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## Integrated Online Marketing Plan

[Portfolio](#) | [Schedule an appointment](#)

We will take care of **all your Internet marketing needs**. We will create a plan to help you set your goals, organize your content and strategy, and implement a clear purpose for your social media, search engine optimization, pay-per-click, and overall Internet marketing. As a part of our service, we will also maintain your website.

### Website Maintenance

- Consultation and guidance on the use of the website.
- Update and refresh website content and features.
- Regular monitoring and updating to ensure impeccable performance.
- Provide monthly reports with detailed statistics about the visitors to your website.
- Perform periodic testing of contact forms.
- Optimize web accessibility - WCAG and ADA Compliance.
- Monthly meeting to review goals and performance.

### Rental Advertising for Property Management Companies

- Vacancy syndication to ILS:  
Zillow, Trulia, HotPads.com, Apartments.com, Zumper.com, and Padmapper.
- Craigslist daily posting (Monday to Friday).

## **Search Engine Optimization**

- Content SEO.
- Technical SEO.
- Local SEO.
- Set up and monitor Google Search Console.
- Google Analytics data analysis.
- Set up and maintain your **Google My Business** account.

## **Search Engine Marketing - Google Ads**

- Set up and maintain Google Ads campaigns (Pay-Per-Click).
- Create landing pages to optimize Pay-Per-Click conversions.
- Google Ads Partners.
- Bi-weekly meetings with Google representatives.

## **Social Media Marketing - Meta Ads (Facebook and Instagram)**

- Set up Meta Ads campaigns.
- Develop a Social media marketing strategy.
- Create and maintain Social Media accounts.
- Custom design and publish posts on Social Media.
- Monthly meeting with Meta representatives.

## **Internet and Email Marketing**

- Develop and schedule a monthly plan.
- Measure goals and success.
- Design ads, coupons, and offers to be published online.
- Design and send newsletters and flyers to your email contacts.
- Provide support to your marketing campaign or any Internet-related subject.
- List and maintain your company on professional and local online directories.

## **Online Reputation Management**

- Monitor online reviews.
- Provide review generation tools and guidance.
- Respond to reviews.

## Terms

- **We work on one task at a time.**
- We manage corporate profiles only.
- The minimum commitment term is three months.
- The client pays for third-party services.
- The service is prepaid and at a flat rate.
- Payments are due upon receipt of the invoice and will be considered late after the 15th of the month.
- The service is available monthly after the initial three months of commitment. It starts on the first day of the month and ends on the last day.
- The client can cancel the service with at least a 30-day notice.
- Additional services are available for extra fees.
- We are closed on New Year's Day, Good Friday, Memorial Day, Independence Day, Labor Day, the day before Thanksgiving, and Thanksgiving. Christmas Eve, Christmas Day, New Year's Eve.