

Digital Marketing Starter Packages

Thank you for considering Iconica as a trusted partner to manage your digital marketing. We are excited to work with you and are committed to balancing your vision with industry best practices to help increase your visibility and promote your brand.

Why use Search Engine Optimization?

Almost 90% of consumers turn to search engines to find the products and services they are looking for. Of these consumers, 75% never scroll past the first page. If you are not ranking on the first page for your target keywords then you are missing a valuable opportunity to be found online. The only way to rank on the first page for your target keywords is by employing a strategically executed SEO strategy.

What is SEO anyway?

SEO stands for Search Engine Optimization and involves following a variety of different best practices online to improve your ranking (ie. getting on the first page) on search engines like Google.

What are keywords?

Target keywords are the phrases searchers are typing into search engines to find your types of products and services. For example your prospective clients may be typing in “condos for sale toronto” or “best real estate agent in forest hill”.

How do Search Engines like Google decide who deserves to rank higher?

Google is by far the largest search engine. 67% of all searches happen on Google. They have developed a highly complex algorithm to determine a sites ranking. This formula continues to evolve as our behaviours online change. It's basic goal is to provide the highest quality and most relevant content to the searcher.

How long will it take to see results?

Given the complex and ever changing nature of Google's algorithms it's impossible to accurately predict results or timing. SEO is completely process oriented and our team of disciplined SEO practitioners follow best practices and then continually measure and adjust our strategy to move towards our goal. It typically takes around 6 months to start seeing results but we recommend 3 months of SEO as a minimum.

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What steps do we take to help you rank higher on Google?

There are a variety of different techniques used. Many of them are basic things you can be doing every day, and others involve a more seasoned expert to implement. These techniques include but are not limited to:

- Continually creating unique, interesting and shareable content
- Keyword research to determine which keywords are relevant to your business and will result in conversions.
- Optimize different areas of your pages for these keywords
 - URLs
 - Page Titles
 - Meta-descriptions
 - Headings and Content
 - Image File Names and alt text
- Using creative ways to get other well established sites to link to your pages:
 - Co-citation links
 - Editorial links
 - Guest blogging
 - Broken link building / Link reclamation
 - Old fashioned (but still powerful) link outreach
 - Research competition and their link strategy
- Elevating the user experience (easy to navigate, fast to load website that is visually engaging)



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Why use Social Media?

Research has proven that social media is not a passing fad in the marketing world. There are a number of benefits your company can realize through implementing a strong social media strategy.

1. Increase your brand recognition

Social media is a non-invasive way to get your brand out to a wide variety of potential customers. As your presence widens it makes you more accessible to new customers and more recognizable to your existing customers. It allows people to really connect with who you are and what you stand for. This type of authenticity can help humanize business relationships leading to a higher level of trust and credibility.

2. Provides more opportunities to convert

Every blog, post, picture or video is another opportunity for you to connect with your customers and get them to take action. This might mean them leaving you a question or comment, or visiting your website, or even giving you a call. It doesn't always lead to a direct opportunity, but it does encourage engagement with you and your brand, which is always positive. Research has shown that social media as a marketing tool has a 100% higher lead-to-close rate than other forms of outbound marketing.

3. Improved search engine rankings

A surefire way to rank higher with the various search engines is to have quality content that is extremely relevant to the searcher. But did you know that social signals such as likes, followers and shares act as a cue to Google and other search engines that your content is engaging and relevant? It not only provides more links pointing back to your site, but also demonstrates that your brand is credible and trustworthy.

4. Allows you to better understand your customers

Gauging people's reaction to your different marketing efforts on social media provides a deep level of insight into what type of approach or services they will gravitate towards. It is a personal forum where you can test the waters and see which types of content get the best response. It also allows you to interact with your customers in a meaningful way, showing them that you're a real person who truly cares. That it's not all about business!

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Why Blog?

Blogs are an extremely effective digital marketing tool that are frequently leveraged in brand promotion. Here are 5 key reasons why blogs are so effective:

1. Establish yourself as an industry expert

Bloggng is a great opportunity to show off your unique knowledge and perspective of the industry. They allow you to share with your readers what makes you unique and sets you apart from other realtors.

2. Add value and help educate your clients and prospects

The most successful online marketers know that content marketing is key and people will only tune in and stay engaged if you're adding value to their lives in some way. Blogs are a great medium to educate clients on what's trending in real estate and how they can make smarter more informed decisions.

3. Search Engines love fresh content

Fresh content being created on a regular basis is a clear signal to search engines like Google that your site is up to date and constantly evolving. By posting regular blogs you are showing search engines that your content is fresh and relevant. Google rewards this type of behaviour and it can help positively effect your search rankings.

4. Blogs are a great source of content to share across social media

Why share others information when you can promote yourself? Blogs are a great source of content to share across social media. They increase exposure to your brand and when shared by others they signal to Google that people like your content. This can help improve your search rankings.

5. Opportunity to create linkable / shareable content rich in your target keywords

When you create exceptional content people will want to share it! These shares mean more eyes on your content and your brand. They also create more links back to your page signalling to Google that people like your content. This can help improve your search rankings. Blogs also create a valuable opportunity to incorporate keywords that your prospects might be searching for. Your blogs showing up in search results are just another opportunity for people to find you.

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Pricing / Deliverables

Search Engine Optimization

- Conduct a high level SEO site audit and provide high level report with recommendations focused on existing content.
- Conduct high level keyword research and develop a keyword strategy that identifies targeted keywords to be used in existing and future content.
- Execute SEO content related recommendations from site audit and keyword research.
- On page optimization
 - Meta descriptions
 - Page title tags
 - Image alt tags
- Execute SEO code fixes.
- Set up 301 redirects for old URLs to new URLs (required for new site).
- Fix crawl issues in Google Search Console and other tools.

Cost: \$570 / month (3 months minimum - required to execute the above)

Blog Writing

- 1 monthly blog article (350 word maximum)
- Blog topic suggested or approved by the realtor
- Blog topics, keywords and links selected based on trending news worthy topics and content marketing best practices
- Image included (stock photo) - any infographics, videos or other specialized visuals are available at an additional cost

Cost: \$187.50 / month (no monthly commitment)

Social Media

- Share monthly blog across social media networks (3 networks maximum - instagram not included in Digital Marketing starter package)
 - Using researched and relevant hashtags to increase exposure
 - Punchy caption to capture your audience's attention
- Share 1 interesting and relevant industry related article, video, blog, etc. per week
 - Using researched and relevant hashtags
 - Punchy caption to capture your audience's attention to increase exposure
- Interaction
 - Monitor SM networks and respond to questions / comments (approx 30 minutes per week)
 - Provide feedback on opportunities to grow your following

Cost: \$375 / month (no monthly commitment)

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Optional Additional Services:

- Facebook advertising
- Google advertising
 - Text Ads
 - Display ads
 - Re-marketing
- Advanced Search Engine Optimization
- Advanced Social Media Services

** Quotes for additional services available upon request*

Thank you for choosing Iconica! We're committed to making your digital marketing a success!

Stephanie Miles

Social Media, SEO and Digital Advertising Manager

Iconica Communications Inc.

266 Robina Avenue Toronto, ON M6C 3Z1

T: 647-951-9052 (Cell) | W: www.iconica.ca

