



**PREPARED FOR YOU BY:**  
**Like Media, Inc.**

## CUSTOMIZED CLIENT DASHBOARD

Take the guesswork out of reviewing and managing your digital footprint with our easy to use **Customized Client Dashboard**.

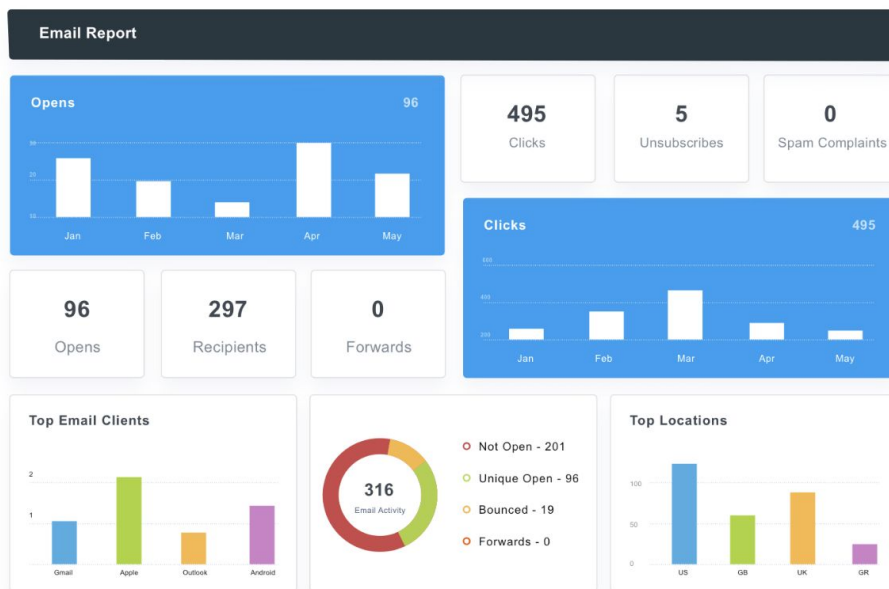


1. A dashboard that will pull in all your analytics in real-time from a variety of sources including Google, Facebook, Instagram.
2. Pull in all reviews from over 100 sites and all online digital metrics that focus on rankings and search.
3. Review all Social Media Posts, comments, shares and likes.
4. Create executive summary reporting in seconds that summarize all relevant information on your digital products and their performance.



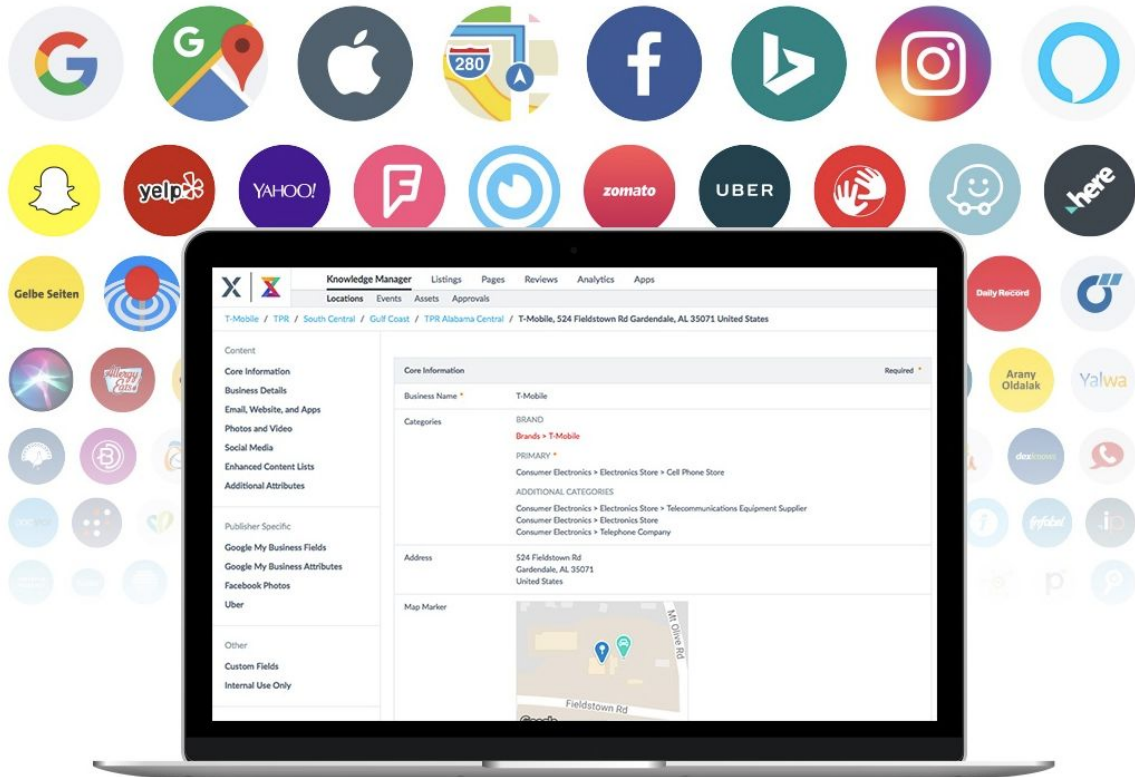
## INSTANT AUTOMATED REPORTING

Stop building spreadsheets! Keep up to date with an **automated report** delivered to your inbox. Reporting made easy, your dashboard pulls in all your analytics, everything from Google Analytics, Google AdWord Campaigns, Social Media, Reviews and more.



## ORGANIC SEO

Get found on **GOOGLE**, beat your competition, and stay relevant with up-to-date information with our Google Optimized Listing Service.

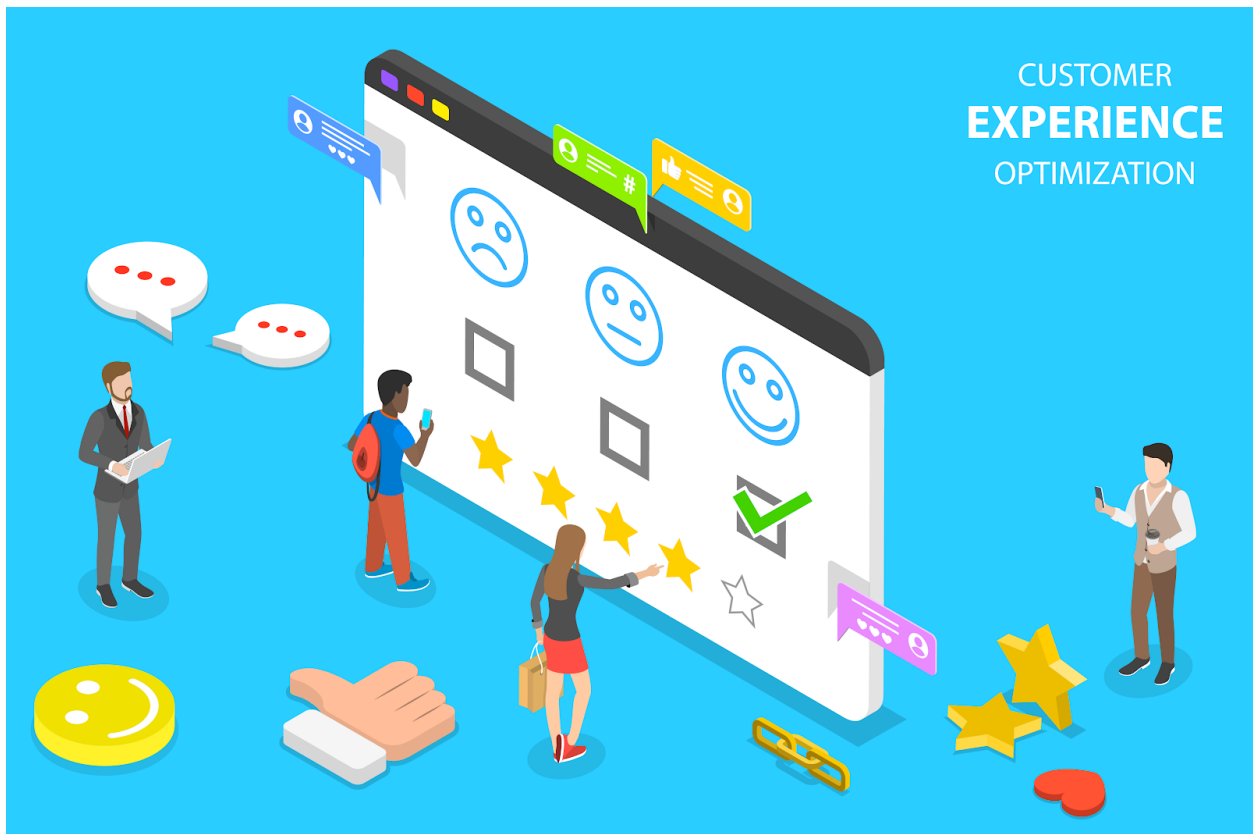


Save time and ensure your information is correct across channels by centralizing your data. Rocket Fish enables you to power your internal systems, website, and mobile app, along with our entire Knowledge Network, all from a single central source. Search engines will trust your site and consumers will find you more easily

1. Google My Business Listing Optimized
2. Online Directory Listing
3. Listing Builder With Over 175 Listing Sites
4. Synced with **Google, Yahoo and Bing**

## REPUTATION MANAGEMENT

**Monitor and manage your reputation** online 24 hours a day, 365 days a year on every review site within our best in class “Reputation Management” software.



1. Your online reputation will be monitored and managed from one area.
2. Our platform provides you, the CLIENT, full access and control over every review via TEXTING and on your Customized Dashboard.
3. Every review you receive will be texted to you where you can respond within seconds or log into your customized dashboard to manage every review.
4. Take full control of how the public perceives your brand.



## SOCIAL MEDIA MANAGEMENT

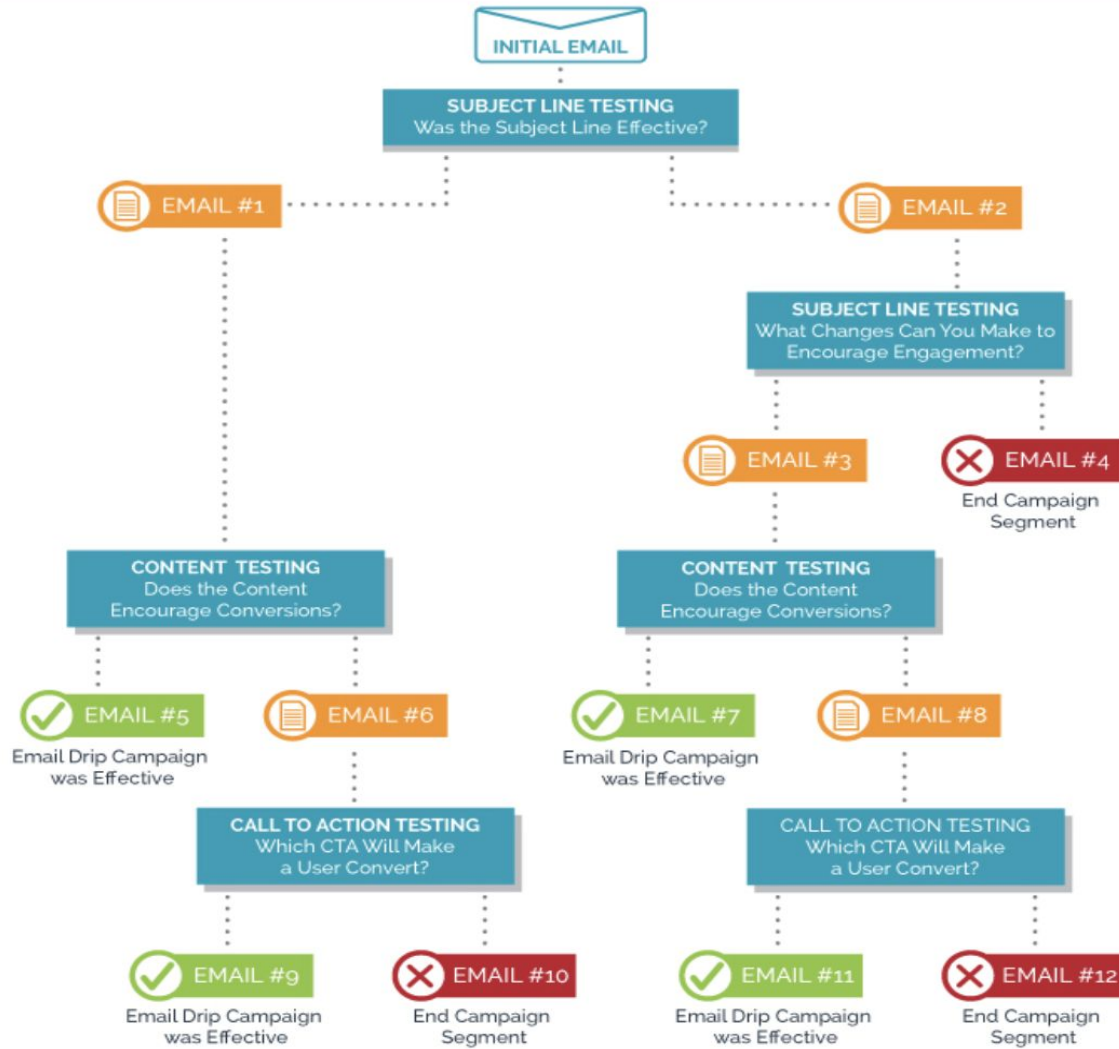
### **Social Media Management for Facebook and Instagram**

We will build, manage and post to your Facebook and Instagram 4x per month per platform.

### **Upgrade to Agency Package**

### **Content Development and Creative Branding**

Content is important. Organic content, blogged and posted via social media is even more important. We will build your BRAND organic, industry-related content for your social media platforms.



**\*EXAMPLE**

## AUTOMATED EMAIL MARKETING PLATFORM

Stop wasting time and resources on low open rates and low ROI. Our platform eliminates the guesswork and boosts open rates and engagement. We build the campaign and have access to opt-in databases to increase your email marketing performances.

## **SUMMARY OF ALL PROFESSIONAL PACKAGE PRODUCTS**

### **Customized Client Dashboard**

A dashboard that will pull in all your analytics in real-time from a variety of sources including Google, Facebook, Instagram. This includes all reviews from over 100 sites and all online digital metrics that focus on rankings and search.

### **Real Time Reporting**

Executive Reports built for busy individuals that summarize all relevant information on your digital products and their performance.

### **Google Optimized Listing Builder With Over 175 Listing Sites**

Your BRAND will be accurately built and synced with over 175 sites 24/7/365. We manage and monitor the BRAND while maintaining accurate and up-to-date information that will aid in the process of organically improving online performance and search rankings.

### **Synced with Google, Yahoo and Bing**

We build your digital footprint and sync it directly with Google, Yahoo and Bing.

### **Google My Business Listing Optimized**

Your Google My Business listing is a key component to online performance. We will build, keyword and properly list it with Google as well as maintain and update it regularly to keep it in compliance.

### **Online Directory Listing**

We will build an online directory listing and list it on DirectoryNorthwest.com, the largest online directory in the Northwest.

### **Reputation Monitoring and Management**

You will be a part of the best in class "Reputation Management" software. Your online reputation will be monitored and managed. Our platform also provides you, the CLIENT, full access and control over every review via TEXTING. Every review you receive will be texted to you where you can respond within seconds.

### **Listing Blog Written and Indexed by Google**

We will write a blog post focusing on your business/industry 4x per year and index it directly with Google.



## Website Schema

We bring the power of schema to your website which allows search engines like Google, Yahoo & Bing to understand what your listing information means and present it in a more informative manner to potential customers.

### **COST BREAKDOWN:**

#### STARTER

- Customized Client Dashboard
- Real Time Reporting
- Google Optimized Listing Builder With Over 175 Listing Sites
- Synced with Google, Yahoo and Bing
- Google My Business Listing Optimized
- Online Directory Listing
- Reputation Monitoring

#### PROFESSIONAL

- Customized Client Dashboard
- Real Time Reporting
- Google Optimized Listing Builder With Over 175 Listing Sites
- Synced with Google, Yahoo and Bing
- Google My Business Listing Optimized
- Online Directory Listing
- Reputation Monitoring and **Management**
- **Listing Blog Written and Indexed by Google**
- **Website Schema**

\*This requires a 12 month commitment\*

#### ULTIMATE

- Customized Client Dashboard
- Real Time Reporting
- Google Optimized Listing Builder With Over 175 Listing Sites
- Synced with Google, Yahoo and Bing
- Google My Business Listing Optimized
- Reputation Monitoring and Management
- Listing Blog Written and Indexed by Google
- Online Directory Listing
- Website Schema
- **Content Development and Creative Brandin**

## ADD ON OPTIONS:

### Website Development

**Research** - The first step is we need to thoroughly understand your business, your business goals, your customers and their expectations and behaviour, and how your website factors into all of it. We'll also look at the competitive landscape to establish context and benchmarks for how your site should function and then improve on that. This stage will give us the foundation for moving forward with just the right recommendations for the design and development of your new responsive website.

**Design** - Once we're armed with this information, we'll set to work sketching out interface layouts for 3-5 different views, including the home page, sub page, the blog template, and any additional templates needed. Wireframes look like simple skeletons of your website without the visual polish of the finished design, allowing us to experiment and iterate on solutions quickly so that we have a good sense of how content should be laid out across different screen sizes. Next we'll design high-fidelity comps that show what the final designs will look like on desktop, tablet, and smart-phone screen sizes, providing up to two rounds of revisions on the design.

**Development** - Once you've approved the design, we'll start building them using HTML, CSS, and Javascript.

**Wordpress Integration** - After testing the static layouts, we integrate the new designs with your current Wordpress theme. To do this we'll need to mirror your live site in a development environment, then our QA department will test the site across different browsers (Firefox, Chrome, Safari, Internet Explorer 9+) and devices (iPhone 4S, Galaxy II). Any bugs that arise from this testing will be fixed prior to launch.

### Rocket Pixel

Rocket Pixel is an **innovative data technology** created to maximize the potential for your web visitors and enhance ROI for small and large businesses. Essentially what the technology is capable of collecting data on each unique visitor that visits your website.

This visitor does not have to opt in or sign on to any form in order for your to collect its data. By simply visiting your website or landing page that Rocket Pixel is installed, the visitors data i.e. Name, Address, Email and Phone number can be extracted and delivered to you.

### USE THIS DATA FOR:

1. Retargeting potential consumers
2. Social Media Marketing

3. Email Campaigns
4. Snail-mail marketing
5. Build client database

## **SEO PRODUCT**

Our SEO Team will optimize the website and include pages for each keyword optimized for with the goal of helping your site rank organically on the first page of search results for the products and services you offer. Request more detailed information on our unique SEO product.

### **Social Media Management for Facebook and Instagram**

We will build, manage and post to your Facebook and Instagram 4x per month per platform. Additional Social Media Posting: \$50 Per Post

### **Content Development and Creative Branding**

Organic content, blogged and posted via social media is even more important. We will build your BRAND organic, industry-related content for your social media platforms.

### **Google AdWord Campaigns:**

Our Google AdWord marketing service fees are our costs associated with managing your advertising campaigns which includes the development, strategy, management and best practice optimization for each campaign. It does not include any advertising dollars to run paid ads on Google AdWords (You must have an advertising budget if you use our Google AdWord marketing services). There is a one-time setup fee of \$100 associated with our Google AdWord Campaign service.

### **Social Media Marketing Campaigns:**

Our social media marketing service fees are our costs associated with managing your advertising campaigns which includes the development, strategy, management and best practice optimization for each campaign. It does not include any advertising dollars to run paid ads on social media (You must have an advertising budget if you use our social media advertising services). There is a one-time setup fee of \$100 associated with our Social Media Marketing Campaign Services.

### **Email Marketing Campaigns:**

Design, implement and run a thorough email marketing campaign that will have measurable results. We build and execute a sophisticated marketing campaign that will take the guesswork out of traditional email marketing efforts guaranteeing much better results.

**Product Photography:**

Our team will work with you on producing professional photography whatever your needs may be.

**Graphic Design and Logo Development: Price Varies**

Our agency exists to help you design and build an effective, meaningful brand. Our graphic designers consist of top-notch talent and thrive in brand building identity. Whether you need graphic design for traditional media or digital media, we can help you in developing and elevating your brand.

Services include but are not limited to:

- Logos
- Business Cards
- Book Covers Interior
- Book & Magazine Design
- Letterhead & Envelopes
- Website Covers
- Brochures
- Packaging & Labels
- Apparel (T-Shirts, Hats, Bags, etc.)
- Cups or Mugs
- Stickers
- Email Designs
- Food Menus
- Powerpoint Templates
- & More

Rocket Fish Digital offers an all-inclusive platform, local organic SEO, real-time reporting, “Google My Business” listing optimized, reputation monitoring and management, local content optimized for search, listings and blogs all in one simple, user-friendly platform that is guaranteed to accelerate every aspect of your digital footprint. We are also available to meet locally and strategize as we build out the marketing platform.