

# hockeystick

DIGITAL MARKETING SUITE



The tools to take control of your  
business... all in one place.



## **Our suite of products.**

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**RANK HIGHER WITH GOOGLE SEARCH**

2

**IMPROVED KEYWORD RANKINGS**

3

**MANAGE YOUR BUSINESS' REPUTATION**

4

**EASY SOCIAL MEDIA MANAGEMENT**

5

**360 VIRTUAL TOUR**

6

**SMS TEXT MARKETING**

# Rank higher with google search.

**ISSUE:** Most businesses do not have accurate basic business information listed online (ie: business name, location, hours, etc.) which causes customers to be unable to find your business as well as lower rankings on google and other search engines.

**SOLUTION:** Our Local Listing Scan, Fix and Monthly Maintenance ensures proper business information online across all search engines at all times which allows your business to rank higher on google local searches, so you can attract more customers!

**EXAMPLE:** Your business information is not correct across search engines. Google you're your address is 2050 Dora St. but your FB page says 20050 Dora St. Our listing tool will constantly update this information across over 48 different platforms and ensure accuracy. With correct information, search engines will rank you higher and you will attract more customers!

# Become more visible with improved keyword rankings.

- ISSUE:** When customers want to find businesses in their area for specific goods or services, they often use google search or similar search engines, which produce results based on keywords. It is imperative for your business to have accurate and timely keywords in order to rank at the top of the search and therefore drive customers to YOUR business versus the competition.
- SOLUTION:** Our platform gives you constant visibility to what keywords you are currently using and how they are ranking versus the top keywords that are being used for your type of business. This allows you to constantly evolve your keywords to ensure you are one of the top businesses being found on search. The tool will provide your business with top 10 key words in your business type (ie: enter coffee shop and it will give you the top 10 keywords).

# Manage your business' reputation.

- ISSUE:** Potential customers look at online reviews when making decisions about just about everything (ie: where to eat, drink, get a haircut, shop, get their car fixed, doctor etc.) Most businesses don't have real time access and knowledge about all reviews being made about them and do not have a way to get ahead of the bad reviews before they are made public on social media. Most businesses also do not have an easy way to share good reviews.
- SOLUTION:** i.e. a hotel receives reviews from Google, Facebook, Yelp, Trip Advisor etc. It's a lot of work to login to each of these individually every day to check & see if you have a new review. Our central platform allows you to login to one feed which pulls reviews from all platforms into one centralized place. You'll get notified when you receive a new review. You will also be able to reply and share directly from the platform.

# Easy social media management.

- ISSUE:** SMBs need to leverage their social media channels in order to grow, stay current, develop brand identity, publish quality content and achieve a stronger rank through local search.
- SOLUTION:** Schedule posts to all your social media accounts with 1 click. Find relevant content (articles, recipes etc) to your business, save those posts using our tools, schedule posts on all your social media platforms which keeps your business current and relevant.
- EXAMPLE:** Business owner has multiple social media accounts (Twitter, IG, FB, Google) and wants to post a new picture of an event they are having to all their followers. Instead of logging into each of these accounts individually, they can login to our platform and create one post. Then simply publish to all connected social accounts with one click.

# 360 virtual tour.

- ISSUE:** Customers are skeptical of businesses that do not have pictures online or if the pictures online are not attractive/good quality. Customers make decisions on where they want to eat, stay, get their hair done etc by the way an establishment looks. If businesses have poor photos, or none at all, they lose customers.
- SOLUTION:** By having a 360 Virtual tour, more potential customers are likely to convert to paying customers because they are able to see your business in a beautiful and engaging way. You can control how your business looks in pictures on google. Also, having a virtual tour increases your SEO which elevates your business' ranking and brings in more potential customers.



# SMS text marketing.

## ISSUE:

Communication with your customers via phone calls is difficult and can be time consuming and expensive. Email marketing is over saturated. Many consumers do not like picking up the phone when it's a number they don't recognize and never open emails when it's from a business.

## SOLUTION:

Allows businesses to generate sales with fast customer interaction using inbound and outbound text messages. Businesses can solicit immediate reviews from customers, promote offers, send appointment reminders etc. Customers are able to respond to businesses via text for ordering, confirmation, reviews and reservations.

## EXAMPLE:

Business owner wants to have interaction with their customers via text. Pizza shop can offer \$5 coupons and now customers can text back replying they want to order. Pizza shop can continue texting for the complete order and delivery

# STARTER.

LOCAL LISTING SEO

IMPROVED KEYWORD RANKINGS

MANAGE YOUR BUSINESS' REPUTATION

or

EASY SOCIAL MEDIA MANAGEMENT

**\$75 set up fee**  
**\$149 / mos**

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# MVP.

LOCAL LISTING SEO

IMPROVED KEYWORD RANKINGS

MANAGE YOUR BUSINESS' REPUTATION

EASY SOCIAL MEDIA MANAGEMENT

**\$0 set up fee**  
**\$199 / mos**

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## A LA CARTE.

1000 SMS TEXT MESSAGES	<b>\$75 / mos</b>
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2000 SMS TEXT MESSAGES W/ DEDICATED PHONE NUMBER	<b>\$99 / mos</b>
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360 VIRTUAL TOUR	<b>\$699</b>
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LOCAL LISTING SEO	<b>\$99 / mos</b>
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\*If SMS is purchased without a Starter or MVP package there is a one time \$50 set-up fee

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