

2021

DIGITAL MARKETING SERVICES

*Creative and targeted online
marketing strategies.*

AMBERLY BUCCI LLC

Thank you for your interest in digital marketing services. Please see attached media kit and let me know if you have any questions!

I look forward to the opportunity to help you grow your business online.

Sincerely,

Amberly Bucci

Digital Marketing Strategist

(518) 307-8106

www.amberlybucci.com



Amberly Bucci

DIGITAL MARKETING

OVERVIEW

MISSION

To help businesses leverage the power of the web to build awareness, connect with customers, boost website traffic and visibility, and increase overall revenue.

SERVICES

- *Social Media Marketing*
- *SEO*
- *Strategy Plans*
- *Training & Consulting*

Amberly Bucci

DIGITAL MARKETING



SERVICES

SOCIAL MEDIA MARKETING

SEARCH ENGINE OPTIMIZATION

STRATEGY PLANS

TRAINING



PRICING

SOCIAL MEDIA

- *Social Media Strategy - \$2000*
- *Ad Campaigns - \$1200+/monthly*
- *Monthly Management - \$800+/month*
- *Custom Video Audit - \$250*

SEO

- *SEO Strategy - \$2500*
- *Monthly Management - \$1000 - \$3000/month*

STRATEGY PLANS

- *Comprehensive Audit & Plan - \$3000*

(Topics include: Social Media, SEO, Content, Video, Email, Blogging, PPC, & Influencer Marketing)

TRAINING

- *The Digital Marketing Workshop (1-Day LIVE event) - \$199*
- *8-Week Online Course - \$499*
- *1/2 Day, 1 Day, 2 Day Workshops - Custom*
- *Training Bundle - \$400*
- *Consulting - \$150/hr*



SOCIAL MEDIA MARKETING

SOCIAL MEDIA

SOCIAL MEDIA MARKETING STRATEGY – Facebook, LinkedIn, Instagram, YouTube, Pinterest, TikTok

\$2000 (One time fee)

I will create a custom, actionable social media plan that will give you clarity and guidance on how to boost engagement, leads, traffic and conversions via social media.

Your step-by-step strategy will include:

- *A complete audit of existing pages (or recommendations for brand new pages)*
- *30 sample content ideas*
- *Tips for advertising to your ideal customers*
- *Recommended custom audiences to target*
- *Social media management workflow*
- *Editorial calendar recommendations*
- *Tips to increase engagement*
- *Tips to boost followers*
- *How to measure results and ROI*
- *Sample competitor posts*
- *Includes 2-hour presentation and consultation to review strategy plan + next steps*

-Includes 4 channels. Additional channel \$500 each.

-Additional social media consulting time is billed at \$150/hour.

SOCIAL MEDIA

MONTHLY SOCIAL MEDIA MARKETING MANAGEMENT

Facebook & Instagram - Starts at \$800- \$2,000/month

This is an ongoing social media management program which includes:

- Competitor analysis & audience research*
- In-depth research on industry and products & services sold*
- Profile setup and optimization*
- Monthly editorial calendar*
- Writing, scheduling, and publishing posts (posts, stories, reels)*
- Monitoring all posts*
- Engagement with fans on page and via messenger*
- Hashtag strategy*
- Communication with client (Includes 1 hour of email communication & phone calls.)*
- Monthly report that highlights work completed, results and plan moving forward*

****Advanced targeted advertising budget is separate (recommended budget \$200 per month to start)***

SOCIAL MEDIA MARKETING TRAINING BUNDLE

- 1 hour LIVE training via Zoom followed by 30 minute Q&A
- PowerPoint Presentation + slides for you to keep
- Audit w/ 20 custom suggestions to improve your presence on social media
- Helpful checklist

MASTER YOUR SOCIAL MEDIA MARKETING SKILLS

Learn today's best practices to help boost
your business on social media.



AVAILABLE TRAININGS

- Facebook
- Instagram
- Pinterest
- LinkedIn
- TikTok
- YouTube

VIDEO AUDIT

I will analyze your online presence and record a custom video with 20 specific recommendations to grow your business online!

Tips will cover:

- Website Optimization
- Social Media
- Lead Generation
- SEO
- Blogging
- Email
- Video
- and more!



SEARCH ENGINE OPTIMIZATION (SEO)

SEO (SEARCH ENGINE OPTIMIZATION)

MONTHLY SEO

Basic: \$1,000/month (10 hours)

Advanced: \$1,500 / month (15 hours)

Platinum: \$2,500 / month (20 hours)

Search Engine Optimization is the process of boosting your website to the top positions in the search engines. SEO is a powerful way to build your online presence, drive qualified traffic to your website.

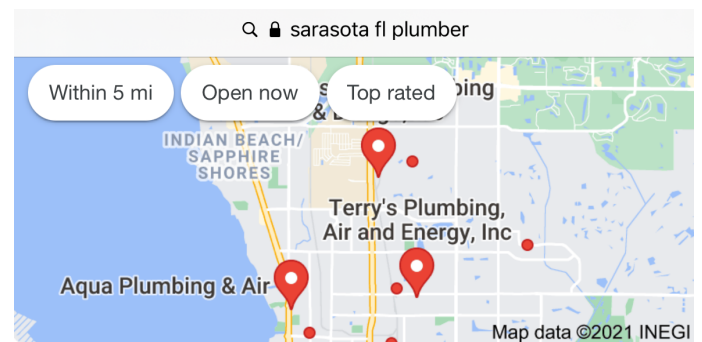
Example target keywords:

"Sarasota plumber"

"Sarasota FL plumber?"

"Sarasota plumber company"

"plumbing services Sarasota Florida"



Professional Plumbing & Design, Inc
4.8 ★★★★★ (267) · Plumber
10+ years in business · Sarasota, FL
Closed · Opens 8AM



CALL

Terry's Plumbing, Air and Energy, Inc
4.4 ★★★★★ (70) · Plumber
10+ years in business · Sarasota, FL
Open 24 hours



CALL

Aqua Plumbing & Air
4.9 ★★★★★ (537) · Plumber
45+ years in business · Sarasota, FL
Open 24 hours



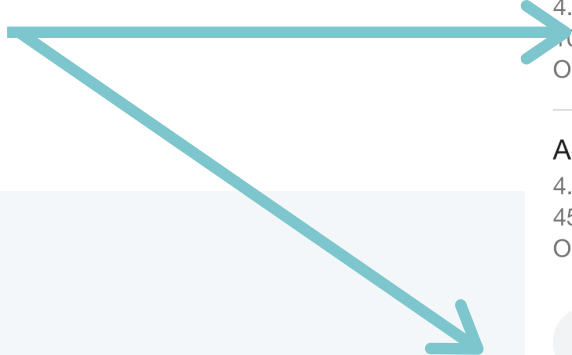
CALL

More businesses >

 <https://www.billtheplumber.com>

Bill The Plumber: Sarasota Plumber

Leave all your plumbing needs to Bill The Plumber! ...
Recognized for our excellent plumbing services in



SEO

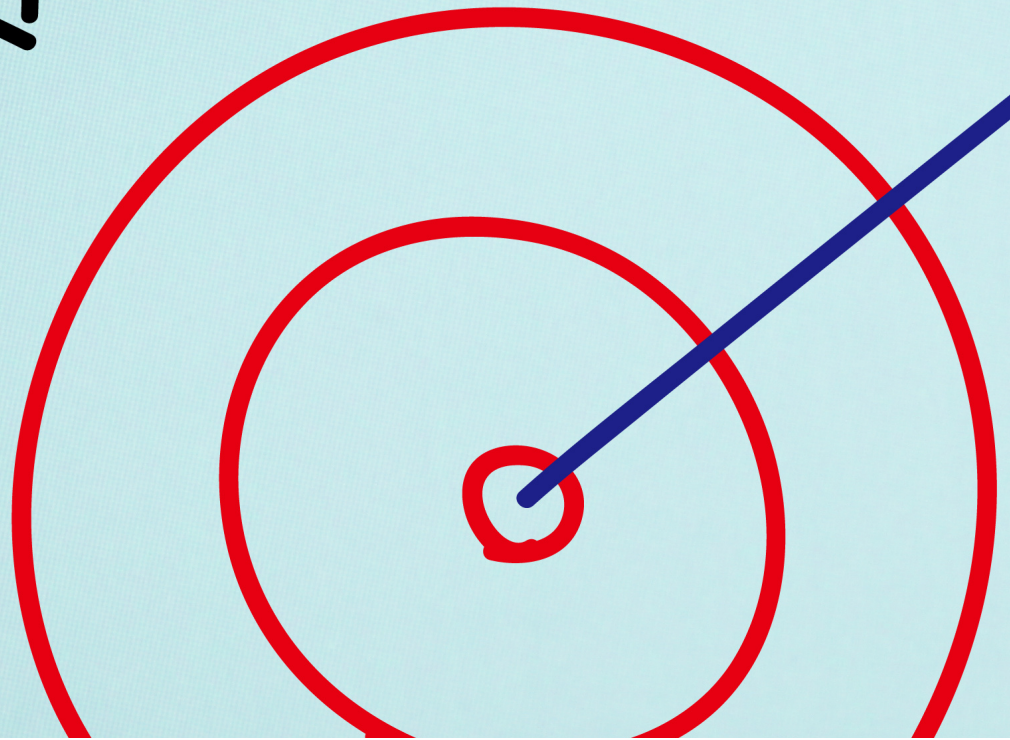
(SEARCH ENGINE OPTIMIZATION)

MONTHLY SEO

SEO strategies implemented throughout the program include:

- *Keyword research and analysis*
- *Competitive analysis*
- *Implementation of targeted keywords throughout on-page copy and metadata*
- *Interlinking between pages to encourage traffic flow within site*
- *Image optimization techniques*
- *Content marketing strategies*
- *Google Console set up*
- *Google Analytics set up*
- *Development of an optimized 404 page*
- *Content markup using appropriate schema*
- *Blog posts / Interviews*
- *Creation of targeted calls-to-action*
- *New page development*
- *Addition of new landing pages as needed*
- *Google My Business page optimization and plan to build reviews*
- *Alt tag optimization to help your products get found in Google Image Search*
- *Google Analytics data analysis and goal tracking set up to track purchases*
- *Assistance with editorial calendar and blog posts*
- *Monthly reports of results and plan for the following month*

STRATEGY



**STRATEGY
PLANS**

SEO STRATEGY

SEO Strategy

\$2500 (One-time fee)

It's crucial for businesses to have a defined SEO strategy. I will create a custom, actionable SEO plan that will give you clarity and guidance on how to boost visibility, rankings, website traffic, leads, and sales via the search engines.

Your step-by-step strategy will include:

- 1 hour Discovery Call session
- A complete audit of existing content (dev site)
- Audience Insight
- Persona Development
- Map the customer journey
- List of Content Topics
- Recommended Target Keyword list
- Technical SEO Issues
- Competitor Analysis
- List of Content Formats (Whitepapers, lead magnets, etc.)
- Google Analytics and Google Console Data analysis
- Tips to build backlinks to improve authority
- Includes 2 hours consultation to review plan + next steps

****Additional consulting time is billed at \$150/hour.***



TRAININGS

LIVE WORKSHOP



**OCTOBER 20, 2021
WESTIN, SARASOTA FL**

www.thedmworkshop.com

(Under Construction!)

VIRTUAL WORKSHOP



It's Time to Level Up

Ready to grow your business to the next level?

The Digital Marketing Workshop is a self-paced course that covers all the fundamentals of online marketing to grow your business.

Whether you are a Digital Marketer looking to improve your skills, a marketing students, business owner, freelancer, entrepreneur looking to grow your small businesses...this is the course for YOU!

**8 - WEEK VIRTUAL WORKSHOP
COMING SOON!**



**READY TO
BOOST
YOUR
BUSINESS?**

LETS GET STARTED!

WWW.AMBERLYBUCCI.COM

ABOUT AMBERLY

Amberly Bucci is an award-winning digital marketing consultant from Upstate NY.

She has helped hundreds of businesses in various sizes and industries grow online.

As an Online Marketing Expert and Speaker, she enjoys helping businesses grow from the ground up, with a specialty in search engine optimization, social media marketing, and custom marketing online strategy plans.

Amberly has a B.A. Degree in Marketing and Public Relations and has over 13+ years of experience in digital marketing. She's worked with hundreds of small businesses as well as large companies such as Walt Disney World, Hilton, Marriott, Six Flags, Stewart's, and Samsung. She's lived and worked in South Korea where she taught English & Marketing courses to corporate executives and CEO's.

She spent 7 years as a Senior Digital Marketing Strategist at one of the top rated SEO agencies in the country (Mannix Marketing), until she branched off on her own to start her own freelancing speaking and digital marketing agency in 2018. Visit www.amberlybucci.com to learn more!



AWARDS AND CERTIFICATIONS



Google Analytics
CERTIFIED



Google
AdWords
Certified

INTERACTIVE 2018
MARKETING AWARDS
WINNER



US 2017
SEARCH AWARDS

WINNER

IN THE MEDIA

Amberly's work has been published in numerous local newspapers and online publications:

2018 Best Social Media Campaign –
Saratoga Business Journal

MURTEC – Hospitality Technology
Magazine



Speaking Engagements:

- Grow Your Business with Facebook Instagram and Twitter – The New York Capital Region Chapter of the American Marketing Association (NYCRAMA) 2013
- Capital Region Chamber of Commerce – 'Best Use of Search – Retail' Category at 2017
- US Search Awards Ticonderoga Area Chamber of Commerce Announces Small Business Seminars
- Mannix Awarded Best Social Media Campaign – Saratoga Today Mannix Captures Industry Award
- The Daily Gazette Albany Vs. Saratoga Chef Challenge to benefit Big Sisters Big Brothers – GlensFalls.com
- "Social Media Insights Revealed" Seminar at SUNY Adirondack Saratoga Jazz Festival Review – Saratoga.com
- 2017 US Search Awards' Shortlist – Glens Falls Business Journal
- Amberly Rundell Shares Big Brand Secrets for Twitter and Instagram with NYCRAMA
- Social Media Training – New York Small Business Development Center Local Amateur Chefs Make a Name For Themselves for Double H Ranch – Adirondack.net
- 2019 – Co-Host Amplify The Social Media Conference
- 2021 – The Digital Marketing Workshop



GET STARTED TODAY



Let's do this!

BEGIN
now





GETTING STARTED IS EASY

Have questions? Let's set up a call to chat.

Ready to begin? Send me an email with the services that you'd like. I will follow up with a contract to get started!

Amberly Bucci

DIGITAL MARKETING

