# 125M

### We Deliver Digital Transformation to Healthcare Companies

Curious about our process or pricing? Need help getting buy-in?



Let's Talk

## Overview

- Introduction
  - Who We Are
  - Senior Team
  - Services
  - Agency Partners
- Capabilities, Strategy, Approach, Workflow
- Q&A

### // WHO WE ARE

www.12sm.agency • hi@12stepsmarketing.com • (626) 227-6469



### WHO WE ARE

- 15+ Years of Digital Consulting Experience
- Google Certified Partner
- US Search Award-Nominated Team
- Regular Industry Contributors/Speakers
- Campaigns Managed in: USA, UK

AS SEEN ON
Search Engine Land ···· ahrefs MO

### **US Search-Award Nominated Senior Team**





Head of SEO Vince

- SEO Manager Adi
- Outreach Manager Kollin
- Copywriter Jami

Head of Paid Search Samantha

- WordPress Specialist Fachremy
- UX Developer Dinesh

### Capabilities







SEO

Web Design

**Pay Per Click** 





Call Tracking

Web Hosting

Social Media

### **Strategic Agency Partners**



### **> synup**

IREREE REFERENCE

Synup is an all-in-one local reputation management and SEO software that aims to simplify the way businesses manage their listings and company's online image. CallRail

CallRail is an intuitive and powerful call tracking solution for data-driven marketers and measures call conversions from search, offline and digital marketing campaigns, including PPC keywords. wpengine

WP Engine provides managed WordPress hosting for mission critical sites around the world. Amazing support, enterprise class, & optimized for WordPress.

# // CAPABILITES, STRATEGY, & APPROACH

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### All Your Marketing, In One Place

#### **Digital Marketing**

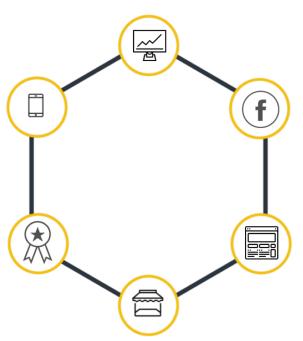
Increase your brand awareness across the digital channels that impacts your business bottom line.

#### Call Tracking & Analytics

Discover which ads, keywords, and campaigns bring valuable leads over the phone and on the web.

#### **Reputation Marketing**

Protect, manage, and build your brand's online reputation across the digital media channels that matter the most.



#### **Local Search Listings**

Claim, optimize and manage all your listings, building a streamlined digital presence for your business.

#### **Social Media Management**

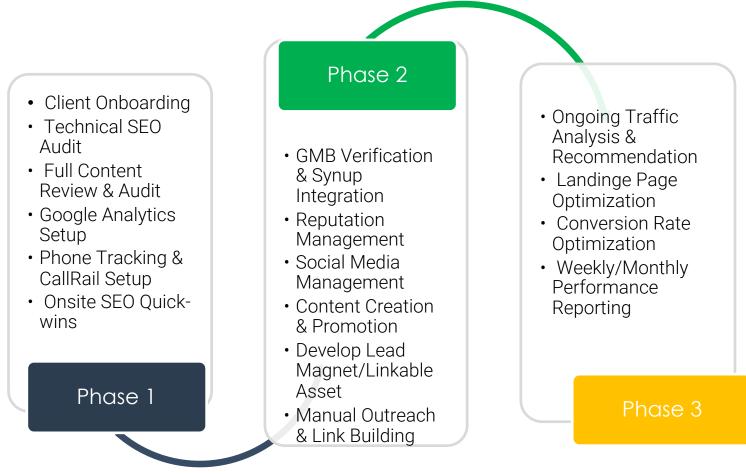
Develop a social media plan that supports sales and conversions.

#### Web Design

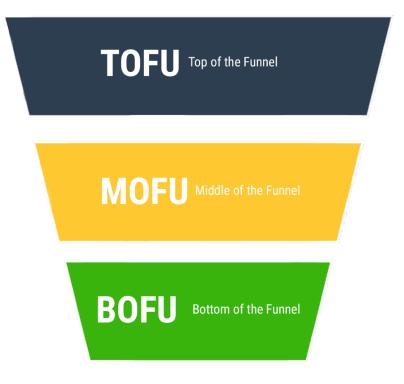
Take your business to the next level with a ROI focused high-performing web design.

### Multi-Phase Strategy

To execute at a high-level, a multi-level marketing strategy focused on quick wins and high leverage tasks.



### **Intent-Driven Marketing Approach**



#### **Customer Awareness:**

- Connect w/ people emotionally instead of pushing out offers
- Answer your target market's questions
- Create an unbeatable guarantee
- Reinvent the buying experience
- Capitalize on a growing trend

#### **Customer Interest:**

- Create a go-to comparison resources
- Art-of-story-telling: Talk about things people care about, instead of talking about yourself
- Benefits over features
- Create share-worthy and memorable experience

#### **Customer Consideration**

- Showcase All Case Studies/Reviews
- Go-to-authority: Publish Original Research Papers
- Capture New Markets

### // CASE STUDIES

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### Results: Rally Point PB

### RALLY POINT PALM BEACH In Just 100-Days, Rally Point's search traffic

increased by 557%. 1<sup>st</sup> Page keyword rankings jumped to 666 and 666 and 666 total keywords ranking on Google.

### Results: My Time Recovery

### **EXACTINE** RECOVERY

Within the first six months, we helped My Time Recovery's census reached +90% and help sustained its growth organically.

### Results: ICC



For every \$1 spent on Google Ads, 12 Steps Marketing has directly generated

2016 Revenue \$1.1M 2017 Revenue \$1.5M **\$9.91** 2018 Revenue \$1.1M \$15.63

2019 Revenue \$1.6M+

in sales revenue for ICC.

### // WORKFLOW

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### Project Timeline (Sample)

A strategic SEO timeline ensures a smooth continuous transition from short term SEO sprints to long term campaigns.

		Jar	Jan-20			Feb	<b>b-20</b>			Ma	r-20					
Pre-Campaign	Wk 1	Wk 2	Wk 3	Wk4	Wk 1	Wk 2	Wk 3	Wk 4	Wk 1	Wk 2	Wk 3	Wk 4	Wk 1	Wk 2	Wk 3	Wk 4
Client Onboarding																
Technical SEO Audit																
Full Content Review & Audit																
Conversion & Phone Tracking																
Onsite SEO Quick-win																
GMB Verification & Synup Integration																
Content Strategy & Ongoing Creation																
Develop Lead Magnet/Linkable Asset																
Ongoing Manual Outreach & Linkbuilding																
Ongoing Traffic Analysis & Recommendations																
Landing Page Optimization																
Conversion Rate Optimization																
Deliverables Reporting																

### **Project Management**

Custom Google Doc (Project Tracker) will be shared with client for reporting all task and deliverables.

	A	в	с		D	E		F	G	
1	Today	10/3/2018	Project Plan Templ	ates	Content Management	Outreach Management		Client Files		
2	INTERNAL -	CLIENT Delivery = Date	Owner	Ŧ	Project 🔫	Deliverable		Task 🗢	Status	Ŧ
3	9/26/2018	9/28/2018	Vince Tint	٣		Onboarding	Ŧ	Onboarding client sequences and introduction to Project Manager Tracker	Completed	-
4	9/26/2018	9/28/2018	Vince Tint	Ŧ		Google Analytics	٣	Add Google Analytic profile to master Gmail	Completed	-
5	9/26/2018	9/28/2018	Vince Tint	Ŧ		Gmail	٣	Setup Gmail profile w/ canned responses + client persona	Completed	-
6	9/26/2018	9/28/2018	Vince Tint	÷		Conversion: Setup	Ŧ	Check GA conversion tracking / phone call tracking is in order	Completed	-
7	9/26/2018	9/28/2018	Vince Tint	Ŧ	and the second second	Action Tracker	٣	Integrate "Action Items" into tracker	Completed	-
8	9/26/2018	9/28/2018	Vince Tint	*	and the second sec	GSC Setup	٣	Setup GSC profile, install sitemap, check for indexation issues	Completed	-
9	9/26/2018	9/28/2018	Vince Tint	÷	and the second sec	Competitor: Discovery	Ŧ	Top line analysis of top 3 competitors	Completed	-
10	9/26/2018	9/28/2018	Vince Tint	÷	and the second sec	Kickoff Report / Analysis	٣	Run Data Studio template	Assigned	-
11	9/26/2018	9/28/2018	DAY 7 END DATE	*		DAY 7 END DATE	*	DAY 7 END DATE *	Scheduled	*
12	10/3/2018	10/5/2018	Vince Tint	÷	And in case of the local distance of the loc	Keyword: Discovery	٠	Use SEM Rush to find client URLs (target pages) with keywords ranking 7 -	Scheduled	*
13	10/3/2018	10/5/2018	Vince Tint	Ŧ	100 C	Content: Target Pages	٣	Identify target pages file & linkable assets from client website (NON blog p	Scheduled	-
14	10/3/2018	10/5/2018	Vince Tint	*	10000	Content: Topics	٣	Build out 10 topic expansion ideas for content upgrades	Scheduled	*
15	10/3/2018	10/5/2018	Vince Tint	÷	100 C 100 C 100 C	Content: PowerPage	٣	Research topics for a PowerPage content	Scheduled	*
16	10/3/2018	10/5/2018	Vince Tint	Ŧ	100 C	Keyword: Strategy	*	Build top 12 keyword research analysis deck	Scheduled	*
17	10/3/2018	10/5/2018	Vince Tint	÷	and the second s	Onsite: Audit	٣	Complete "On page" Section 1 (content, conversion, internal links, H1 - H6,	Working	*
18	10/3/2018	10/5/2018	Vince Tint	÷	and the second sec	Onsite: Quick-wins	Ŧ	Implement "On page" updates to website for quick-wins	Working	*
19	10/3/2018	10/5/2018	Vince Tint	*	and the second sec	Onsite: Page Speed	*	Check website loading speed + make suggestions to improve	Working	*
20	10/3/2018	10/5/2018	Vince Tint	÷	And the second s	Onsite: Plugins	Ŧ	Remove any unused plugins from website	Working	*
21	10/3/2018	10/5/2018	Vince Tint	÷	A REAL PROPERTY AND A	Onsite: Themes	÷	Remove any unused themes from website	Working	*
22	10/3/2018	10/5/2018	DAY 14 END DATE	*		DAY 14 END DATE	*	DAY 14 END DATE	Scheduled	*
23	10/10/2018	10/12/2018	Vince Tint	÷	and the second s	Content: PowerPage	Ŧ	Choose 3 best PowerPage topics	Scheduled	*
24	10/10/2018	10/12/2018	Vince Tint	Ŧ	and the second sec	Content: PowerPage	Ŧ	Creat PowerPage content brief & assign draft date	Scheduled	*
25	10/10/2018	10/12/2018	Vince Tint	٣	and the second second	Content: Upgrades	*	Review exsisting content and look for upgrade opportunities	Scheduled	-
26	10/10/2018	10/12/2018	Vince Tint	Ŧ	A DECISION OF A DECISIONO OF A	Content: Upgrades	Ŧ	Migrate approved topics to Content File, add URLs to Target Pages	Scheduled	*
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### **Custom Google Data Studio Reports**

Fully customized Google Data Studio reports with data from Google analytics, Search Console, and Google My Business listing.

		Customer Took Act				
		Form Submissions	Phone Calls (GMB)		URL	Pageviews
		2	44	1.	/alcohol-drug-abuse-assessment/	256
		a -50.0% from previous week	1 29.4%	2.	/	286
		Directions Requested (GMB)	Website Clicked (GMB)	3.	/help-for-veterans/?keyword_session_id=v	77
		10	96	4.	/signs-of-drug-use-how-to-tell-if-someone-i_	66
r Snapshot for	Nov 18 2019 - Nov 24 2019 •	+ 150.0%	* 37.1%	5.	/?keyword_session_id=vt~adwordsjkt~reh/florida-blue/	24
- onaponotion				6.		12
		Photo Views (GMB)	_	<u>, ,</u>	/aetna-drug-rehab/ /?keyword_session_id=vt~adwords kt~ mt	12
eek-on-Week		1,328		0.	/?keyword_session_id=vt~adwordsikt~imt	9
		13.0		10		
				10.		0/51 < >
	Total Views (GMB)				1-1	
	1,872				1-1	
ssions (WoW) 37 2.9% from previous week					1-1	
37 2.9% from previous week	1,872 10.2%			-	1-1	
37 2:9% from previous week ge / Sessions (WoW)	1,872 102% Views Search (GMB)			Tor		1942) - 233 - <b>X</b> .)
37 2.9% from previous week ge / Sessions (WoW) .51	1,872 102% Views Search (GMB) 1,256	How Customers Fo	und Your Website	Тор	o 10 (Non-Branded) Keyv	1942) - 233 - <b>X</b> .)
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37 2.9% from previous week ge / Sessions (WoW) .51 2.5% from previous week	1,872 102% Views Search (GMB) 1,256	How Customers For		<b>Top</b> 1. 2.	D 10 (Non-Branded) Keyv Query Av how to tell if someone is on drugs what is a drug and alcohol evaluation	vords verage Positi 7.88 2.94
37 2.9% from previous week ge / Sessions (WoW) .51 2.5% from previous week unce Rate (WoW)	1,872 * 10.2% Views Search (GMB) 1,256 * 16.5% Views Maps (GMB)	How Customers Fo	Month-to-Date 2,443 a-1.7% from previous month	<b>Top</b> 1. 2. 3.	D 10 (Non-Branded) Keyv Query An how to tell if someone is on drugs what is a drug and alcohol evaluation what is a substance abuse assessment	vords verage Positi 7.88 2.94 3.56
37 2.9% from previous week ge / Sessions (WoW) .51 2.5% from previous week unce Rate (WoW) 3.52%	1,872 10.2% Views Search (GMB) 1,256 16.5%	How Customers For	Month-to-Date 2,443 1-1.7% from previous month- Traffic Channel	<b>Top</b> 1. 2. 3. 4.	D 10 (Non-Branded) Keyve Query Av how to tell if someone is on drugs what is a drug and alcohol evaluation what is a substance abuse assessment drug assessment test	vords 7.88 2.94 3.56 6.29
37 2.9% from previous week ge / Sessions (WoW) .51 2.5% from previous week unce Rate (WoW) 3.52%	1,872 102% Views Search (GMB) 1,256 16.5% Views Maps (GMB) 616		Month-to-Date 2,443 (+1.7% from previous month Traffic Channel • sociel / crosmic • sociel / cro	<b>Top</b> 1. 2. 3. 4. 5.	D 10 (Non-Branded) Keyv Query A how to tell if someone is on drugs what is a drug and alcohol evaluation what is a ubustance abuse assessment drug assessment test drug assessment test	vords 7.88 2.94 3.56 6.29 6.94
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### **Get The Results That Matter To You**



Drive Website Visits

SEO & content marketing, if done right, will dramatically increase your visibility, keyword rankings & traffic to your website.

#### Get More Phone Calls

Identify, measure, and optimize for keywords and marketing channels that make your phone ring!

#### Get More Customers

Show up when people search for what you offer by helping prospective customers identify problems they never knew existed.



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