



DIGITAL MARKETING GUIDE
R.A.C.E.™ Framework Introduction

Created For: [COMPANY] | [URL] | [CONTACT]

Provided by EBWAY Creative
Valid Thu: [DATE]

(Add EBWAY Contact info here)

Project Brief

Digital Marketing Strategy Proposal

The ongoing objective of any Digital Marketing strategy is to increase traffic and grow qualified leads while improving conversions on your website. Additional objectives include dominating the Amazon eCommerce marketplace as a thought leader, increasing social media recognition through channels like LinkedIn, and implementing of web marketing campaigns as they relate to data-based analytics and metrics. This document is not the actual strategy but a proposal to create the digital assets and strategy for [COMPANY NAME] to assist them in achieving their online goals.

Objectives

Goal #1:

- ...

Goal #2:

-

Goal #3:

- ...

Solution

R.A.C.E. Framework – Digital Marketing, Done Right!

We created a digital marketing framework called R.A.C.E.™ to help give a simple workflow to help both small and large businesses take advantage of the opportunities available via digital marketing. There are so many tools and tactics available that it's difficult to know where to start. R.A.C.E.™ gives us a structure to help you review and prioritize the many options available to business owners today with the understanding that some options will work better than others.

R.A.C.E.™ is a practical framework to help manage and improve results from your digital marketing. Ultimately, it's about using best-practice Web analytics techniques to get more commercial value from investments in digital marketing. This process simplifies our approach in reviewing the performance of your online marketing and helps us make better decisions — as well as take action to improve its effectiveness.

Key digital strategies: How do we want to grow our online business?



Market analysis: How well are we using digital media now?



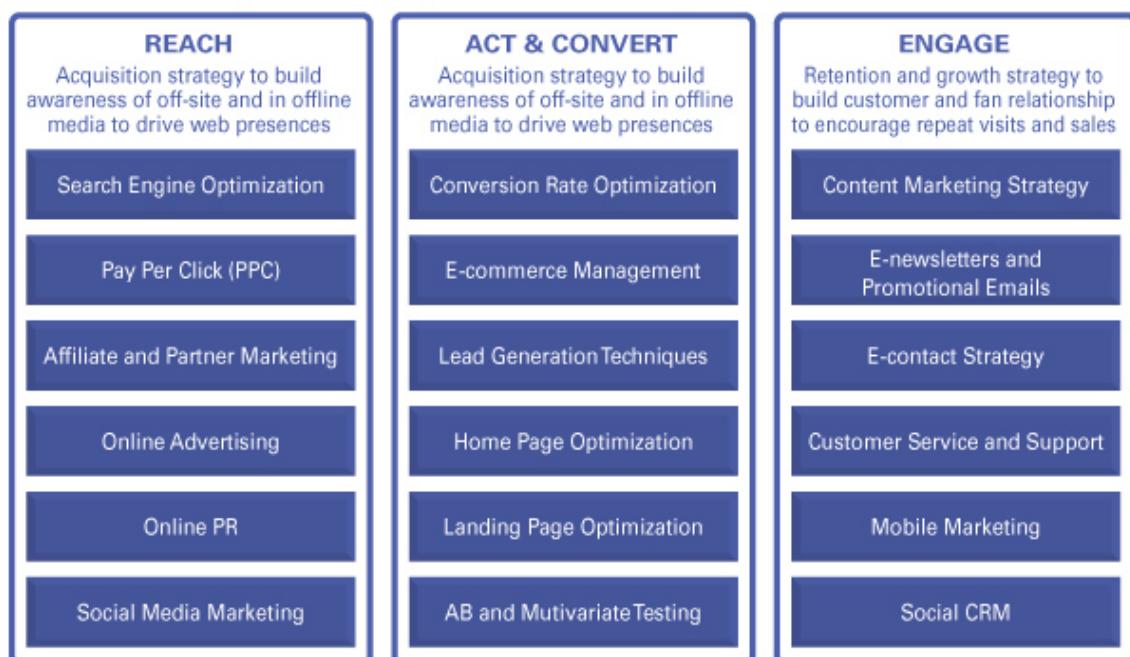
Objective setting: Which goals and KPIs should we use?



Strategy: How can we achieve our goals?



Tactics: Which digital marketing activities do we optimize?



R.A.C.E.™ Walkthrough

Step 1: Reach

Reach means building awareness of a brand, its products and services on other websites and in offline media in order to build traffic by driving visits to different web presences like your main site, microsites or social media sites.



Step 2: Act

Act is about persuading site visitors or prospects take the next step on their journey when they initially reach your site or social network presence. It may mean finding out more about a company or its products, searching to find a product or reading a blog post. It's about engaging the audience through relevant, compelling content and clear navigation pathways so they don't hit the back button. The bounce rates on many sites is greater than 50 percent, so getting the audience to act or participate is a major challenge, which is why we have identified it separately.

Step 3: Convert

Conversion is where the visitor commits to form a relationship that will generate commercial value for the business. It's where marketing goals such as lead generation or sales acquisition come to life.

Step 4: Engage

Engagement, the crucial step. This is long-term engagement, building customer relationships over time through multiple interactions using different paid, owned and earned media touch points like your site, social presence, email, and direct interactions that boost customer lifetime value.

RACE is Social! Digital marketing is not just about your website.

Digital marketing today is not just about your website — in fact it never has been. Partnering with other sites and “swimming with the fishes” has always been most important.

R.A.C.E.™ is Integrated and Scalable

INTEGRATED: Digital channels always work best when they're integrated with other channels, so remember that where appropriate, we will combine digital channels with the traditional offline media and marketing channels. The most important aspects of integration are first using traditional media to raise awareness of the value of the online presences and drive visitors to the website(s) during the **Reach** and **Action** stages. During the **Convert** and **Engage** stages, customers will start to interact with your website and digital media channels as part of the buying or customer service process.

SCALE: It's important to note that there are hundreds of ways to accomplish your goals and some will work better than others. This is why you're hiring EBWAY. Our Internet marketing & digital strategy

experts will work with you to create your own Digital Marketing Strategy within our **R.A.C.E.™** Framework that fits into your overall company budget and goals. Your plans will range from 4-6 week marketing sprints to 6-12 month campaigns. Each plan is created specifically for the business we are working with.

Content Marketing Strategy

It's all about the content plan.

At EBWAY Creative we don't just hand our clients a proposal detailing how many keywords we're going to support or how many web pages the client needs to be successful. We work with you to create the perfect plan and then optimize that plan as time goes on. So, the longer you remain a customer, the better your results will be!

63% of companies using social media say it has **increased marketing effectiveness**—among other benefits.

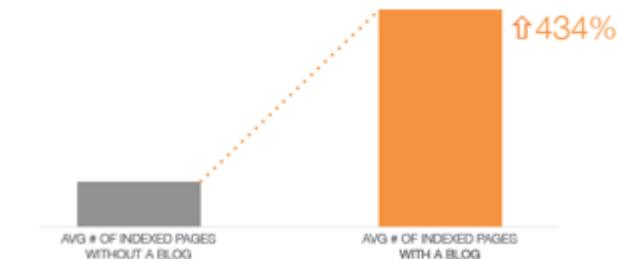


Why do we focus on content?

There's an old saying in advertising, "Content is King." That saying isn't exactly true. It should be "High Quality Content is King."

Since the Web is only words and pictures of words, content is the most critical part of any Internet Marketing Plan. That's why we work with you to create your very own library of unique, high quality content that will enable you to dominate the CPG for Amazon marketplace.

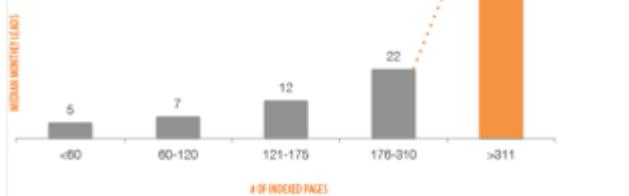
Companies that blog have **434% more** indexed pages.



Content Types & Digital Assets

- Web Pages
- Blog Posts
- Articles
- Newsletters
- News Feeds
- Press Releases
- Calls to Action
- Downloadable Content
- Reviews
- Listings
- Graphics / Print

Companies with more indexed web pages get **way more leads**.



Why do we use Social Media?

The common misunderstanding about social media is that it's for the "younger generation." Our experience tells us that there is a social media platform that's ideal for almost any business.

Social media marketing has proven to be one of the best ways to improve brand awareness, increase lead generation, as well as improve customer satisfaction. But where do you start? Which networks should you use?

At EBWAY Creative, we work with you to find the best social media outlets for your content that will provide the most return on your investment. Whether it's increasing customer sales via Facebook or growing networking partnerships via LinkedIn, we will help you plan, organize and execute the perfect social media strategy.

Social Media Marketing Services

- Profile Management
- Training
- Content Development
- Blog Marketing
- Social Media Development
- Multivariate Testing
- Reporting & KPIs

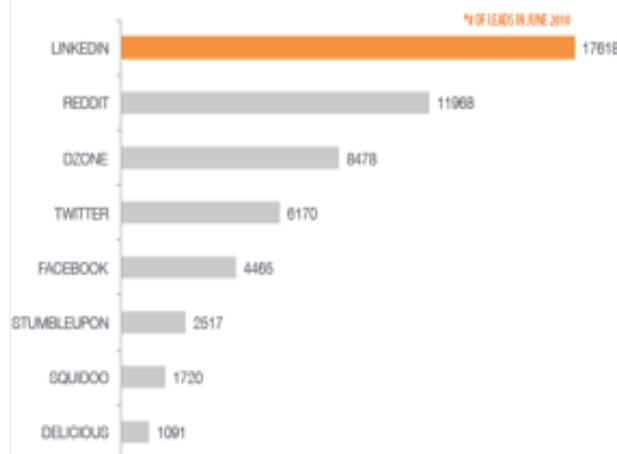
Multivariate Testing: (Optional) Not every company can use every avenue of social media marketing. We will discover which aspects of social media will connect with your community and draw the most traffic. Multivariate testing is the best way to find out what is working and what is not. These tests make it possible to fully optimize your social media campaign.

Profile Management: (Optional) We will assist you in managing a profile on multiple social media sites (LinkedIn, Facebook, Twitter, etc.) to connect with the target community in different ways.

Social media helps B2B marketers improve search results.



LinkedIn drives the most referrals to B2B sites.



Scope of Work

Detailed Deliverables

Consulting / Meeting

- EBWAY Creative has allocated 1 hour per week (up to 4 hours per month) in the project estimate to attend meetings related to this proposal and including client meetings, strategy meetings, status meetings, email updates, etc., etc.
- If additional time is needed for consulting/meetings it will be communicated in advance and approved before additional time is spent and/or billed.

Month 1 | Digital Marketing Plan

- EBWAY Creative will create one (1) six month digital marketing plan for flywheeldigital.com. This plan includes the following deliverables:
 - Complete plan narrative and strategy architecture + 1 excel doc covering deliverables and budget tracking for 6 months + 6 Months of flex planning so it will last up to 1 year.
 - Recommendations for website, social and search improvements + LinkedIn optimization
 - Creation of prospective personas + integration of personas into 2 social profiles (ie. LinkedIn, Google+, Twitter, and so on)
 - Install website SEO tools and setup website back-end for ongoing search optimization
 - Perform content/URL audit + fix on-page/technical SEO issues
- Includes strategy meetings to generate actionable plan based on analytics, KPIs and off-line marketing programs.
- Customized setup of shared Project Management tool to marketing planning, tracking & reporting. (i.e. Google Calendar & Tasks, BaseCamp)

Month 2 | R.A.C.E. Campaign (Reach & Act)

- REACH Deliverables
 - EBWAY Creative will design & author 2 landing pages to support the marketing campaign + launch, optimize and install Google Analytics, Webmaster Tools and ClickTale for tracking success.
 - EBWAY Creative will optimize up to 8 unique blog posts for the blog. (Ongoing content requires additional fee, see "Additional Fees")
 - EBWAY Creative will collaborate with [COMPANY NAME] on the creation of Press Releases to be delivered via the PRWeb.com marketing engine.
- ACT Deliverables
 - Includes Monthly Work Items: 2-3 Blog Posts, 10-15 Social Media Posts + 5-10 Social Shares, PR article management, News feed article management, Landing page management.
 - EBWAY Creative will have a standing goal of 35 percent or lower for the average website bounce rate.
 - EBWAY Creative will assist in creating and sending of 1 email marketing newsletter per month.

Month 3, 4 & 5 | R.A.C.E. Campaign (Conversion Optimization)

- **CONVERT Deliverables**
 - EBWAY Creative will meet with FWD 2x per month to go over progress and suggest changes to digital content that will improve conversions. Decisions will be made based on data.
 - [Optional, Budget Required] 1 LinkedIn ad campaign: creation of 1 specialized LinkedIn ad campaign (1 campaign) to find new leads and make the right connections for product or services.

Month 5 thru 6 | R.A.C.E. Campaign (Engagement & Reporting)

- **ENGAGE Deliverables:**
 - KPI Report with day, week, month and full plan views. Includes reporting on successes and failures to use as a guide in future digital strategy planning and management.
 - ROI reporting provided as needed, typically every 3-4 months.

Note: Since engagement happens all through the campaign, there really aren't "deliverables" for this stage. This is more of a strategic stage where we look at everything and spend some time learning about what worked best for you and what you should do more of or less of over the next 6 months after this plan ends. Internet marketing is an ongoing process and unlike TV ads, when you put content online, it stays online... forever. So there is a residual benefit to every R.A.C.E.™ Digital Strategy!

Reporting & Analytics

- Auto-generated reporting sent to your email every week.
- Bi-monthly meetings to review your strategy and success points.
- Monthly prep and progress meetings.

Testing / Punch List

- EBWAY Creative and [COMPANY NAME] will be responsible for system testing, debugging, spelling, content errors, etc. EBWAY Creative will review these items to ensure they are not "SCOPE CHANGES" based on this agreement and if they are approved, EBWAY Creative will complete those changes based on the Project Schedule.

Project Estimate

The following is our fee structure for work items described in this document.

Initial Setup

Work/Deliverable	Timeframe	Price
Trial By Fire Phase #1* [1 Month Plan]		
• Project Intensive / Deep Dive • Internet Marketing Strategy • Services & Tool Selection	30 Days	\$5,000 <i>(15 day rapid execution + \$1500)</i>
Recurring Investment*		
R.A.C.E.™ Digital Marketing Service *paid search spend not included.	12 Months	\$7,500/mo (TBD) <i>(10% discount for quarterly pre-pays)</i>
Additional / 3rd Party / Application Fee's		
Client to pay directly to the provider, as needed.		
Dlvr.it Story & Article Distribution	\$99/ea
Content/Copy Creation & Copywriting	\$499/mo
PRWeb Press Release Distribution	\$369/ea
HootSuite Social Updating & Tracking Software	\$5/mo/user
Paid Search Marketing (LinkedIn, Twitter Ads, etc.)	\$TBD

**Internal Training for Marketing Staff not Included. Please ask your rep for details on training.*

Terms of Agreement

Delivery: EBWAY Creative will deliver the products and services proposed in the Project Scope. In return, the client agrees to pay EBWAY Creative the amount proposed in the Project Estimate according to the Payment Schedule (see Payment Schedule). Any work requested by the client, and not included in the Project Scope, will be additionally charged to the client at the company standard hourly rate of \$150. A project is considered complete when the client has signed off on the project, made the final payment, or 15 days after the client has received the final product or service but not signing off on it.

Process: Project is divided in several phases. Each phase must be completed before work on the next phase may begin. A phase is considered completed when the client approves the work in progress assigned to that phase.

Feedback: EBWAY Creative will deliver the work in progress proposed in Project Deliverables to the client for review and approval. The client agrees to provide prompt feedback to the work in progress presented and allow uninterrupted production flow. Absence of prompt feedback will postpone the estimated completion date and may result in Hold Fees.

Hold Fee: A project will be put on hold if Feedback is not received within 15 days. EBWAY Creative reserves the right to charge a Hold Fee in any amount up to 7 percent of the total project amount.

Errors and Omissions: It is the client's ultimate responsibility to thoroughly review the work in progress and final product or service before approving it. EBWAY Creative will do its best to identify and eliminate any content-related error and omission. However, EBWAY Creative is not responsible should any such error or omission go undetected and become a part of the final materials.

Corrections: EBWAY Creative will correct technical issues related to codes and functionality of website components that resulted from EBWAY Creative oversight within 7 business days of receipt.

Indemnity: The client agrees to indemnify and hold harmless EBWAY Creative from any loss, expense, and damages arising out of violation of copyright or trademark laws from the illegal use of images, photographs, slogans, trademarks, or graphical work supplied by the Client. Intellectual Property Rights EBWAY Creative will retain the rights to all parts of intellectual property it has developed. The client will retain the intellectual property right to the products and services listed under Project Deliverables.

Payment Schedule: Please see the Payment Terms in the work scope portion of this document. Each payment is due immediately after the phase is complete. For ongoing fee's, we typically auto bill a credit card.

Late Fee: Late fees will be assessed at 5 percent monthly interest rate for the amount owed. The assessment of the late fees will begin accumulating 15 days after the date on the invoice.

Refunds: Certain items cannot be returned or refunded due to their nature. These items include, but are not limited to: Stock photography, music, web hosting, domain names, statistical packages and software, etc.

____ claims to be an authorized party to enter this agreement on behalf of the client.
(FULL NAME)

Signature: _____ Date: _____
By signing this document, the client accepts the terms of this agreement and also agrees to our online terms and conditions located at www.ebwaycreative.com/terms

Estimated Project Investment

Vendor (us, we, our)

EBWAY Creative

3970 Broadway #210F

Boulder, Colorado 80503

Customer (you, your)

[COMPANY NAME]

1249 Whatever Rd.

City, State, ZIP

INVOICES & PAYMENT

Payment is due upon receipt of the invoice. You may not withhold any amounts due and we reserve the right to cease work without prejudice if amounts are not paid when due. Payments are due upon completion of deliverables. If you delay the execution or performance of a deliverable we reserve the right to make payments due upon the estimated due date.

Delivery Item

Digital Marketing Plan Creation

Amount (\$)

\$5,000

Estimated Due Date

Week 1, on Approval (Setup Fee)

Monthly Recurring Fee for Services

See Estimate* Program Launch (Monthly)

**paid ad spend not included.*

TERMS & CONDITIONS

This website proposal incorporates the website proposal terms and conditions provided online at [T&Cs LINK] and form a binding part of this agreement. You acknowledge you read, understood, and agree to the terms and conditions.

ENTIRE AGREEMENT

This document together with any attachments, as well as any new, different or additional terms, conditions or policies which we may establish from time to time, and any agreement that we are currently bound by or will be bound by in the future, constitutes the complete and exclusive agreement between you and us concerning your engagement of us on this project, and supersedes and govern all prior written and verbal communications.

SIGNATURE

By signing this document you represent to us that you are a duly authorized representative of your organization and upon its behalf agree to be legally bound by its terms and conditions. You hereby accept and authorize the commencement and payment for the project described above.

BY: _____ TITLE: _____

NAME: _____ DATE: _____