

## Search Engine Marketing Fees

I offer four distinct on-line marketing services, in addition to the strategic marketing programs in the chart below. These services work well together, but you can choose one, two, three or all four.

### SEO (Search Engine Optimization)

Submission to top search engines, link popularity development & open directory submission. This is a long term strategy where the goal is to get your site listed near or at the top in Google, Yahoo!, and MSN for a list of keywords. Based on your industry, competition, product and/or service this could be accomplished in as little as 3 months or can take as long as 2 years. It will require an ongoing investment in subscribing to directories and developing incoming links to your website.

- **Investment-- \$5,995 plus an ongoing monthly investment of \$395**

### On-Page Optimization

Following a detailed research of the source of success of your competitors' websites (those who rank high for similar keywords) I will fine tune the text of your web site along with the "invisible" code which search engines use to rank the listing of your web site in their directories.

- **Investment-- \$990**

### PPC Placement and Management (Pay-Per-Click)

Includes:

- Industry and Product/Service Research
- Keyword Research
- Set up of Google PPC Advertising account
- Discuss and suggest monthly budget allocation based on your target market, niche, product or service
- Management and maintenance of the accounts after initial set up to optimize and maximize strategy

- **Investment-- One time set up of \$2,500 plus an ongoing monthly investment of \$295.** (Click charges are additional and paid directly to the search engines.)

### Strategic Marketing Services

If you are facing tough competition and need help in taking your business to the next level, I offer strategic marketing services. These are strategic programs and systems designed to grow your business dramatically and position you or your company as the obvious choice to do business with in your market. The service starts with you filling out and submitting a questionnaire. I contact you within 3 business days to schedule a 1 hour full-tilt phone consulting session with nothing held back. If at any point in the first 15 minutes you do not feel you are getting your money's worth, you can say "stop" and owe me nothing. After minute 15 you're on for the whole ride.

- **Paid Phone Consultation -- \$595** (Cost to execute and implement the strategies discussed in the phone consultation will be quoted separately or you may choose from one of the four programs below.)

## Systematized Strategic Marketing Programs

The chart below shows the [systematized marketing](#) programs I provide. The prices are based on the complexity of the research and work required. These strategic marketing programs are based on founded and proven direct marketing principles often referred to as scientific advertising. Unlike branding, scientific advertising is measurable and trackable so you can easily determine your ROI and know if your marketing is working or not.

If you are looking for institutional advertising or branding, my direct marketing programs are not for you. You are better served contacting any of the many advertising agencies that can help you with branding. My expertise is in developing marketing strategies for small businesses based on direct marketing principles to make their phone ring.

For a detailed explanation on scientific advertising and to better understand the difference between response-based marketing and branding [click here](#) to get my FREE Report. You can reach me via e-mail at [frank@mymworks.com](mailto:frank@mymworks.com) or call me at 305-273-9240.

Which Strategic Marketing Program is Right For You?*	Bronze	Silver	Gold	Platinum
Strategic Marketing Website		10pg	20pg	30pg
Strategic Landing Page	✓	✓	✓	✓
Multiple Strategic Landing Pages		1	2	4
Google PPC Campaign	✓	✓	✓	✓
Yahoo PPC Campaign			✓	✓
MSN PPC Campaign				✓
FREE Report Lead Capture Tool		✓	✓	✓
Auto-Responder Follow Up E-mails (monthly charge of \$19.95 applies.)		8	26	52
Auto-Pilot Greeting/Note Card Campaign (\$99 one time set up plus monthly charge of \$31 returned in credits. Postage add'l.)			✓	✓
Search Engine Optimization		Limited	Standard	Extensive
On-Page Optimization		✓	✓	✓
Strategic Planning Coaching/Consulting			1hr./Month	2hrs./Month
Sales Letter(s)			1	3
Direct Mail Pieces Copywriting		1	4 pcs.	12 pcs.
Receptionist Script			✓	✓
Telemarketing Script				✓
Message On-Hold Script			✓	✓
Sales Brochure Copywriting			✓	✓
Marketing Investment	\$2,745	\$9,400	\$19,700	\$45,300
Ongoing Monthly Maintenance After Completion (includes web hosting.)	\$79/mo.	\$149/mo.	\$295/mo.	\$395/mo.
Time Frame For Completion	10 days	60 days	90 days	180 days
Payment Terms Available		✓	✓	✓
5% Discount If Paid In Full		✓	✓	✓

\*All marketing materials including ideas, scripts, copywriting, strategies and tactics developed for client are property of Frank Prieto until paid in full.

**[What my clients are saying >>](#)**