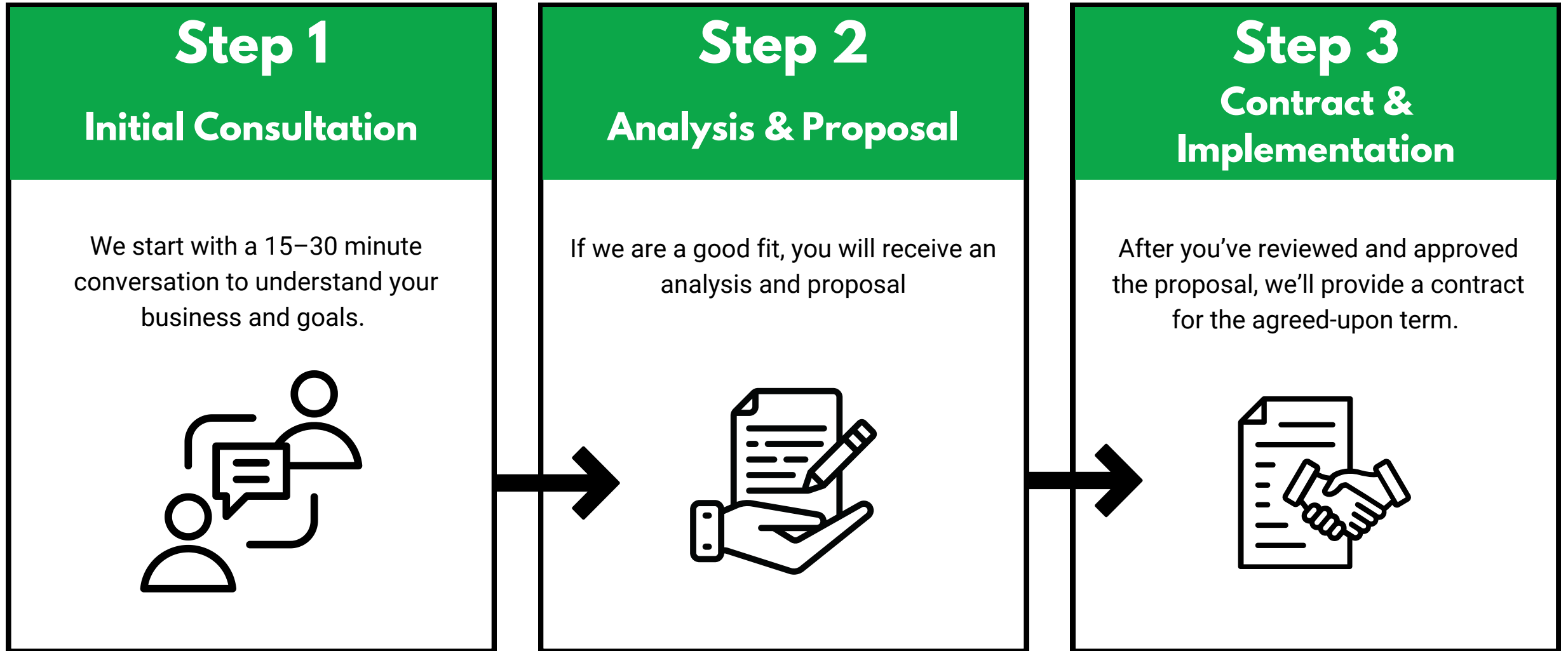


**Freelance flexibility.
Agency resources.**

 **Lapiy Marketing Inc.**

Our 3 Step Process



Step 1: Initial Consultation



We start with a **15–30 minute conversation** to understand your business and goals. We'll cover:

- Why are you looking for marketing support?
- What's worked (or not) with past marketing efforts?
- Your biggest challenges and priorities.
- What tools you already have in place (Google Ads, social media, CRM, etc.).
- Your goals for the next 1, 3, and 12 months.
- Budget and timeline.
- Biggest competitors.

This gives us the full picture before making recommendations.

Step 2: Analysis and Proposal



If we are a good fit, you will receive an **analysis and proposal** which will include the following:

1. Your industry as a whole (what are standard CTR, Conversion Rates, Avg CPC, Level of competition, Most relevant competitors.)
2. Where your business stacks up, what is your positioning in the market?
3. What is realistic based on the industry, your goals and your budget. Goals with timeframes (Example; we will increase form submissions by 20% in 2 months time).
4. List of deliverables for given timeframe (Usually a month)
5. KPI's (Key Performance Indicators) that we will use to measure success

[Review Sample Proposal](#)

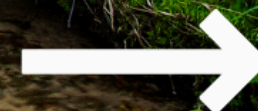


Analysis & Proposal

(Your Company Name)

Please note: All figures included in this document are for illustrative purposes only and do not reflect the actual analysis of your business.

 **Lapiy Marketing Inc.**



Industry Benchmarking

This is where you will see what is standard for your industry.

Most common form of marketing for this industry/most effective

Average CTR

Average Conversion Rate

Average CPC

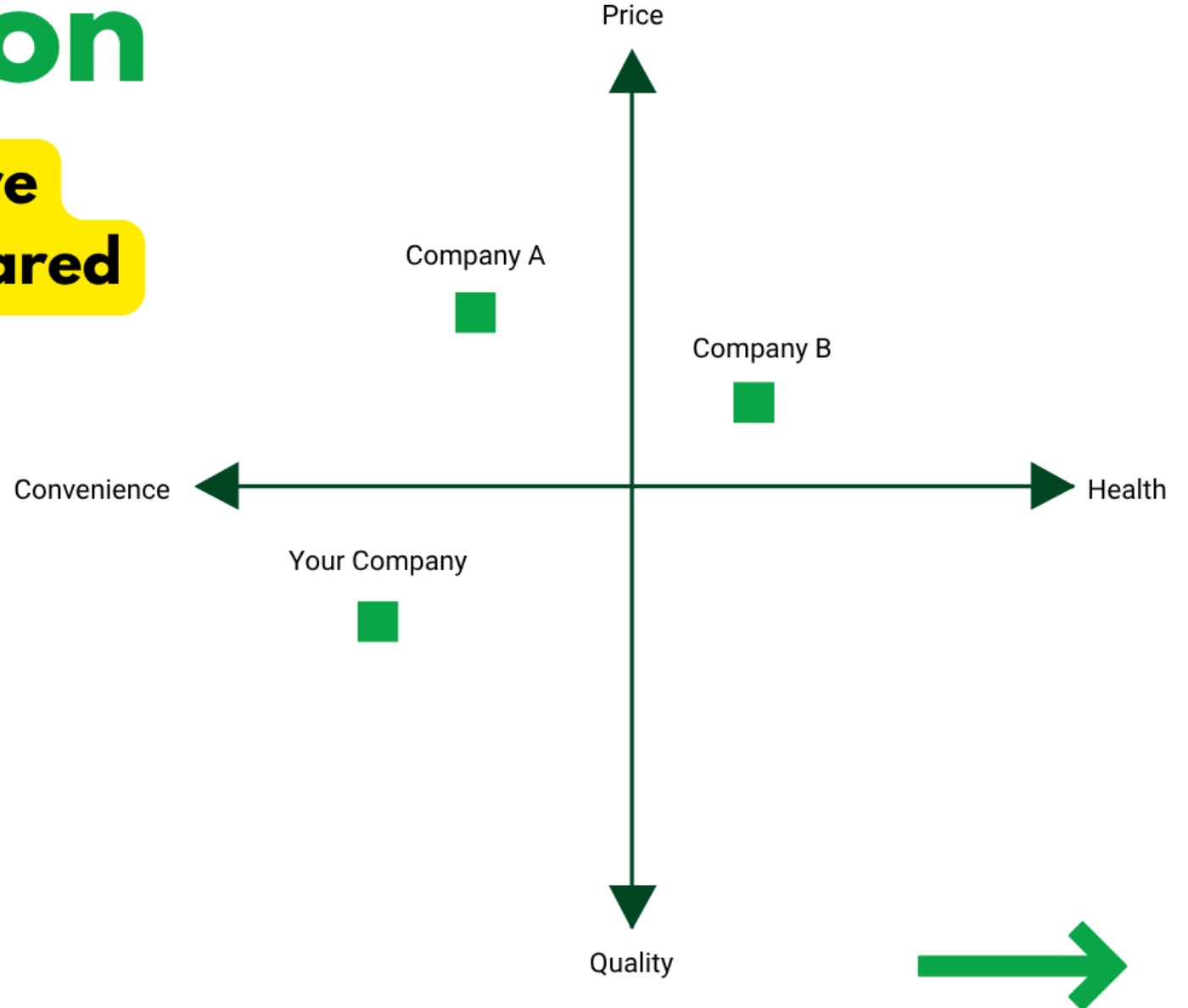
Average Monthly Ad Spend



Market Position

This is where you will see where your company stacks up compared to your competitors.

Detailed description of graph to the right will go here.



Strategy

This is where you will see our recommended strategy for your company.



PPC Advertising

We will be using google search ads to target these keywords: example 1, example 2 etc...



Email Marketing

We will be creating information focused email newsletters to increase brand engagement.



Social Media

Social media content approach will be focused on developing valuable informational content.



Website Optimization

The website needs to be restructured to accurately portray the key driving factors of the business.



Budget

Total Budget: \$3,000

This is where you will see where we think your money should go.

Google Ads

- Search Ads (X amount)
- Display (X amount)
- PMAX (X amount)
- Youtube (X amount)

Local Service Ads

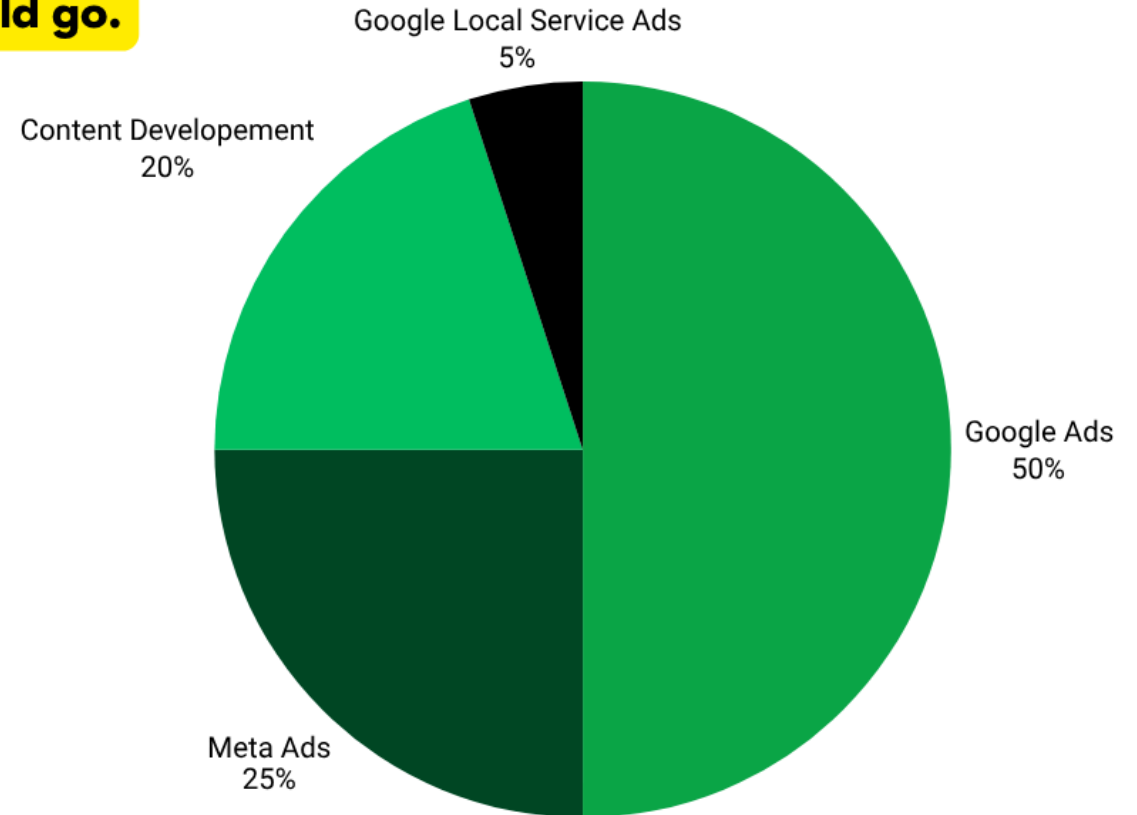
- (X amount)

Content Development

- Videography
- Editing

Meta Ads

- Video 1 (X Amount)
- Video 2 (X amount)
- Infographic (X amount)



Goal & Timeframe

This is where you will see your goal discussed in the consultation clearly outlined, with KPI's & Timelines.

Our goal is to increase form submissions from the monthly average of (X Amount) to (Y Amount) in (Z Amount) of time.

Key Performance Indicators to measure success:

+15%

Website Visits

+2%

Conversion Rate

-10%

Bounce Rate

+20%

Reach on Social



Deliverables

This is where you will see our recommendation for service packages that will help us reach your business goals.

GA4



Search Console



Facebook



Instagram



Google Ads



Google Local Search Ads



CRM



PPC Advertising



Email Marketing



Social Media



Website Optimization



Step 3: Contract & Implementation



After you've reviewed and approved the proposal, we'll provide a contract for the agreed-upon term. Once signed, we'll begin implementing the steps outlined in the proposal.

It's important to note that the proposal serves as a working plan and may evolve as we collaborate and adjust strategies. The contract ensures delivery of the services outlined, but as with all marketing, specific results cannot be guaranteed. What we do guarantee is a high level of dedication, adaptability, and attention to detail in every aspect of our work.

Pricing



Advertising Management

Starting At

\$900/month + tax

Website Services

Starting At

\$2000/month + tax

Email Marketing

Starting At

\$800/month + tax

Social Media Management

Starting At

\$1200/month + tax

Full-Scope Packages

Starting At

\$4000/month + tax

Full-scope marketing packages include **everything listed above in one package**, as well as a something that is not listed as a separate service our brand strategy and development service, which includes, but, is not limited to; Brand Charter, Our Process PDF (similar to the one you are looking at now, but, for your brand.), Extensive Marketing Strategy PDF + Outlook you can reference and use, additionally **all Full-Scope Package purchases have a 1 year followup guarantee, meaning a full 12 month period after your last payment with Lapiy Marketing Inc. we will respond to any marketing questions or concerns you may have and give recommendations. As-well as optional monthly zoom calls.**

**Thank-you for
Considering Us.**

info@lapiymarketing.ca

(604) 364-9708

 **Lapiy Marketing Inc.**