



# Live and Let POD

## POD LEADS



### Paid Social Campaigns

- Customized paid search campaigns built on Facebook and Instagram
- Drive traffic to your social media platform OR your business website
- Increase brand awareness
- Increase website traffic
- Increase social media exposure
- Dynamic Media Investment



### Paid Display Campaign

- Customized campaigns to drive profitable leads.
- Have your products, services, brands show up on Google Search when potential customers are searching for them
- Only pay when a potential customer clicks on your ad
- Fully Certified in AdWords, Mobile, Shopping, Local, etc.
- Dynamic Media Investment (you choose how much to invest and when).
- Target specific geographies
- Google Premier Partner



### Video Promotion Campaigns

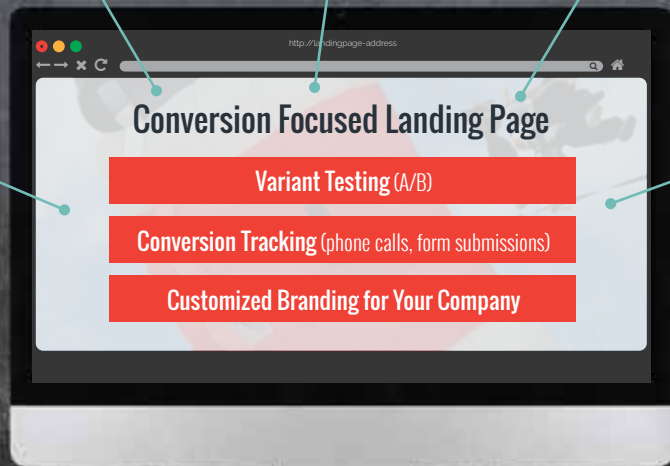
- Promote video content through Facebook & Youtube
- Drive product/brand awareness to potential customers, physically located around your business
- Video production available
- Dynamic Media Investment



### Paid Search Campaign

- Customized campaigns to drive profitable leads.
- Have your products, services, brands show up on Google Search when potential customers are searching for them
- Only pay when a potential customer clicks on your ad
- Target specific geographies
- Google Premier Partner
- Fully Certified in AdWords, Mobile, Shopping, Local, etc.
- Dynamic Media Investment (you choose how much to invest and when).

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### Analytics & Reporting

- Monthly dashboard
- Metrics that YOU care about (customized for your needs)
- Full transparency model
- Call recordings available
- Real time lead alerts emailed to your inbox
- Direct connection to your campaign manager



## FULL POD PROGRAM



### Website Development

- Customized website development
- Responsive website design
- Project based pricing
- Built using WordPress
- Secure Hosting Included
- Maintenance programs available



### Search Engine Optimizations

- Increase website relevancy
- Increase rankings on search result pages
- Long term strategic approach
- Increase user experience
- Content creation, link building
- Monthly ranking reports
- Potentially increase organic traffic



### Graphic Design

- Branding, logo design
- Business Cards
- Brochures
- Vehicle decals
- Tradeshow booth design



### Automated Email Marketing

- Automated customer surveys
- Email reminders
- Email drip campaigns
- Customized campaigns for your business needs
- Reputation management via online reviews