management - \$495/month

6 months of Basic PPC Management  
*\*Ad budget additional*

### Additional Upgrades Available

Work hand-in-hand with your KLAS Consultant and a team of professional designers to create a customized marketing plan so you have patients scheduled the day you open your doors.

INCLUDES

LOGO + BRAND

WEBSITE

DIRECT MAIL

SEARCH ENGINE  
OPTIMIZATION

FOR ONLY

\$5,000 down +

\$2,995/mo - Months 1-6

\$995/mo - Months 7-12

**PAID-IN-FULL DISCOUNT AVAILABLE**



(844) 552-7100

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