



MARKETING SERVICES GUIDE

MARKETING METHODOLOGY

Inbound marketing works for both you and your customers. Instead of forcing your message onto random consumers who may not even be your ideal customer, inbound marketing helps you to find real, relevant leads and draws them into your site, 24 hours a day. The inbound marketing methodology works through a distinct buyer's journey that will help you to Attract, Convert, Close, and Delight your customers so you can keep bringing in more leads and more revenue.





HUBSPOT

HubSpot is a powerful, cloud-based software platform offering an all-in-one solution for inbound marketing. With HubSpot, our clients can utilize award-winning SEO tactics, blogging, social media management, email marketing, landing page creation, and cutting-edge marketing analytics. HubSpot is a huge advantage for our clients who are ready to get serious about creating more leads and closing more sales through inbound marketing.



DISCOVERY & STRATEGY

The Discovery and Strategy phase aims to ensure your company has a clear action plan to implement your business' growth initiatives. The inbound marketing strategies MAST creates are not one-size-fits-all. When our team begins working with you, we start by doing a complete analysis to uncover your company's distinct objectives and the needs and challenges of your prospects before we do anything else. The initial discovery phase is crucial. The discovery process ensures that all stakeholders are considered and in alignment as we collectively craft your inbound marketing strategy.

CONTENT ANALYSIS

Content is a driving force behind all successful inbound marketing strategies. In order to truly make the most of your inbound marketing efforts, MAST will create a thorough analysis of your existing content and use this to generate a game plan for your future content needs. Our Content Analysis Guide will be instrumental in ensuring your inbound success and filling any content gaps that may exist for your buyer personas.

VISUAL DIGITAL MARKETING GUIDE

Brand development and visual representation are integral parts of a cohesive marketing campaign. At MAST, we want your brand's representation to be as strong as possible across all channels. Our marketing guide ensures that your company has a streamlined process for representing your brand both in print and online. This guide explains how the logo, colors, website, and photos should be represented to make the biggest impact.





CREATIVE BRIEF

We'd like for you to know exactly what to expect regarding the creative elements of your marketing strategy. The creative brief outlines our inbound marketing strategy's objectives and a detailed plan for how we will create content that aligns with your company's goals.

SOCIAL ADVERTISING PLAN

Our Social Advertising Plan will clearly identify which social channels, audiences, and advertisements will be most effective for your company to target. The plan will also include an outline of how we will present those advertisements effectively, using testing to choose the right ads to find your company the right leads.

WEBSITE ARCHITECTURE

We look over your existing website and offer improvements that align with your inbound marketing plan. We offer solutions for improving navigation and overall design so the first impression your brand makes online is memorable. The MAST team will work with you to develop a site that looks great, is easy to use, and focuses on generating strong leads for your business.

DIGITAL STRATEGY PLAN

When creating your inbound marketing strategy, we outline success metrics, your target personas, a content plan, and a plan to ensure that your content is distributed across the most appropriate platforms. Our Digital Strategy Guide will help you visualize how the diverse pieces of your inbound strategy - from content to Search Engine Optimization (SEO), to blogging - will work together to drive qualified leads.





SETUP & DEVELOPMENT

WEBSITE SETUP & OPTIMIZATION

One of the most important aspects of the inbound marketing process is your company's website, which serves as a centralized hub for effective lead generation. MAST will work to develop a sleek and easy-to-use site that strategically leads your potential customers to the next step in your lead generation process. Our design team understands how to best showcase your business with beautiful site pages, custom calls-to-action, and landing pages that deliver measurable results.

SOCIAL MEDIA SETUP & OPTIMIZATION

When implementing a successful inbound marketing plan, your social media channels will play an important role in guiding your potential customers through the buying process. MAST will help identify the social channels with the best audience for your business so you can get active on those specific platforms, promoting content and driving new leads to your site.



HUBSPOT SETUP & OPTIMIZATION

HubSpot makes tracking your leads and marketing campaigns simple through their custom CRM. This means you can see every lead that comes into your site, where they are in their Buyer's Journey, and automate your next contact with personalized emails.

HubSpot's Sidekick tool gives you essential contact insight from your email inbox so that you can follow up on leads effectively and from anywhere. Our team will work to ensure you know how to utilize all of HubSpot's tools to boost your inbound marketing strategy.

BLOG SETUP & OPTIMIZATION

In the information-rich world of online marketing, a blog can be a powerful tool for creating informed, connected, and happy customers. A regularly updated blog can also help to attract and educate site visitors who may need to learn about your business. MAST will help you create an informative and shareable blog that will keep readers engaged and establish your company as a thought leader in your industry.



SHOPIFY SETUP & OPTIMIZATION

Deliver the complete connected online experience to your customers with ecommerce. Whether it's delivery or in-store pick up (or both), customers want the convenience of shopping online for their pool and outdoor living supplies. MAST will help you create and optimize an online shopping experience through the Shopify platform that makes sense for your clients and your business.

SEO CONFIGURATION

The intricacies of Search Engine Optimization are complex and ever-changing, but MAST can help. We understand how to leverage the search terms that matter most for your company, helping you uncover relevant, valuable terms you may have never considered before. This fresh insight helps you appear higher in search results and gives you a digital advantage over your competitors.



EMAIL TEMPLATE CREATION

Despite the multitude of avenues you now have available to reach customers, email is still one of the most effective ways to spread your message. MAST will assist you in creating flexible and smart calls-to-action that will motivate readers to become leads. We can help you ensure your emails are relevant to your customers and formatted so they have a measurable and positive impact on your business and your bottom line.

INITIAL CONTENT CREATION

MAST will help you to utilize your existing content and build a new catalog of useful, relevant content that you will promote using your social channels, emails, and online advertisements. Our team of writing professionals can provide you with engaging, fun, and compelling information for your leads and customers at all stages of your inbound marketing strategy.

ONGOING CAMPAIGN MANAGEMENT

After we have a solid inbound marketing foundation in place, we can assist you in executing your inbound marketing and lead generation campaigns on a monthly basis.

BLOGGING

Studies show that 82% of marketers who publish a blog post on a regular basis have acquired a customer as a direct result of their blog. In fact, Marcus Sheridan, author of the book, "They Ask, You Answer," made his name as a marketing guru through blogging for his fiberglass pool company. Consistent blogging provides your business with the unique opportunity to connect with your customers on a personal level. Our team understands how to create amazing blog content that will foster and maintain this connection, while bringing in new, qualified leads.





ONLINE CONTENT CREATION

Developing new content can be one of the biggest challenges when implementing an inbound marketing strategy. MAST can virtually eliminate this pain point by assisting you in determining what type of content will attract and engage your customers, as well as help with the development and design of ebooks, whitepapers, social graphics, infographics, and more.

LEAD GENERATION WORKFLOWS

Inbound marketing is focused on lead generation. MAST's Lead Generation Workflows keep the leads coming in. From carefully-crafted calls-to-action statements to perfectly utilized landing pages, our team creates the tools that will easily guide your prospects through the buyer's journey.

LEAD NURTURING CAMPAIGNS

Generating quality leads is only an effective strategy if you can then continue to nurture those leads and guide them down the path to becoming customers. We work with you to develop robust buyer persona profiles so that you will know exactly how to cater to your leads with content and inbound tactics over time, adding more and more customers.

SEARCH ENGINE OPTIMIZATION

Part of any successful inbound strategy is the identification and optimization of SEO terms. These are the terms that your customers are searching for online. With our ongoing management process, we identify these terms and optimize your site and content to ensure you capture the traffic and the leads you want.





PRICING PLANS

WEBSITE DESIGN & INBOUND MARKETING PACKAGES

We've designed four Ongoing Inbound Marketing Campaign packages to help ensure you have the content you need to keep your sales pipeline full. Each of these packages consists of monthly blog posts, eBooks, lead generation workflows, lead nurturing emails, search engine optimization resources, monthly reports, and optimization services. We can customize an ongoing management plan to fit your company's needs. Statistics prove that more content produces more leads, which in turn produces more customers.

WEBSITE DESIGN

Website Setup	\$5,000
Website Maintenance	\$500 PER MONTH
Ecommerce Website with Shopify Integration Setup	\$7,500
Ecommerce Website Maintenance	\$750 PER MONTH



CHOOSE THE PLAN THAT'S RIGHT FOR YOU

INBOUND PLANS	BASIC	STANDARD	ENHANCED	ENTERPRISE
Blog Post	1	2	4	8
Marketing Offer(s)	1	2	3	4
Lead Generation	1	2	3	4
Lead Nurturing	2	4	6	8
Reporting & Optimization	INCLUDED	INCLUDED	INCLUDED	INCLUDED
PLAN PRICING	\$1,499 PER MONTH	\$2,499 PER MONTH	\$3,499 PER MONTH	\$5,999 PER MONTH



CONTENT DEVELOPMENT PRICING

Our advanced content development services will help you to effectively create content, social graphics, infographics, and other robust and relevant content for your potential customers. We also offer research and consultation services if you prefer to have your team create your content.

Content Writing: 500 Words

\$225
PER ARTICLE

Social Graphic Design

\$250
PER DESIGN

Infographic Design

\$500
PER DESIGN

Consultation & Research

\$180
PER HOUR

SOCIAL MEDIA MANAGEMENT

MAST can implement or take control of your social media monitoring, posting, and channel management. We offer three different packages ranging from basic social media advertising management services to comprehensive, multichannel activities and monitoring.

Social Ad Management

\$1,200
PER MONTH

Basic Plan: 2 Channels

\$999
PER MONTH

Standard Plan: 4 Channels

\$1,499
PER MONTH





HUBSPOT SOFTWARE

As an Elite HubSpot partner, our team's consulting services can help you to use the HubSpot software to its full potential. HubSpot can help you to maximize your inbound marketing strategies and our trained team is able to assist you everything from the initial setup to data assessment to making sure you're getting the most out of your HubSpot investment.

Basic Plan*	\$100 PER MONTH
Pro Plan*	\$800 PER MONTH
Enterprise Plan*	\$2,400 PER MONTH

* HubSpot charges additional price for contacts over plan limit.



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