



# Service Catalog

**Please note:** The IMPACT Service Catalog is updated periodically, as changes in the industry and improvements to our efficiencies require changes to services, deliverables, and point allocation, as well as the addition or removal of services. IMPACT will do its best to inform you of changes to the IMPACT Service Catalog, especially if it affects the work we're doing for your marketing program.

(\*) denotes "Performance Improving Services" or services that directly improve traffic, leads, and sales. IMPACT requires Client's with Marketing Services Agreements to allocate 70% of their Monthly Point Budget towards Performance Improving Services.

# Categorization of Services:

## Strategic Development

### **Categories:**

- [Analysis & 90-day Recommendations](#)
- [Quarterly Business Review Meeting & 90-day Strategic Marketing Plan](#)
- [Messaging Workshop](#)
- [Website User Flow Mapping](#)
- [Buyer Persona Development](#)
- [CRO Strategy](#)
- [Campaign Strategy](#)
- [Webinar Strategy](#)
- [Marketing & Sales SLA Strategy](#)
- [SEO Strategy](#)
- [Keyword Research & Planning](#)
- [Local SEO Strategy](#)
- [On-Page SEO Optimization](#)
- [Local Citation Optimization](#)
- [Link Building Strategy](#)
- [Technical SEO Audit with Narrative SEO \\*](#)
- [SEO Monitoring with Narrative SEO \(Full\)\\*](#)
- [SEO Monitoring with Narrative SEO \(Light\)\\*](#)
- [Technical SEO Workshop with Narrative SEO \\*](#)
- [Strategic Planning](#)

## Digital Marketing

### **Categories:**

- [Communication & Project Management](#)
- [Technology Configuration](#)
- [A/B Testing](#)
- [Blog Development](#)
- [Social Media](#)
- [Content Creation](#)
- [Email Marketing](#)

## Website Development

### **Categories:**

- [Template Creation](#)
- [Page Edits & Customizations](#)
- [Email Template - Standard](#)
- [Blog Optimization Package](#)
- [Website, 404 Template - Standard](#)

- [Website, Create Page & Content Implementation](#)
- [Website, ROI Calculator / Quiz / Tool Implementation](#)
- [Website Popup / Exit Intent Implementation](#)
- [Blog Migration](#)
- [Website Style Guide Creation](#)
- [Website & Email - Custom & High Impact Templates](#)
- [Blog Custom Template Creation](#)
- [Landing Page / Conversion Path Sequence](#)
- [Website, High Impact Page](#)
- [Website Redesign Projects](#)

## **Graphic Design**

### **Categories:**

- [Content Layout \(Ebook, White Paper, Infographic, etc\)](#)
- [Offer Creation, Non-Content](#)
- [Content Featured and Promotional Artwork](#)
- [Artwork for Calls to Action](#)
- [Print Design, Simple](#)

## **Paid Lead Generation**

### **Categories:**

- [Initial Audit and PPC Blueprint - Existing PPC](#)
- [Initial Audit and PPC Blueprint - No Existing PPC](#)
- [Paid Media Campaign Setup](#)
- [Paid Media Management](#)

## **Video Production**

### **Categories:**

- [Pre-Production and Filming](#)
- [Post-Production and Delivery](#)
- [Sales Starter Package](#)
- [Marketing Starter Package](#)

## **Consulting & Training**

### **Categories:**

- [Consulting](#)
- [HubSpot Consulting](#)
- [HubSpot Onboarding & Consulting](#)
- [Content Consulting](#)
- [Video Consulting](#)
- [Conversational Marketing Strategy & Consulting](#)
- [On-Site HubSpot Intensive Training](#)
- [On-Site Video](#)
- [On-Site Inbound Buy-in](#)
- [Learn How to Facilitate a Workshop](#)
- [On-Site Speaker Training](#)

- [On-Site Inbound Sales Training](#)
- [On-Site HubSpot CRM Training](#)
- [On-Site Custom Training](#)

## **Sales Technology**

### **Categories:**

- [Full Funnel Business Analysis\\*](#)
- [HubSpot CRM Training, Onboarding & Setup\\*](#)
- [Ongoing HubSpot Sales Support\\*](#)

# Strategic Development

Your Strategy is lead by a dedicated IMPACT Strategist, who are engrossed in all the latest technology and advancements in marketing. They will be responsible for reviewing your analytical data, making recommendations and developing your plan every 90 days. They will also be checking in with your Account Executive team to ensure the delivery of the tactics are staying on strategy. They work closely with our developers, designers, client success managers and our specialists to ensure we are always at the top of our game in what we deliver to our clients daily.

## Analysis and Recommendations & 90-day Strategic Marketing Plan

Rather than ballpark what should be included in your program or how much you should invest, the audit and 90-day plan provides deeper insight into what you should focus on immediately, based on qualitative and quantitative measures. We then provide a plan based on your actual current state, with a suggested budget based on actual recommendations.

To obtain the qualitative information needed to truly understand your current state, we deploy a comprehensive survey to at least 3 members of your company (preferably marketing, sales and leadership). We then review the responses, as well as your HubSpot, Google Analytics, and other pertinent data sources to pinpoint where you should focus your efforts. The survey takes up to an hour to complete, so please set aside time accordingly.

- **Final Deliverable:** A presentation with prioritized objectives based on analysis and a 90-day plan to achieve them. This process takes roughly two weeks to complete, and starts once the survey has been completed by all parties.
- **Cost:** \$2,500 for new clients / 15 points for current clients

## All Hands Quarterly Business Review & 90-day Strategic Marketing Plan

Every 90-days you and your IMPACT team meet to review the previous 90-days, as well as review goals the Principal Strategist sets for the next 90-days. With this quarterly business review and planning, your OKRs are set, a marketing plan is developed; we then review this with your entire team, including the decision makers, get valuable feedback and/or approval and deliver a marketing roadmap and plan.

- **Final Deliverable:** A 2 hour meeting, 90-day Objectives, Key Results and tactics, a marketing plan presentation and 90-day roadmap on what tactics will be accomplished that can be shared with everyone on your team and a 90-day roadmap complete with a backlog of marketing tactics, as well as an itemized breakdown of tactics, points and descriptions.
- **Cost:** 12 Points

## Strategy Review Call

A monthly check in meeting with your Principal Strategist

- **Final Deliverable:** Strategy Review Call, 1-hour monthly check in meeting with your Principal Strategist to discuss progress of your 90-day Marketing Plan and adjustments that need to be made based on metrics or impediments.
- **Points:** 2 (Included in Level 4 Communication + Project Management)

## Messaging Workshop

Are you struggling to pinpoint how you should position your company in the marketplace and how to speak to the right personas? No good and trendy marketing plan can turn around poor messaging. That's why we created the IMPACT Messaging Workshop. This proprietary, 2-half day workshop provides your team with a functional and actionable messaging strategy by product and by persona so you can attract the right audience and more easily convert leads on your website.

- **Final Deliverable:** Documented branding and messaging strategy that can be used throughout your company with marketing and sales to ensure you are sending the right message to your audience.
- **Points:** 20

## Website User Flow Mapping Strategy

The best websites in the world are the ones that don't focus on their owner, but on their user. User Flow Mapping is a tool that we use to strategically understand the flow of every user to your website. If you have an existing site, we begin by visually mapping the journey paths on your site and reviewing them for areas of friction and opportunity. With those recommendations, we re-map how your site should flow. The recommendations and maps are then used from the designers, strategists, and developers to put the right CTAs, link, buttons and next steps in the right places to make the users' journey the best it can be.

- **Final Deliverable:**
  - Visual Map of Current User Flow
  - Documented Recommendations
  - Visual Map of Recommendation User Flow
- **Points:** 16

# Buyer Personas

Buyer personas provide tremendous structure and insight for your company. A detailed buyer persona will help you determine where to focus your time, guide product development, and allow for alignment across the organization. As a result, you will be able to attract the most valuable visitors, leads, and customers to your business.

IMPACT's process for creating buyer personas starts with conducting research through various methods, including online research, surveys, and interviews. Once the team is confident that we've completed enough research to fully understand our target persona, we'll work to document the persona and add it to HubSpot.

Buyer personas should be reviewed every 3 to 6 months to make sure the buyer persona story is still accurate. It may be decided that more surveys, interviews, or online research is needed to ensure the buyer persona story is up-to-date.

## Buyer Persona, Interview Outreach

This service includes understanding the best people to reach out to for buyer personas, and physically reaching out to specific contacts for interviews.

- **Final Deliverable:** Scheduled buyer persona interview(s).
- **Points:** 2

## Buyer Persona Interview

This service is for one of our strategists to schedule and complete an interview with a client supplied contact, such as a customer or internal customer facing colleague. Our strategists are trained to probe deep in the conversation to uncover findings that are critical to creating effective buyer personas.

- **Final Deliverable:** Completed buyer persona interview with findings documented.
- **Points:** 3 point per interview, recommended at least 3 interviews to be completed to create a new persona.

## Buyer Persona Survey

This is to create and complete a buyer persona survey to a list of contacts (customers and prospects) you supply.

- **Final Deliverable:** Completed buyer persona survey with findings documented.
- **Points:** 3

## Buyer Persona Online Research

This is for the strategist to perform research online, such as reviewing social profiles, online communities, HubSpot intelligence, review sites, and insightful blogs to gain deeper insight into the goals, pains, roles, and behaviors of your target buyer persona.

- **Final Deliverable:** Completed buyer persona online research with findings documented
- **Points:** 2

## Create Buyer Persona

This is for our team to compile all the finding from completed research into a completed buyer persona profile that defines their demographics, job / role, desired gains / goals, pains and challenges, and story. Once the persona is documented, it will also be added to and set up in HubSpot.

- **Final Deliverable:** One documented buyer persona profile and buyer persona added to HubSpot.
- **Points:** 8

## Buyer Persona Updates

This includes updating the Buyer Persona profile based on new information, either gained from new buyer persona interviews, research, or other information.

- **Final Deliverable:** Updated buyer persona profile and buyer persona in HubSpot, based on new information
- **Points:** 2

## CRO Strategy

This service is for the IMPACT to assess your website's performance using analytics tools setup on your site (such HubSpot, Google Analytics, Hotjar, VWO, and Optimizely), hypothesize / identify opportunities to improve conversion rates, document 10 opportunities, and prioritize them based on potential, importance, and ease. The strategist will also write recommended actions for each opportunity, which often includes a/b testing campaigns and website page edits.

- **Final Deliverable:** Conversion rate optimization report and strategy document with 10 opportunities, prioritized, and recommended actions.
- **Points:** 2



## Campaign Strategy

Building a campaign strategy includes identifying the buyer persona, their goals and the challenges to identify the right type of premium content the audience has a need for, that would cause a person to convert. This strategy also includes promotional tactics that would require driving people to the premium piece of content or conversion point.

- **Final Deliverable:** Documented Campaign Strategy and Promotional Tactics
- **Points:** 4

## Webinar Strategy

IMPACT will work with you to outline, script, create and record a webinar for your users. We'll strategize the best content topic for the webinar, as well as identify the major talking points to address. Our team will then help create the slide deck for your webinar, and ensure it is easy to understand and visually appealing. We will also help identify the best platform for your webinar, and assist you in preparing for the live or recorded webinar.

- **Final Deliverable:** A fully strategized webinar outline and slide deck for use in your live or recorded webinar. Assistance in recording the webinar.
- **Points:** 24

## Marketing & Sales SLA Strategy, Creation

Creation of a Sales and Marketing Service Level Agreement, which outlines the organization's definition of a sales qualified lead, the responsibility of marketing for generating qualified leads, and the responsibilities of sales on how marketing generated qualified leads and handled.

- **Final Deliverable:** Completed Sales and Marketing Service Level Agreement.
- **Points:** 8

## SEO Strategy

### Keyword Research & Planning

This item includes the time for your strategist to research and identify new keywords opportunities. This will include reviewing the keywords people are already using to find you, the competition, your buyer

personas (if available), and more. Your keyword strategy will be built using a cluster strategy, relying on data from a number of tools including SEMRush, Keywords Everywhere and more.

- **Final Deliverable:** Completed Cluster Strategy includes a breakdown of the keyword clusters that should be targeted as well as the content strategy highlighted in order to target each individual keyword.
- **Points:** 8, repeated every 3-6 months depending upon publishing cadence and traffic levels.

## Local SEO Strategy

This item includes the time for your strategist to research local keywords, review competitors, and create a local SEO strategy that defines our goals and focus for upcoming content, web pages and Roadmaps. This plan may include creating profiles on websites to help with local search. Creating the profiles is included in a separate service.

- **Final Deliverable:** A plan of attack to improve local SEO rankings, which may include other deliverables, such as the ones listed below, or local keyword-focused page creation.
- **Points:** 8

## On-Page SEO Optimization

This item includes time for IMPACT to: implement the action items outlined in the Keyword Planning Tool and/or complete the suggestions from the HubSpot Page Performance Tool in order to improve site ranking and generate more organic website traffic.

- **Final Deliverable:** IMPACT will supply On-page SEO Optimization Work Log of work completed.
- **Common Frequency:** Basic: 1x per month, Standard: 2-4x per month.
- **Points:** 2 per page, repeated several times per month

## Local Citation Optimization

This item includes the creation and/or update of local profiles on websites that help with increasing local keyword rank. Sites of focus will be defined by your strategist.

- **Final Deliverable:** IMPACT will supply a local citation optimization report of work performed complete with reasoning and goals.
- **Points:** 4

## Link Building Strategy

This item includes activities that increase the amount of links back to your website from other websites.

- **Final Deliverable:** IMPACT will supply a link building report of work performed complete with reasoning and goals.
- **Points:** 2

## Narrative SEO

### Technical SEO Audit with Narrative SEO \*

This item is from an IMPACT Strategic Partner, Narrative SEO. It includes a deep technical audit of your website, a report review, and up to 4 points of implementing necessary updates to improve your site's SEO performance.

- **Final Deliverable:** Narrative SEO will supply a technical SEO audit. IMPACT will implement lightweight fixes and updates per the audit recommendations (up to 4 points).
- **\$3,000 add-on only**

### SEO Monitoring with Narrative SEO (Full)\*

The internet is a living ecosystem teeming with digital connections. Your website's health depends on the strength of those connections and its response to changes that impact your traffic.

Narrative SEO's monthly monitoring service is your first line of defence, alerting you to internal and external problems that affect traffic. The service measures the technical factors that drive Google impressions, keyword rankings, and continued growth for your business.

- **Google Search Console Performance Overview:** Find out how often Google shows your links to visitors, what they click on, and the average rank for all of your keywords
- **Google Analytics Performance Overview:** When a visitor lands on your site, find out what they did, how long they stayed, and what pages drive the most traffic and leads
- **Top Pages Summary:** Get a bird's eye view of the top performing pages on your site and see what resonates with users
- **Page Speed:** Page response time is one of the most critical ranking factors for mobile or desktop users. Find out how fast your site is, and where you can improve
- **Broken links:** Well managed sites rank better in search engines. A monthly site audit surfaces new problems, and identifies where corrections are needed
- **Toxic Link Report:** If a competitor or hacker tries to hurt your rank potential, we'll see it in this report. Together we take corrective actions to disavow those links, and keep your backlink profile healthy
- **Organic Search Metrics:** How many keywords do you rank for, and how many 'free' dollars does that mean for your business? Find the answer for both mobile and desktop with trend information in this report
- **Visitor Loyalty:** Are users coming back to your site, and engaging with content and landing pages? A month-over-month comparison helps determine if the site is leaking visitors

- **Final deliverable:** Narrative SEO will supply a technical SEO report on a monthly basis, and include an analysis of the findings in a 30 minute monthly meeting
- **\$1,500/mo add-on only**

## SEO Monitoring with Narrative SEO (Light)\*

The internet is a living ecosystem teeming with digital connections. Your website's health depends on the strength of those connections and its response to changes that impact your traffic.

Narrative SEO's monthly monitoring service is your first line of defence, alerting you to internal and external problems that affect traffic. The service measures the technical factors that drive Google impressions, keyword rankings, and continued growth for your business.

- **Google Search Console Performance Overview:** Find out how often Google shows your links to visitors, what they click on, and the average rank for all of your keywords
- **Page Speed:** Page response time is one of the most critical ranking factors for mobile or desktop users. Find out how fast your site is and where you can improve
- **Broken links:** Well managed sites rank better in search engines. A monthly site audit surfaces new problems and identifies where corrections are needed
- **Toxic Link Report:** If a competitor or hacker tries to hurt your rank potential, we'll see it in this report. Together we take corrective actions to disavow those links and keep your backlink profile healthy
- **Organic Search Metrics:** How many keywords do you rank for and how many 'free' dollars does that mean for your business? Find the answer for both mobile and desktop with trend information in this report
- **Visitor Loyalty:** Are users coming back to your site and engaging with content and landing pages? A month-over-month comparison helps determine if the site is leaking visitors
  - **Final deliverable:** Narrative SEO will supply a technical SEO report on a monthly basis, and include an analysis of the findings in a 30 minute monthly meeting
  - **\$750/mo add-on only**

## Technical SEO Workshop with Narrative SEO \*

This item is from an IMPACT Strategic Partner, Narrative SEO. Narrative SEO will host a digital workshop to train your team on the fundamentals of Technical SEO, the reports and tools you should be using, and the proper mindset of always improving your SEO.

- **Final Deliverable:** Narrative SEO will host and record a digital Technical SEO workshop.
- **\$3,000 add-on only**

## Strategic Planning Breakdown of Points (Monthly)

A certain number of points are dedicated to strategic planning every quarter. A higher proportion of strategic planning points are planned the first month of your engagement to ensure you are set up for a long-term, successful program.

For inbound marketing strategy and consulting programs, strategic planning includes:

- Developing your 90-day marketing roadmap, creating high-level strategic campaigns and analyzing your data to ensure objectives and key results are being met.

For website redesigns, strategy planning includes:

- An audit, user research, messaging, information architecture, content planning and other activities your Strategist recommends.

**Level 2:** 5 points per month (\$3600-\$5,999)

**Level 3:** 12 points per month (\$6,000-\$8,999)

**Level 4:** 16 points per month (\$9,000-\$14,999)

**Level 5:** 20 points per month (\$15,000+)

## (Additional) Strategic Client Consulting Calls

30-minute scheduled client call with your Account Executive or Principal Strategist. If you have a monthly recurring program with IMPACT, a certain number of client calls are included within your Communication + Project Management level, and any calls above the included would be subject to additional points. The main point of contact is expected to be involved with these calls, and as necessary, key stakeholders.

- **Final Deliverable:** 1 (Additional) Client Strategic Consulting Call
- **Points:** 2

## Digital Marketing

Your Account Executive Team are the people at IMPACT who will be your main point of contact. They will be the ones overseeing your account, ensuring tactics are on strategy, providing details to the designer and developers and will be in charge of all communication and project management.

# Communication + Project Management

There are 3 types meetings with most IMPACT engagements:

- **Status and Stats:** A half-hour call with your Account Executive to review current results and progress of open projects.
- **Retro & Planning:** A Retrospective on how we are doing, plus time to review what we have planned in the roadmap for the next two weeks. It's important during this call that we get approvals/feedback on our two-week plan so that we can stay on task and keep things moving in the right direction.
- **All Hands Quarterly Review & Planning Calls:** A 2-hour all hands meeting with your entire team, include key decision makers, your IMPACT Account Executive, Principal Strategist and Client Success Manager. *Please see point breakdown under Strategy Team for this type of call.*

Project management and general Basecamp, email and reasonable phone conversation as needed as is included in each tier, with the amount of points growing as project complexity grows.

## Level 1 Communication + Project Management; \$3500 or less

- **Final Deliverable:** Bi-Weekly 1 Hour Status Calls with your Account Executive. General Basecamp, email and reasonable phone conversation as needed. Project management.
- **Points:** 4 per month

## Level 2 Communication + Project Management; \$3500-\$5,000K

- **Final Deliverable:** Weekly Status & Stats Call with your Account Executive. General Basecamp, email and reasonable phone conversation as needed. Project management.
- **Points:** 8 per month

## Level 3 Communication + Project Management; \$5,000K-\$7,000K

- **Final Deliverable:** 2 Status & Stats Calls; 2 Retro & Planning Calls per month. General Basecamp, email and reasonable phone conversation as needed. Project management.
- **Points:** 10 per month

## Level 4 Communication + Project Management

### \$7,000 +

- **Final Deliverable:** 2 Status & Stats Call; 2 Retro & Planning Calls per month, 1 Monthly Strategy Call with your Principal Strategist and Account Executive. General Basecamp, email and reasonable phone conversation as needed. Project management.
- **Points:** 14

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### (Additional) Client Calls

30-minute scheduled client call with your Account Executive or Principal Strategist. If you have a monthly recurring program with IMPACT, a certain number of client calls are included within your Communication + Project Management level, and any calls above the included would be subject to additional points. The main point of contact is expected to be involved with these calls, and as necessary, key stakeholders.

- **Final Deliverable:** 1 (Additional) Client Call
- **Points:** 1

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### Additional Revision Round

Typically, all services that require client approval include one round of revisions. This service includes the time needed for IMPACT to complete one additional revision of content, design, or development that is outside of the task's set number of revisions.

- **Final Deliverable:** 1 Additional Revision Round
- **Points:** 1

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## Technology Setup & Configuration

### Setup & Configuration of Google Analytics

This includes setting up a new Google Analytics account or ensuring at a current Google Analytics account installation is working properly and connected to HubSpot properly. This also includes the setup of goals, reporting, and user permissions. If client is using Google Adwords, we'll link your Analytics account to your Adwords account.

- **Final Deliverable:** Completion of Google Analytics configuration activities and set up on weekly / monthly email reporting.
- **Points:** 2

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## Setup of Real-Time Reporting Dashboard

Rather than wait to see how campaigns performed at the completion of the month, you will get access to a dashboard that tracks key marketing metrics every hour, including monthly traffic, traffic sources, conversion rates, lead generation totals, customer transactions, and total sales. This dashboard will have a live streaming URL you can bookmark or share with key stakeholders, and also lives within your Basecamp portal.

- **Final Deliverable:** Complete setup of IMPACT's Standard Databox dashboard
- **Points:** 1

## Setup of Custom Reporting Dashboard

A custom reporting dashboard is a dashboard that tracks key metrics outside of the standard key marketing metrics, as deemed appropriate by you and your Principal Strategist and Strategist. For example, you may build a custom dashboard to track the key results you are working toward in a given 90-day window to ensure you are on pace to hit your targets.

- **Final Deliverable:** Completion of a custom Databox dashboard (one databoard) that visualizes the data you need to see outside the standard dashboard.
- **Points:** 1-2 depending on complexity of the report and number of data integrations.

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## HubSpot, Initial Setup

This includes completing all of the tasks that need to be completed in order for you to successfully begin using a new portal of HubSpot. Activities include: Adding contacts, adding users, integrate external softwares, setting up domain and subdomains to host your content, installing the HubSpot tracking code, and replacing existing forms with HubSpot Forms.

- **Final Deliverable:** Completed setup of a new HubSpot portal.
- **Points:** 4 - 8

## HubSpot, Set up Reporting - Revenue, Attribution, etc

This includes the setup of a report using the HubSpot reporting tools built into the marketing platform (professional and enterprise only). Reports can be setup to view revenue and attribution, and can be setup to me emails on a recurring basis.



- **Final Deliverable:** Completed setup of a HubSpot marketing report.
- **Points:** 2

## HubSpot, Set up Lead Scoring

This includes the setup of lead scoring inside your HubSpot portal. The steps to completing a lead scoring are as following:

1. Identify the qualification criteria for scoring
2. Determine point values
3. Set up lead scoring in HubSpot
4. Set up sales to receive leads of a certain lead score

- **Final Deliverable:** Completed setup of lead scoring in HubSpot and implementation of process to deliver sales-ready leads to sales.
- **Points:** 6

## HubSpot, Setup Lifecycle Stages

This includes the setup of lifecycle stages inside your HubSpot portal. With an accurate setup of lifecycle stages, we'll be able to track how your contacts are moving through your buying cycle and accurately segment contacts for marketing and nurturing campaigns.

- **Final Deliverable:** Completed lifecycle stages inside HubSpot portal.
- **Points:** 4

## HubSpot, Database Management / Cleanup of Contacts, Forms, Lists, Workflows, File Manager, etc

This service is for our team to go into your HubSpot portal and clean up and reconfigure particular tools in your portal so that's it's more manageable. This often includes de-duplicating contacts, lists and forms, removing old or ineffective properties, lists, forms, drafts, and workflows, and implementation of a better file structure in file manager.

- **Final Deliverable:** Completed cleanup of a particular area of your HubSpot portal.
- **Points:** 2

## HubSpot, Setup Simple Integration (Native Integration)

Completion of a simple HubSpot integration. IMPACT typically classifies integrations as simple if HubSpot has a native connector available the steps to complete the integration are straightforward and completed in just a few steps. HubSpot has native integrations with Eventbrite, GoToWebinar, Wistia, UberConference, SurveyMonkey, and Wordpress.

- **Final Deliverable:** Completed simple integration.
- **Points:** 1

## HubSpot, Setup Standard Integration (Salesforce.com, Zapier)

Completion of a standard HubSpot integration. IMPACT typically defines integrations as standard if a connector requires additional setup beyond just a few simple steps, but not a project that spans more than a half a day to complete. Examples of integrations we classify as standard include Salesforce.com, Pandadoc, and Invoca. We also classify many integrations using connectors such as Zapier as standard.

- **Final Deliverable:** Completed standard integration.
- **Points:** 4

## HubSpot, Setup Reporting Add-on

This service includes turning on the the reporting add-on, planning the dashboard and reports that need to be setup, and setting up 15 reports.

- **Final Deliverable:** Completed setup of reporting add-on, dashboards, and up to 15 reports.
- **Points:** 4

## HubSpot CRM, Setup

This service is to setup a new installation of the HubSpot CRM, including adding members of the sales team as users, creating initial lead views, setting up deal stages, adding contacts, and providing initial training materials.

- **Final Deliverable:** Completed setup of the HubSpot CRM.
- **Points:** 4

## Survey Creation (Such as Net Promoter in SurveyMonkey or Hotjar)

This service is for our team to create question strategy and complete a survey. Surveys help us understand what your customers or prospects are thinking. They're a way to collect customer feedback and new insights into your industry. Findings from a survey can be used to improve your offerings and improve marketing messaging. Data from surveys can also be turned into great content.

- **Final Deliverable:** Completed survey.
- **Points:** 4

## Poll Creation (SurveyMonkey, Hotjar, etc)

This deliverable encompasses setting up a poll or survey in Hotjar or SurveyMonkey (our preferred tools), testing, and creating shareable links as necessary. This does not include promotion of the survey or poll.

- **Final Deliverable:** Completed poll.
- **Points:** 2

## Hotjar Setup

This includes setting up Hotjar and creating heatmap for every website page.

- **Final Deliverable:** Tracking code installed and creation heatmap for every website page.
- **Points:** 2

## Setup & Configuration of Google Analytics

This includes setting up a new Google Analytics account or ensuring at a current Google Analytics account installation is working properly and connected to HubSpot properly. This also includes the setup of goals, reporting, and user permissions. If client is using Google Adwords, we'll link your Analytics account to your Adwords account.

- **Final Deliverable:** Completion of Google Analytics configuration activities and set up on weekly / monthly email reporting.
- **Points:** 2

## Setup of Google Search Console

This includes setting up a Google Search Console, installing verification code as well as submitting sitemap.

- **Final Deliverable:** Completion of Google Search Console configuration activities.
- **Points:** 2

## Setup of SeventhSense

Upon signing up for an account directly with SeventhSense, the IMPACT team will help set up your account, review your initial data, and design an email program to fight email fatigue.

- **Final Deliverable:** Coordinated setup of your SeventhSense account, initial data review, and a documented strategy on how to improve email performance.
- **Points:** 4

## A/B Testing Campaign

This service is for IMPACT to setup an a/b test using either HubSpot, VWO, or Optimizely. After it's completed, the IMPACT strategist will choose a winning variable and ensure it's permanently implemented.

- **Final Deliverable:** Implemented test and final implementation of winning variable.
- **Points:** 2 to 4 points, depending on complexity.

## Blogging

Blogging is a primary generator of traffic for any inbound marketing program. Our team works to create quality content that attracts your primary target audience, is optimized for the keywords they're searching for, outranks other content for the same keyword, has a reason for readers to share it, and is optimized for conversions. Blogging should be done on a regular, consistent basis, and the more often articles are published, the more likely you'll be found, meaning increased awareness and website traffic. The faster articles are published, the faster you'll see top of the funnel results.

## Blog Copywriting

This service includes the time needed for IMPACT to create one quality blog article. IMPACT will review the topic, purpose, talking points, and goals of each blog article before starting work. Before being published, you'll have the opportunity to review the content and IMPACT includes one round of revision.

- **Final Deliverable:** A quality blog article, created by IMPACT, fully optimized for search and conversions, scheduled to be published on your blog.
- **Points:** 3 per blog article (1500 words), typically 4-12 blog articles recommended per month.
  - *Up to 1500 words: 3 pts*
  - *1501-2000 words: 4pts*

- 2001-2500 words: 5pts
- One additional point will be added for every additional 500 word tier.

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## Client Provided Blog Publishing

If you have a content creator or publisher on your team, this service is time for IMPACT to assist with generating a topic, traffic generation, and lead generation opportunities. After content is submitted to IMPACT, we'll review content, ensure proper setup inside HubSpot, add links, insert CTAs, optimize, and schedule to publish per blog publishing schedule.

- **Final Deliverable:** A blog article, content supplied to IMPACT, then optimized for search and conversions by IMPACT and scheduled to be published on your blog.
- **Points:** 1

tssn-30

## Blog Promotion

Once a new article has been published, IMPACT will promote it to help it get found by your target audience.

### Blog Promotion, Basic

- **Final Deliverable:** For each new blog post, IMPACT will schedule 10 posts to social media and linking to new post in past, popular blog articles.
- **Common Frequency:** After each blog article gets published.
- **Points:** 1 per article

### Blog Promotion, Standard

- **Final Deliverable:** For each new blog post, IMPACT will schedule 20 posts to social media, linking to new post in past, popular blog articles, and sharing new blog post in relevant social media groups, bookmarking sites, and more.
- **Common Frequency:** After each blog article gets published.
- **Points:** 2 per article

tssn-30

## Blog Post, Historical Optimization

When older articles are still performing strong years after they were originally published, it's often a good idea to update them by refreshing the content to be higher quality, longer, and more up to date. It's also a good idea to improve both the search engine optimization (so it gets found more) and conversion rate optimization (so it generates more leads). This service is to work with you to understand how the content can be improved, and IMPACT optimizing the post for search and conversions, including better keyword optimization, adding links to landing pages, improving the call to action, and more.

- **Final Deliverable:** Historical optimization of one previously published article and republishing the article.
- **Points:** 2 per article

## Blog Post, Repurposed Content

This item includes repurposing previously published content (ebook, pdf, etc) into a blog article (500-1000 words), optimizing with links, ctas, and publishing as a new blog post.

- **Final Deliverable:** A completed and published blog article from already available content.
- **Points:** 2

tssn-30

## Creation of 4 Contingency Blog Posts

Blog articles should be published on a regular, consistent schedule. Inconsistent publishing of blog articles leads to loss of traffic and frustrated subscribers who like to know when your content is going to hit their inbox. All clients will have an editorial calendar and when everything goes to plan, articles are released per that calendar. However, sometimes things happen and articles planned for release get delayed. Therefore, IMPACT believes in having contingency blog posts saved as drafts that can be used should situations like this arrive. These posts are typically evergreen type content, typically mid-level quality, and used only if needed.

- **Final Deliverable:** Creation of 4 simple, short blog articles that are saved as drafts.
- **Points:** 6

tssn-30

# Social Media

## Create Social Media Profile

This item includes activities to set up a brand new social media profile and link up profile in HubSpot. Typically includes content input for all necessary fields on each platform (Facebook, LinkedIn, Google+, Twitter) as well as setting up custom URLs and other platform-specific information. Does not include social media profile artwork.

- **Final Deliverable:**
- **Points:** 2

tssn-30

## Social Media Strategy

A completed social media strategy will include:

1. Social media objectives, typically based around improving brand awareness, website traffic, lead generation, customer loyalty, customer service.
2. Definition of roles and responsibilities as well as recommended training for key members of your organization.
3. The selected social networks that your organization should focus on.
4. A plan for creating social media focused content.
5. A plan for monitoring brand mentions, industry terms, and competitors in order to find business opportunities.
6. A plan for engaging with your audience and outreaching to industry thought leaders.
7. A plan for monitoring analytics and measuring performance.

Your social media strategy will be built by an IMPACT strategist. Before beginning the strategy, the IMPACT strategist will do a deep audit on your social media activity as well as the social media activity of your competitors.

- **Final Deliverable:** A documented 12-month social media strategy.
- **Points:** 8

tssn-30

## Social Updates + Monitoring

This service is for IMPACT to:

- Craft 10 social media posts and schedule them to be published (each post to be scheduled up to 5 times each).
- Routinely setup and monitor social streams of keywords, brand mentions, and competitors in the HubSpot Social Inbox, engaging where appropriate.
- Engage with users sharing your content.
- Use tools such as SocialQuant to increase your Twitter reach.

IMPACT's activities will be in line with the required activities outlined in the social media strategy.

- **Final Deliverable:** 10 created social media posts scheduled up to 5x each, monitoring for brand mentions, engaging with audience where appropriate.
- **Common Frequency:** 1-4x per month.
- **Points:** 2

tssn-30

# Content Creation

## Sourcing Copywriters

IMPACT will find and vet copywriters for your content. This will be based on your requirements for tone (as outlined in your content style guide, if available), industry experience, as well as strong writing, grammar and spelling.

- **Final Deliverable:** A list of potential copywriters that have been vetted by IMPACT
- **Points:** 8

Tssn-30

## Pillar Content Strategy

IMPACT will help you strategize the execution of pillar content including the main pillar page and all sub-topic pages.

- **Final Deliverable:** A detailed linking, content creation and content optimization strategy for a specific keyword cluster.
- **Points:** 4

tssn-30

## Premium Copywriting (ebooks, case studies, etc.) \*

IMPACT will help outline, detail and write the copy for a premium offer. This may take the form of an ebook, whitepaper, case study, infographic, etc. The copy will be QA'd for grammar, spelling, punctuation and SEO optimized for keywords.

- **Final Deliverable:** A strategized premium content piece that is optimized for the agreed upon focus keyword and topic.
- **Points:** 10

tssn-30

## New Offer Promotion & Historical Optimization

IMPACT will help promote a new offer and historically optimize your blog posts for this offer. We will identify the top 15 performing posts to optimize and ensure there are clear calls-to-action for the new offer.



- **Final Deliverable:** Historical optimization on blogs to promote a new offer.
- **Points:** 4

tssn-30

## Landing Page / Conversion Path Sequence \*

IMPACT will strategize and create the copy for your offer landing page, as well as the full conversion path (thank you page and follow up email).

### Landing Page / Conversion Path Sequence, Standard

- **Final Deliverable:** Creation of a basic landing page content, thank you page and follow up email
- **Points:** 5

### Landing Page / Conversion Path Sequence, High Impact

- [See Custom & High Impact Templates](#)

2006-8

# Email Marketing

## Email Copywriting (Marketing or Sales Templates), Standard \*

IMPACT will write copy for a single email with an agreed upon direction to entice readers to perform some action, including but not limited to: downloading an offer, requesting a consultation, or completing a survey.

- **Final Deliverable:** Copywriting of a basic email following best practices.
- **Points:** 2

tssn-30

## Contact Re-engagement Strategy \*

IMPACT will plan a contact re-engagement strategy to understand the contacts in your database, and determine the best way to reach co-defined contacts that are qualified. This may include email nurturing, creation of specific pages, third party ads, or other strategies.

- **Final Deliverable:** Strategy for contact re-engagement

- **Points:** 8

tssn-30

## Simple Workflow / Sequence Setup \*

Creation of a simple HubSpot workflow or HubSpot Sales sequence.

- **Final Deliverable:** Completed HubSpot workflow or HubSpot Sales sequence.
- **Points:** 2

tssn-30

# Web Development

## Template Creation

This includes the strategy, design and development of a single website page or landing page template, including, website page, landing page or thank you page. IMPACT will work with you to understand the goals of the template, and determine how to design/develop using best practices to achieve these goals.

- **Final Deliverable:** A strategically designed and developed page or landing page that follows industry best practices, and meets the agreed upon direction
- **Points:** 8

2006-8

## Page Edits & Customizations

Every site page requires maintenance during its lifetime. This includes basic website page edits, such as updating colors, adding image modules, or a new content module. This service can also be used to expand the functionality of standard pages.

- **Final Deliverable:** Implementation of necessary edits requested by client and agreed upon by both parties.
- **Points:** 1 to 4 points depending on complexity it may need to be quoted.

2006-8

## Email Template - Standard

Included is the design and development of an optimized email template. The template will follow industry best practices to ensure the email will render properly in all email clients.

- **Final Deliverable:** Customized email template.
- **Points:** 6

2006-8

## Blog Optimization Package \*

Our proven pre-built and pre-optimized blog package includes templates created using industry best practices. Also included is an exit intent / waypoint popup to promote your subscriber generating content offer. Our team will also work with you to send an initial subscriber enrollment email to your current contacts to give an immediate boost in subscribers.

- **Final Deliverable:** Redesigned and optimized blog layout, blog subscriber landing page, and subscriber enrollment email.
- **Points:** 15

2006-8

## Website, 404 Template - Standard

Included is development of an optimized 404 page. 404 pages need not be complex, and this is primarily a way for visitors to get back to main site pages, and so is not custom built.

- **Final Deliverable:** 404 page following branding guidelines.
- **Points:** 3

2006-8

## Website, Create Page & Content Implementation

Standard Pages are important to your site, but not necessarily critical. When creating a standard page, we'll use an already available template and already available content assets, and ensure that they're fully functional. Standard pages do not include a high level of strategy or custom design and development outside your template's functionality.

- **Final Deliverable:** Creation of a standard page.
- **Points:** 1 point depending on complexity it may need to be quoted.

2006-8

## Website, ROI Calculator / Quiz / Tool Implementation \*

IMPACT will design, develop, and program a custom ROI Calculator / Quiz / Tool on your website. We'll work with you to determine the correct formulas and output for the user. Our team will then design a custom user interface and develop the calculator.

- **Final Deliverable:** A fully designed and developed ROI calculator customized to your company's needs and optimized for usability.
- **Points:** 32 points depending on complexity it may need to be quoted.

2006-8

## Website Popup / Exit Intent Implementation \*

IMPACT will design and develop an exit intent/popup based on agreed upon criteria.

- **Final Deliverable:** The design and development of an optimized Exit intent popup.
- **Points:** 6

2006-8

## Blog Migration

IMPACT will migrate all of your current blog posts to the HubSpot COS platform. This includes moving featured images, meta descriptions, author information and other on-page SEO elements.

- **Final Deliverable:** A full migration of your blog to the HubSpot COS.
- **Points:** 5

2006-8

## Header & Footer Creation (Global Elements) \*

IMPACT will design and develop header and footer.

- **Final Deliverable:** The design and development of an optimized Header and Footer.
- **Points:** 4 - 6 points

2006-8

## Website Style Guide Creation

IMPACT will create a PDF document containing your updated or current branding for easy reference. This document can be distributed to other vendors to ensure brand compliance.

- **Final Deliverable:** A fully designed PDF document of your brand assets.
- **Points:** 2

2006-8

# Website & Email - Custom & High Impact Templates

## Blog Custom Template Creation

Blogging is the cornerstone of any Inbound Marketing campaign, so having a beautifully designed, user friendly template and layout is important. Included in our Blog Custom Template Creation is the strategy, custom design and development of all essential blog templates. This includes the blog listing, blog inner, and author pages.

- **Final Deliverable:** Creation of a UX/UI focused blog template that will engage users and help them to better digest your content. Templates that will be delivered include Blog Listing, Blog Inner, and Author Pages
- **Points: typically** 22 points depending on complexity it may need to be quoted.

2006-8

## Landing Page / Conversion Path Sequence \*

IMPACT will strategize and create the copy for your offer landing page, as well as the full conversion path (thank you page and follow up email).

### **Landing Page / Conversion Path Sequence, High Impact**

- **Final Deliverable:** Design and development of a high impact landing page, as well as content generation for the thank you page, and follow-up email.
- **Points:** 20 points depending on complexity it may need to be quoted.

2006-8

## Website, High Impact Page

Important pages on your website require special treatment. Included here is the strategy, design and development of a unique website page. This is a page that will likely draw 80% of your traffic and thus requires more planning and attention. It may have special functionality or animations.

- **Final Deliverable:** Design and develop a single website page based on our agreed upon direction.
- **Points:** 15 points depending on complexity it may need to be quoted.

2006-8

# Website Redesign Projects

IMPACT redesigns websites on both the HubSpot website platform and Wordpress. All websites built by IMPACT are optimized for SEO, conversions and mobile.

Our process includes the following:

1. **Kickoff Meeting.** IMPACT and your team will meet to review expectations for our website design as well as get familiar with each others roles. During this time we'll review any branding guidelines, or additional information appropriate
2. **Website Audit & Inventory.** IMPACT will review your entire website as well as document assets and areas for improvement. We will note major SEO concerns, website assets, and areas vital to the user journey to ensure that these sections are translated to the new design.
3. **Persona Review & Messaging.** We'll review your buyer personas, their buying journeys, and create fundamental assumptions on which we'll build your website from and will need to be validated through user research. If you don't have buyer personas, this work will need to be completed as a prerequisite. Building a website without a strong understanding of your customer / buyer persona creates a huge risk for missed opportunities and lost revenue.
4. **Website User Research** (IMPACT-L and IMPACT-XL only). The goal of user research is to validate fundamental assumptions, increase our understanding of your personas, and to generate ideas on how to improve the buyer journey. To do this, we'll conduct qualitative research via questionnaires, observational research through heatmaps, clickmaps and session recordings, as well as quantitative research, using HubSpot and Google Analytics.
5. **Brainstorm & Planning.** With our fundamental assumptions validated, IMPACT will hold a brainstorm meeting to finalize plans for the redesign, and will supply a document detailing the brainstormed website redesign strategy, as well as the goals for your website redesign and how you will achieve them. During this meeting we'll review any/all inspiration from both of our teams, and ensure that we have a clear vision of what the end results will be.
6. **Information Architecture.** IMPACT will collaborate with you to determine the best user flow for your sites information. We will guide you through uncovering the most logical order your user should digest the information, and will begin crafting a sitemap architecture to visualize it.
7. **Wireframe Creation.** IMPACT will design wireframes of your website pages utilizing UX/UI best practices to illustrate the proposed layout of each page. All wireframes will be optimized to assist your users through their buying journey based on Persona and User Research. One round of revisions is allotted per wireframe.
8. **Website Style Guide Creation.** We'll create a PDF document containing your updated or current branding for easy reference. This document can be distributed to other vendors to ensure brand compliance. This document details items such as typography, logo treatment, and approved icon sets.
9. **Creation of High Fidelity Mockups.** IMPACT will design high fidelity mockups of your website pages utilizing UX/UI best practices. All designs will be optimized to assist your users through their buying journey based on Persona and User Research. One round of revisions is allotted per page design.

10. **Development.** IMPACT will build your website from the approved High Fidelity mockups of your website. The website will be built using industry best practices and code optimized for fast load times. All pages built will be cross browser and device tested.
11. **On-Page SEO Optimization.** Before launch, IMPACT will ensure that all website pages follow On-Page SEO best practices including a keyword optimized Page Title, Meta Description and Alt tags for all imagery.
12. **Quality Assurance / Pre-Launch.** IMPACT will review all developed pages to ensure everything is in proper working order. Our team will review the website across all modern browsers to ensure a consistent experience. We will also review pages across mobile devices.
13. **Launch.**

IMPACT will supply a Website Redesign Roadmap, built as a Google Sheet, that outlines the allocation of points, the stages of the redesign, and tracks progress towards completion.

All website redesign packages include weekly progress calls with an IMC. On these calls, we'll discuss the progress of the redesign, referencing the Roadmap, and you'll have the opportunity to review work completed. Completion of the website redesign plan, wireframes, high fidelity mockups, and launch each include one round of revisions.

The packages outlined below are our standard packages and can be customized.

2006-8

	IMPACT-M	IMPACT-L	IMPACT-XL
<b>Final Deliverables:</b>			
Completed Website Redesign	✓	✓	✓
Completed Website Redesign Roadmap	✓	✓	✓
Website Redesign Strategy:	<ul style="list-style-type: none"> <li>● Audit &amp; Inventory</li> <li>● Persona Review &amp; Messaging</li> <li>● Website Redesign Plan</li> <li>● Information Architecture</li> </ul>	<ul style="list-style-type: none"> <li>● Audit &amp; Inventory</li> <li>● Persona Review &amp; Messaging</li> <li>● <i>User Research</i></li> <li>● Website Redesign Plan</li> <li>● Information Architecture</li> </ul>	<ul style="list-style-type: none"> <li>● Audit &amp; Inventory</li> <li>● Persona Review &amp; Messaging</li> <li>● <i>User Research</i></li> <li>● Website Redesign Plan</li> <li>● Information Architecture</li> </ul>
Landing Page Templates	2	3	5
Site Page Templates	2	4	8
Blog Template	1	1	2
High IMPACT Pages	2 (Homepage +1)	2 (Homepage +1)	2 (Homepage +1)

Standard Pages	10	15	30
Blog Migration	✓	✓	✓
Website Style Guide	✓	✓	✓
Kickoff Meeting	✓	✓	✓
Progress Meetings	8	12	12
<b>Timeline:</b>	Within 2 months	Within 3 months	Within 3 months
<b>Points:</b>	100	200	375

# Graphic Design

## Content Layout (Ebook, White Paper, Infographic, etc) \*

A UX/UI Design Expert will create a beautifully designed layout for your content, such as an ebook, whitepaper, or infographic. We'll follow best practices to ensure your content has a natural flow, and has graphics that compliment it. CTA's will be included to encourage users to continue their journey. IMPACT will deliver a wireframe and final design for your content offer. One round of revision is included.

### Content Layout, Standard

- **Final Deliverable:** The wireframe and full mockup for a basic content offer following best practices.
- **Points:** 7

### Content Layout, High Impact

- **Final Deliverable:** The wireframe and full mockup for a more complex content offer following best practices.
- **Points:** 14



## Offer Creation, Non-Content (PowerPoint, Slideshare, Marketing Kit, RFP Template, Spreadsheet, etc)

IMPACT will create a non-content focused offer such as an organized spreadsheet, or document template.

- **Final Deliverable:** A non-content based offer that meets the agreed upon criteria
- **Points:** 4 points depending on complexity it may need to be quoted.

PS 95(5)

## Content Featured and Promotional Artwork \*

IMPACT will design custom artwork to be used as the featured image for a piece of content and for social media promotion.

- **Final Deliverable:** Custom artwork for a featured image and social media promotion.
- **Points:** 2

PS 95(5)

## Artwork for Calls to Action \*

IMPACT will design the artwork for the provided Call to Action.

- **Final Deliverable:** An optimized Call to Action graphic.
- **Points:** 1

PS 95(5)

## Print Design, Simple

IMPACT will create an optimized design for print following the agreed upon requirements. One (1) round of revisions is included, as well as submission to the printer.

- **Final Deliverable:** An optimized print design layout that will be submitted to the printer.
- **Points:** 3

PS 95(5)

# Lead Generation

Your Lead Generation Team are the people at IMPACT who will be leading strategy and implementation in paid media. They specialize in Google Adwords, Facebook, Instagram, LinkedIn and other platforms that result in lead generation. They work closely with the Principal Strategists and Account Executives to create compelling and converting copy, to ensure site pages and landing pages match up to the copy in the ads and ensure there is a closed-loop reporting on tactics from outbound to inbound.

## Initial Audit and PPC Blueprint - Existing PPC \*

IMPACT will review your goals, account, keywords, conversion, analytics and search console to identify areas for opportunity. Once identified, we will develop a buyer persona-specific PPC strategy, called a Blueprint, that will inform all campaign setup in the future.

- **Final Deliverable:** A PPC Blueprint that includes PPC strategy, keyword development, extension development, initial campaign development, initial ad group development and initial ad development
  - **Points:** 12

## Initial Audit and PPC Blueprint - No Existing PPC \*

IMPACT will research industry keywords, conversion rates, and PPC performance to identify areas for opportunity. Once identified, we will develop a buyer persona-specific PPC strategy, called a Blueprint, that will inform all campaign setup in the future.

- **Final Deliverable:** A PPC Blueprint that includes PPC strategy, keyword development, extension development, initial campaign development, initial ad group development and initial ad development. This process takes roughly two weeks to complete.
  - **Points:** 20

## Paid Media Campaign Setup \*

IMPACT will setup your optimized Paid Media campaign based on your PPC Blueprint.

### **Paid Media Campaign Setup - Level 1 (100 keywords, 5 campaigns max/ad groups)**

**Final Deliverable:** Account setup, keyword setup/implementations, ad copywriting and setup, bid strategy setup and reporting setup.

- **Points:** 10

**Final Deliverable:** Account setup, keyword setup/implementations, ad copywriting and setup, bid strategy setup and reporting setup.

- *Note: YouTube, Google Display & Retargeting will be an additional fee for setup. This will be represented in the Blueprint/Recommendations*

## Paid Media Management \*

IMPACT will manage your Paid media campaign and make optimizations as needed.

### **Paid Media Monthly Management - Level 1 (100 keywords, 5 campaigns max/ad groups)**

**Final Deliverable:** Week-by-week strategy development and adjustments as needed. Paid media report at the end of each month to show campaign performance and how your budget was allocated. One meeting per month with paid media specialist. Request for additional meetings will be charged 2 pts.

- **Points:** 8

### **Paid Media Monthly Management - Level 2 (250 keywords 10 campaigns max/ad groups)**

**Final Deliverable:** Week-by-week strategy development and adjustments as needed. Paid media report at the end of each month to show campaign performance and how your budget was allocated. One meeting per month with paid media specialist. Request for additional meetings will be charged 2 pts.

- **Points:** 14

### **Paid Media Monthly Management - Level 3 (500 keywords 20 campaigns max/ad groups)**

**Final Deliverable:** Week-by-week strategy development and adjustments as needed. Paid media report at the end of each month to show campaign performance and how your budget was allocated One meeting per month with paid media specialist. Request for additional meetings will be charged 2 pts.

- **Points:** 16

### **Quarterly Review**

**Final Deliverable:** - Review of keywords, CPC, Ad Sets, campaign types, new recommendations based on findings for the next 90-days. It's important that we review every quarter to ensure we are still aligned on goals and whether we are delivering the right level of management.

- **Points:** 4

## Video Production

You have two options when it comes to creating video: learn to do it yourself with our [video consulting service](#) or have IMPACT produce them for you (or both!).

Your Video Strategist will be able to help determine the package you need based on the right mix of videos to meet your goals.

All on-site videos have 2 parts: pre-production and filming and post-production and delivery.

We also have 2 packages that include both pre-production and filming and post-production and delivery for a mix of videos we most commonly recommend to accomplish your marketing and sales goals.

## Pre-Production and Filming: One-Day On-Site Production (Est. 4-8 Videos\*)

- **Final Deliverable:**
  - 10 Hours Total On-Site
  - Scripting, strategy, agenda, and discovery
  - On-Site Director
  - On-Site Director of Photography
  - Production equipment & rentals
  - One Day Lodging for film crew(s)
  - Flight and rental vehicle for film crew(s)
- **Price: Starting at \$7,700\*\***

## Pre-Production and Filming: Two-Day On-Site Production (Est. 6-12 Videos\*)

- **Final Deliverable:**
  - 20 Hours Total On-Site
  - Scripting, strategy, agenda, and discovery
  - On-Site Director
  - On-Site Director of Photography
  - Production equipment & rentals
  - Two Day Lodging for film crew(s)
  - Flight and rental vehicle for film crew(s)
- **Price: Starting at \$13,800\*\***

*\*Amount of video footage captured during a video shoot can vary based on the topic and scope of each piece of content. IMPACT will do it's best to assure we optimize time spent on site to capture the most amount of footage while maintaining quality.*

*\*\*The final price of production can be contingent on the amount of crew and equipment needed. Generally speaking, we will recommend industry standard equipment and personnel that produce a very high-quality result. In some circumstances, however, specialized equipment or crew may be needed.*

### **Travel, and Logistics Discounts**

*In some cases, travel costs may not be necessary. If so, each production package can be discounted using the following rates.*

*One Day: -\$2,000*

*Two Day: -\$2,400*

## Post Production and Delivery

- **Final Deliverable:**

- A completed video with composition, color grading, audio mastering, motion graphics, etc.

The following videos or a mix of the following videos can be produced from your one-day or two-day shoot.

### **Educational/Curriculum Based Videos**

"The Video 6" is a powerful structure for making educational marketing and sales videos that drawn in viewers, give them a message or lesson that sticks, and drive the viewer to action. This structure is a great fit for many product/service videos, explainers, and sales and service content. These videos range in length but are generally on the shorter side depending on the topic.

- **Price:** \$1,750 - \$4,375

### **Customer Testimonial/Social Proof Videos**

Social proof is a powerful and time-tested sales and marketing tool. However, many companies are relying on the written word and (maybe) a picture of your customer alone to do the job. Video is, without a doubt, the most influential and effective way to collect and show how happy your customers are. Social Proof videos can include both customer interviews and internal case studies. In most cases, it will make the most sense to have the client interview their own customer and employee.

- **Price:** \$1,750

### **80% Videos**

If you were to ask any sales person, "Of the questions you answer during your first sales appointment, what percentage are the same every time?" on average, they would say somewhere between 80-90%. So, why are we not addressing those questions BEFORE they need to be asked? In the 80% video, you'll address each question thoroughly and be as helpful as possible. This ensures that customers are educated and qualified, leaving sales to do their job, sell. Generally speaking, this video should be 5-10 minutes.

- **Price:** \$1,750

### **"Claims We Make" Videos**

Every organization makes bold claims. "We've got the best people." "Our product is the most efficient on the market." "You'll worry less with us." Just to name a few. Here's the problem, if every organization is making these claims, but the viewer can't see them, what do they really mean? The Claims We Make video will serve as visual evidence to back up those bold claims, showing why your people are the best, what makes your product so efficient, and how you make your customer worry less.

- **Price:** \$1,750

### **Employee Bio/Email Signature Videos**

When you look around at a majority of business websites, you'll notice that many have a "Meet the Team" page. Similarly, nearly every customer facing employee these days has an email signature. These two items serve as a way to learn a name and a face, but do your customers really KNOW your staff? Employee bio videos help customers establish a relationship with your staff quicker and stronger than ever. These quick videos can be used anywhere, but you'll want to be sure to get them in those signatures.

- **Price:** \$700

### **Landing Page Videos**

Did you know simply adding a video to a landing page, you can increase conversions by up to 250%? What would that kind of increase in lead generation mean to your business? Landing page videos are quick-hitting and can easily added to any existing landing pages.

- **Price:** \$700

### **Service/Product Page Videos**

Oftentimes, and in many industries, there are a multitude of details, specifications, and options to explain before a sale is made. Buyers in every market, B2b and B2C want to “see” what they’re getting. It could even be said that they end up buying from the company that SHOWS it best. This is best illustrated by the observing how popular even simple “unboxing” video is. Buyers have concerns, fears, and worries about their purchase but a well produced video can eliminate many of those almost immediately. Although service and product videos can take many forms, we’ve got the magic formula to create them in a way that helps you sell.

- **Price:** \$2,100

### **YouTube Channel Trailers**

If you’re serious about building a community on YouTube, you must give attention to the way you attract and maintain viewers. Adding subscribers to your channel improves the performance of your videos, earns more views after uploading, and builds a loyal community of viewers. The YouTube channel trailer is shown to non-subscribers and entices your viewers in the same way a movie trailer does.

- **Price:** \$1,750

### **Additional Revision Round**

Each video encompasses 1 round of revisions. Should others items come up, that’s okay! An additional revision round will need to be added on.

- **Price:** Starting at \$350 based on complexity of requested edits

### **Custom Video Editing**

(includes composition, color grading, audio mastering, motion graphics, etc.)

- **Price:** \$350 + \$350 per edited minute

### **Custom Video Editing (Client Supplied Footage)**

(includes composition, color grading, audio mastering, motion graphics, etc.)

- **Price:** \$350 + \$525 per edited minute

## **Video Package: Sales Package**

- **Final Deliverable:**
  - Discovery Session
  - Consulting & Scripts
  - (2) 80% Videos (4 mins. each)
  - (4) Landing Page Videos (1 min. each)
  - (4) Bio Videos (1 min.)
  - Motion Graphics Package (Logo Bumper and Lower Thirds)
  - One Day Production and Travel
  - Post Production and Editing

- **Price: Starting at \$16,800\***

## Video Package: Marketing Package

- **Final Deliverable:**
  - Discovery Session
  - Consulting & Scripts
  - (2) Product/Service Page Videos (5 mins. each)
  - (1) Social Proof Video (4 mins)
  - (4) Bio Videos (1 min. each)
  - (2) 80% Videos (4 mins each)
  - (4) Landing Page Videos (1 min. each)
  - Motion Graphics Package (Logo Bumper and Lower Thirds)
  - Two Day Production and Travel
- **Price: Starting at \$28,850\***

*\*Price is based on a total of 30 edited minutes. Anything above 30 edited minutes would incur additional charges at \$175 per edited minute.*

## Consulting & Training

Consulting consists of weekly curriculum throughout the course of a year with an IMPACT expert. IMPACT offers three different types of consulting. Though there is a curriculum we've built that's proven, we always customize meetings to coach you on the most relevant issues/topics.

### Consulting

#### HubSpot Consulting

Meet with your consultant on a weekly basis to get your HubSpot portal set up properly (if it's not already), do technical training on HubSpot marketing, sales and/or service tools, and learn how to get the most out of HubSpot.

Your HubSpot consultant will get to know your business and your team, and provide actionable insights on how to use the HubSpot tools effectively to reach *your* specific goals and objectives, so that you never have to ask the question, "am I wasting our money on this tool?"

Whether you're completely new to the tools or a long-time user, your consultant will customize each week's content to *your* team. Our end goal: get the *most* out of the HubSpot platform in a way that make sense for *you*.

[See a sample 90-day roadmap for consulting with a new HubSpot User here.](#) *Note: 90-day roadmaps are created and customized for every client, this is an example.*

**\$2,500 Flat Fee**

## HubSpot Onboarding Package & Consulting

Your consultant will meet with you once a week for one month and assist your team in setting up your HubSpot portal.

This includes assisting you with completing all of the tasks that need to be completed in order for you to successfully begin using a new portal of HubSpot. Activities include: Adding contacts, adding users, integrate external softwares, setting up domain and subdomains to host your content, installing the HubSpot tracking code, and replacing existing forms with HubSpot Forms.

What's included:

- 4 coaching calls over the first month - with Carina (or Kevin if they also have bandwidth) These calls will cover assisting clients through the setup of their portal, how to best use the templates, how to embed the hubspot forms onto their website, helping with the strategy behind workflows
- 1 Landing Page
- 1 Thank You Page,
- 1 Email template
- Up to 5 website forms
- 1 Workflow encompassing 3 Emails
- 90-Day Road-map for how best to use HubSpot and get the most out of your investment in the next three months

**\$5,000 Flat Fee**



## Content Consulting

Meet with your consultant on a weekly basis to review copywriting best practices (for blog articles, site pages, landing pages, social posts, email copy, downloadable offers, etc) discuss your content strategy, connect & demo other marketing tools (Google Analytics, Google My Business, Google Search Console, Google Adwords, SEMrush, Lucky Orange, Databox, and more) and assign the upcoming week's schedule to produce effective copywriting and overall inbound marketing strategies.

**\$2500/mo**

## Video Consulting

Meet with your consultant on a weekly basis to review video best practices, review produced content, and assign the upcoming week's activities to produce quality video content for your brand.

Meet with your consultant on a weekly basis to learn video strategies for marketing, sales, and customer service. This includes continually developing your video production abilities and learn best practices for production and editing. Also, learn new skills for ranking video in search, getting your team bought in with video, and training staff to be on camera. Your consultant also reviews all produced video content for best practices and provides detailed feedback.

**Cost: \$2500/mo**

## Conversational Marketing Strategic Direction

Your Strategist will work with you to set goals and customize your approach to implementing Conversational.

Final Deliverables:

- Integrates with your existing marketing technology stack.
- Document a fully customized strategy that details everything you need to start seeing results with Conversational Marketing, including resources to help you gain buy-in from your team.
- Onboard you to this strategy and be a resource throughout the implementation process.

**Cost: \$2500 - Strategic Direction Plus 2 meetings**

## On-Site/Virtual Training

On-site training pricing does not include required travel costs. Each on-site training also includes 2 follow up consultation calls to ensure you've prioritized next steps effectively and that you're confident to implement the takeaways from the training.

There are a lot of factors that dictate how much a content marketing on-site training will cost. A few of them are:

- Location of the on-site training
- Size of audience
- Total time investment with team (some on-site trainings are more intensive than others, and can even go more than one day)
- Type of Industry

These are just a few of the factors we consider. That being said, our on-site trainings range from \$7,500-\$25,000 in most cases. But again, we'd have to discuss your situation before giving you an exact number.

## On-Site HubSpot Intensive Training

Frustrated with your HubSpot experience so far? Do you feel like you're not getting what you expected out of your HubSpot investment? You're not alone -- but don't worry. Our IMPACT education team has taught dozens and dozens of HubSpot-specific on-site trainings for organizations, large and small.

## On-Site Video Training

Businesses everywhere are attempting to embrace a culture of video, with a specific focus on cultivating the ability to produce persuasive video content in-house. Unfortunately, so many are struggling to get their video marketing program off the ground. That's exactly why we created this workshop.

In this hands-on intensive on-site training, which is available in one and day options, you'll learn how to make videos that inspire your customers, what types of videos to make, how to create stunning visuals, and how to get the most out of your equipment. Additionally, you'll get the buy-in of key stakeholders like sales staff, leadership, and subject matter experts. Participants in these workshops can quickly become the visual leaders in their industry after only a couple days.

## On-Site Inbound Buy-in

Marketers everywhere are frustrated with their inability to get buy-in from leadership and sales teams on inbound. We specialize in taking some of the most resistant team members and helping them in less than one day to not just understand inbound, but also embrace it.

## Learn How to Facilitate a Workshop

If you are a marketing consultant or agency and have the desire to facilitate workshops to your potential and existing clients, this on-site training is for you. We have taught more inbound on-site trainings than any other agency in the world. As a result, we have developed a workshop structure that is sure to get results.

## On-Site Speaker Training

Marcus Sheridan's true passion is helping others reach their potential as teachers, communicators, and speakers. That's why Marcus is now offering full and half-day on-site trainings on achieving true "World Class Communication" (WCC), with the purpose of helping attendees become the greatest possible speakers and communicators they can be.

## On-Site Inbound Sales Training

Thousands of companies around the globe are striving to apply an inbound methodology to the way they market and sell. However, most sales departments still do not understand what inbound is, how it will help them, and how using a tool like HubSpot will only further their advantage. We have developed this on-site training, specifically for sales teams looking to understand, implement, and embrace inbound.

## On-Site HubSpot CRM Training

Making CRM a "culture" in your organization can be tough. From buy-in to know-how, there are many facets that can slow success down. Ultimately, the goal of this on-site training is simple: We want your sales team to be world-class with the HubSpot CRM in dramatically less time than you otherwise would be.

## On-Site Custom Training

If you're in need for a specific workshop on content, smart content, sales enablement, Inbound Sales and Marketing Alignment etc, let us know and we'd be happy to put together a custom on-site training for your organization.

# Sales Technology

## Full Funnel Business Analysis\*

We'll review your revenue goals and sales funnel, then diagnose where issues exist and improvements can be made. You'll find out if you need more effective marketing or if you should seek to improve your sales process (or both).

\*Services Provided by our Partner: *Whittington Consulting*

- **Final Deliverable:** A recorded review call to understand what gaps exist and how best to fill them.
- **\$975 add on only**

## HubSpot CRM Training, Onboarding and Setup\*

This highly-customized service helps apply your business' unique sales process to the HubSpot CRM to improve sales efficiency and win more deals.

We'll lead a working session with your sales team to diagram your current sales process and assess how to use HubSpot Sales Hub Enterprise to more efficiently follow up with leads. We'll create an actual sales process map so you'll be able to visualize your sales process to promote alignment. Our experts will make recommendations to improve your sales process, combining email sequences and phone calls.

We'll set up the email templates, sequences, deal stages, custom fields, live chat, meeting links, etc. for your unique sales process inside HubSpot Sales Hub Enterprise. Then through an in-person workshop, we'll train you on the HubSpot CRM, showing you how to initiate the sequences we have set up, how to manage contacts, how to use Deals to measure your sales funnel and how to set up a customized sales dashboard. The session serves as a detailed training on the tool as well as foundational setup to ensure you have best practices in the CRM.

\*Services Provided by our Partner: *Whittington Consulting*

- **Final Deliverable:** A comprehensive in person workshop with your sales team. We'll create an actual sale process map, so you'll be able to visualize your sale process to promote alignment. This also includes setup of HubSpot (Email templates, sequences, etc.) and training on how to run your unique sales process on HubSpot CRM.
- **\$7,200 - \$18,000 + Travel fee of \$1,000 (add on only)**

## Ongoing HubSpot Sales Support\*

Get access to advice and expertise from our sales technology staff. This includes a bi-weekly 30-minute check-in call to review your pipeline and CRM, or ask questions you have about improving your sales process and evolving HubSpot CRM to meet your needs (your agenda). You may use this time for us to assist in any issues that may arise as well as coach your team on how to customize the processes further for their needs. We'll also do a simple audit each month to ensure processes are being followed properly,

and periodically make recommendations on email templates and sequences based on email open rates, email click rates, and other performance metrics.

\*Services Provided by our Partner: *Whittington Consulting*

- **Final Deliverable:** Ongoing support with HubSpot CRM and sales process measurement/management to improve efficiency and to reach revenue goals.
- **\$4,000/mo month add on only**

# IMPACT Service Catalog Change Log

All notable changes to the IMPACT service catalog will be documented here.

3.6.2018

## Services with Point Adjustment

1. Social Media Strategy **reduced by 4 pts** (8pts to 4pts)
2. Webinar Creation **increased by 4pts** (20pts to 24pts)
3. Website - Page or Landing Page or Thank You Page Template Creation (Old Name: Page or Landing Page Custom Template Creation) **reduced by 2pts** (10pts to 8 pts)
4. Blog Custom Template Creation **increased by 4pts** (18pts to 22pts)
5. Website Style Guide Creation **decreased by 12pts** (14pts to 2pts)
6. Buyer Persona Online Research **reduced by 2pts** (4pts to 2pts)
7. Create Buyer Persona **increased by 4pts** (4pts to 8pts)
8. Survey Creation (Such as Net Promoter in SurveyMonkey or Hotjar) **increased by 1pt** (3pts to 4pts)
9. Content Layout, High Impact **increased by 2pts** (12 pts to 14pts)

## Services Added

1. Create Social Media Profile
2. Header & Footer Creation (Global Elements)
3. Buyer Persona, Interview Outreach
4. Buyer Persona Updates
5. Website, 404 Page (Standard)
6. Poll Creation (SurveyMonkey, Hotjar, etc)
7. Hotjar Setup
8. Setup of Google Search Console (Formerly Google Webmaster Tools)
9. Consulting Offerings
10. Workshop Offerings

## Services Removed

1. Public Relations Activities
2. Email Creation, High Impact
3. HubSpot, Setup Complex Integration (Bedrock Data)

## Additional Service Updates

1. Blog Copywriting minimum number of words increased from 1000 to 1500.
2. Website Design - Pages and HubSpot Design Templates renamed to Website & Email - Standard Templates

3. Blog Custom Template Creation, High Impact Page Creation moved to Website & Email - Custom & High Impact Templates
4. High Impact Page Creation renamed to Website - High Impact Page
5. Website, ROI Calculator Implementation renamed to Website, ROI Calculator / Quiz / Tool Implementation
6. HubSpot Setup, Automation, and Integrations renamed to Software Setup, Automation, and Integrations
7. Setup & Configuration of Google Analytics moved to Software Setup, Automation, and Integrations
8. Content Layout, Simple renamed to Content Layout, Standard
9. Content Layout, Standard renamed to Content Layout, High Impact
10. Email Creation (Marketing or Sales Templates), Standard renamed to Email Copywriting, Standard
11. Layout of Service Catalog and table of contents