



12SM

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**

MOZ

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



Web Hosting



Social Media



Call Tracking

Strategic Agency Partners



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 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.



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



// CAPABILITES, STRATEGY, & APPROACH



All Your Marketing, In One Place

Digital Marketing

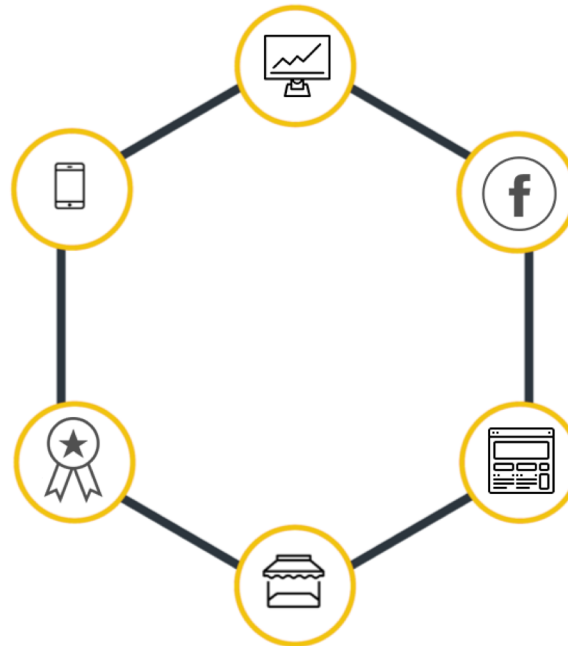
Increase your brand awareness across the digital channels that impacts your business bottom line.

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

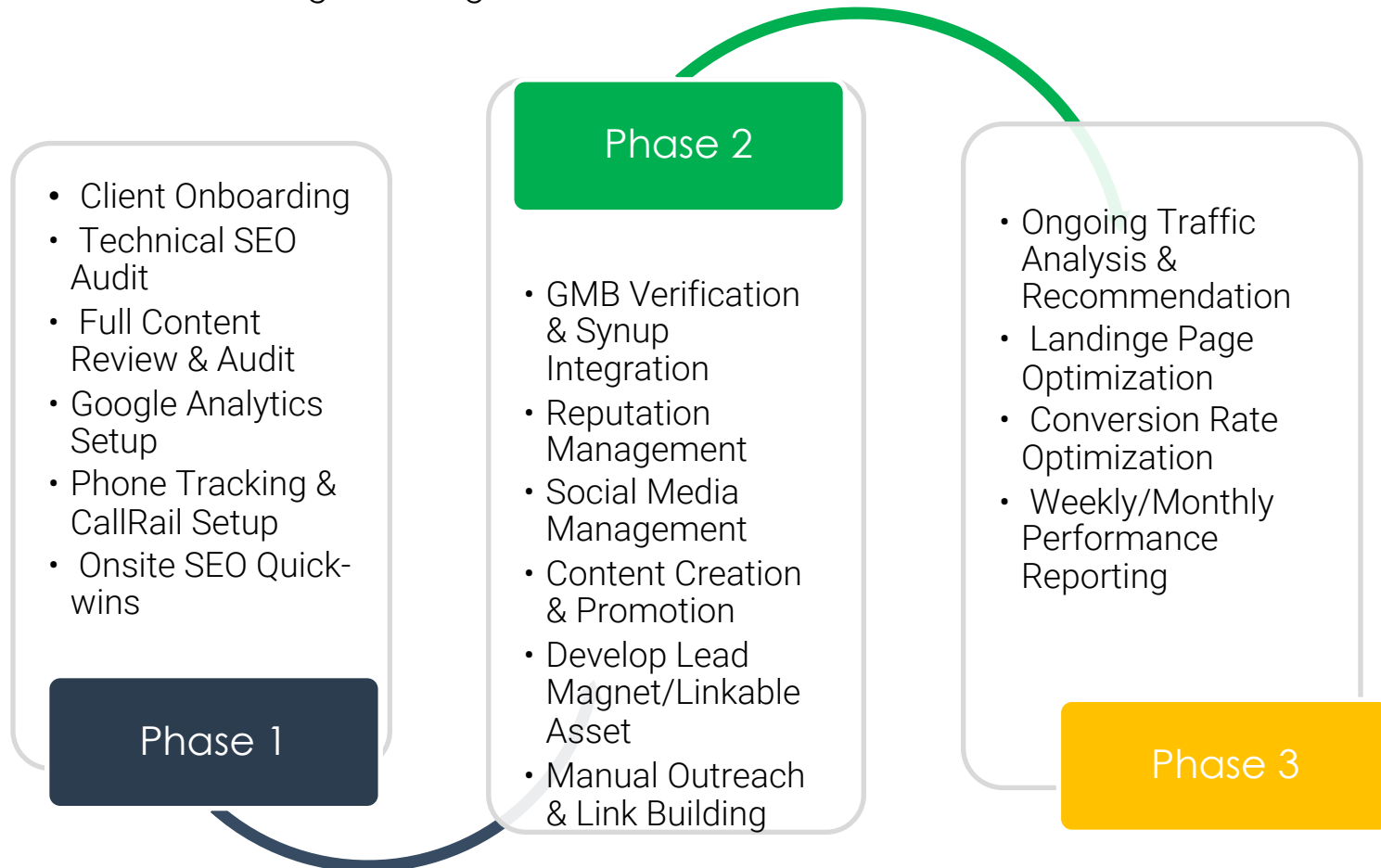
Develop a social media plan that supports sales and conversions.

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

TOFU Top of the Funnel

MOFU Middle of the Funnel

BOFU Bottom of the Funnel

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



A person wearing a hat and a backpack is walking away from the camera on a wooden boardwalk. The background shows a body of water and trees, with a warm, orange-toned filter applied to the entire image.

Results: **Rally Point PB**



In Just 100-Days, Rally Point's search traffic increased by **+557%**. 1st Page keyword rankings jumped to **+86** and **+1.1K** total keywords ranking on Google.

Results: **My Time 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

\$8.88

2016 Revenue
\$1.1M

\$11.09

2017 Revenue
\$1.5M

\$9.91

2018 Revenue
\$1.1M

\$15.63

2019 Revenue
\$1.6M+

in sales revenue for ICC.



// WORKFLOW



Project Timeline (Sample)

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

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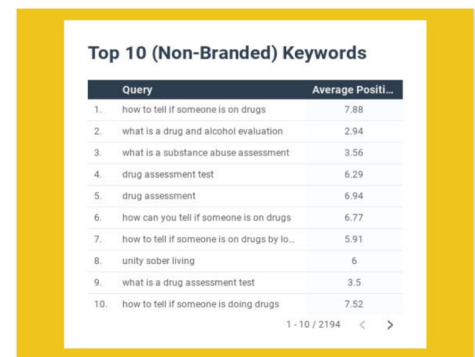
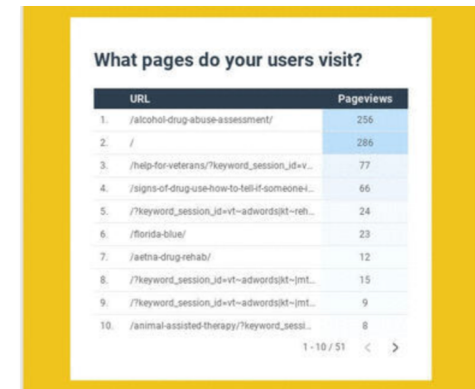
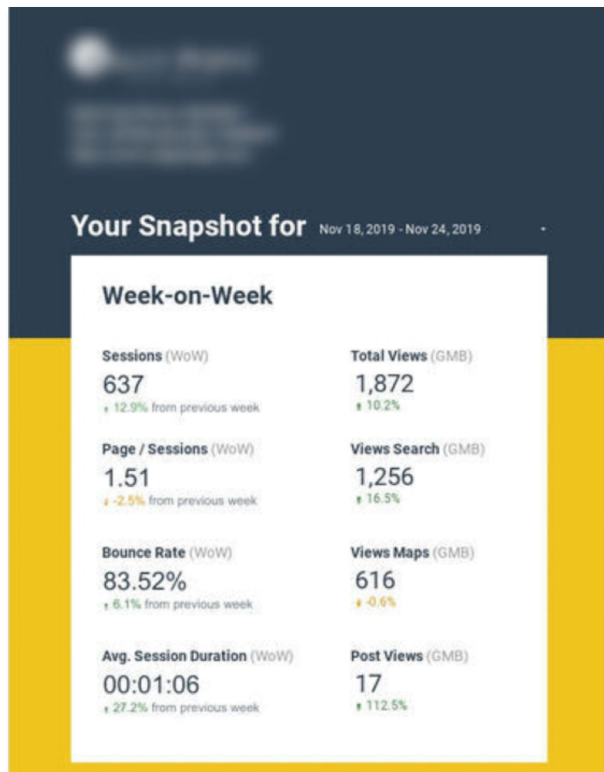
Project Management

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

	A	B	C	D	E	F	G
1	Today	10/3/2018	Project Plan Templates	Content Management	Outreach Management	Client Files	
2	INTERNAL Due Date	CLIENT Delivery Date	Owner	Project	Deliverable	Task	Status
3	9/26/2018	9/28/2018	Vince Tint		Onboarding	Onboarding client sequences and introduction to Project Manager Tracker	Completed
4	9/26/2018	9/28/2018	Vince Tint		Google Analytics	Add Google Analytic profile to master Gmail	Completed
5	9/26/2018	9/28/2018	Vince Tint		Gmail	Setup Gmail profile w/ canned responses + client persona	Completed
6	9/26/2018	9/28/2018	Vince Tint		Conversion: Setup	Check GA conversion tracking / phone call tracking is in order	Completed
7	9/26/2018	9/28/2018	Vince Tint		Action Tracker	Integrate "Action Items" into tracker	Completed
8	9/26/2018	9/28/2018	Vince Tint		GSC Setup	Setup GSC profile, install sitemap, check for indexation issues	Completed
9	9/26/2018	9/28/2018	Vince Tint		Competitor: Discovery	Top line analysis of top 3 competitors	Completed
10	9/26/2018	9/28/2018	Vince Tint		Kickoff Report / Analysis	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		Keyword: Discovery	Use SEM Rush to find client URLs (target pages) with keywords ranking 7 -	Scheduled
13	10/3/2018	10/5/2018	Vince Tint		Content: Target Pages	Identify target pages file & linkable assets from client website (NON blog p	Scheduled
14	10/3/2018	10/5/2018	Vince Tint		Content: Topics	Build out 10 topic expansion ideas for content upgrades	Scheduled
15	10/3/2018	10/5/2018	Vince Tint		Content: PowerPage	Research topics for a PowerPage content	Scheduled
16	10/3/2018	10/5/2018	Vince Tint		Keyword: Strategy	Build top 12 keyword research analysis deck	Scheduled
17	10/3/2018	10/5/2018	Vince Tint		Onsite: Audit	Complete "On page" Section 1 (content, conversion, internal links, H1 - H6,	Working
18	10/3/2018	10/5/2018	Vince Tint		Onsite: Quick-wins	Implement "On page" updates to website for quick-wins	Working
19	10/3/2018	10/5/2018	Vince Tint		Onsite: Page Speed	Check website loading speed + make suggestions to improve	Working
20	10/3/2018	10/5/2018	Vince Tint		Onsite: Plugins	Remove any unused plugins from website	Working
21	10/3/2018	10/5/2018	Vince Tint		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		Content: PowerPage	Choose 3 best PowerPage topics	Scheduled
24	10/10/2018	10/12/2018	Vince Tint		Content: PowerPage	Creat PowerPage content brief & assign draft date	Scheduled
25	10/10/2018	10/12/2018	Vince Tint		Content: Upgrades	Review existing content and look for upgrade opportunities	Scheduled
26	10/10/2018	10/12/2018	Vince Tint		Content: Upgrades	Migrate approved topics to Content File, add URLs to Target Pages	Scheduled

Custom Google Data Studio Reports

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



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.



Let's Talk



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