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Introduction

Tandem is a digital marketing agency specializing in search engine optimization and pay-per-click advertising. Our SEO Specialists manage a vast range of business verticals, tracking over 5,000 keywords per month. As a Google Premier Partner with 10+ Google Ads, Google Analytics, and Bing Ads Specialists, our team manages over $2.5 million per month in paid search.
MISSION STATEMENT

Our Mission

Tandem’s mission: To work together with our clients to develop trendy online marketing strategies that continuously drive ROI.

These strategies include:

- Natural Search Engine Optimization
- Local Search Marketing
- Pay-Per-Click Management
- Content Building – Blogs, Articles, Press Releases
- Link Acquisition and Development
- Social Media Management
- Email Marketing
- Graphic Design / Creative Services
- ROI / Analytics / Conversion Consulting
- Search Engine Marketing Training and Education
- Search Engine Marketing Department Building
About Our CEO

Tandem was founded in 2006 by Joe Laratro, a recognized and leading expert in the Search Engine Marketing industry. Joe served as CTO of one of the top ten search engine optimization companies in the US for six years. He has since been involved in developing and teaching online marketing and Analytics courses for The DMA and The University of San Francisco. Joe served as President of the South Florida Interactive Marketing Association in 2008/2009 and was featured in the South Florida Business Journal’s Top 40 under 40.

For ten years, Joe has had the select privilege of being a certified Google Ads trainer and is the lead moderator of PubCon, the largest digital marketing conference in the nation.

In 2018, Joe published *The SEO Diet* – a fundamental book for business owners who want to grow their online presence and for aspiring digital marketers.
Managed Monthly SEO Program

We have learned that our clients do not always have the time to invest in developing new content for their websites and keeping up-to-date with the latest search engine requirements. To ease this burden, Tandem offers:

- Copywriting
- Link building
- Host of onsite optimizations that keep user experience in mind

Our Managed Search Engine Optimization services will help the website grow, allow it to increase in search engine rankings, and increase overall web traffic. All content will be written by professional copywriters with a concentration in Search Engine Optimization.

SEO Set-Up

- Onboarding Process
- Total URL Site Crawl
- Acquiring Access to Accounts
- Quarterly SEO Strategy Creation
- Backlink Report
- Link Acquisition Report Creation
- Competitor Research
- Industry Keyword Research
- Keyword Rankings Report Creation
- Monthly Report Creation
- SEO KPI Benchmark Report
- Google My Business Optimizations
SEO EXAMPLES
Local Search Marketing Program

Local Search has defined itself as a viable online marketing channel since mid-2005. Geographic targeting options from the major search engines combined with a high-quality, geo-centric keyword strategy and optimized, managed local listings can yield the highest amount of quality visitors to a website. This program is designed for businesses that service a specific area as well as nationwide franchises.

- Initial Call for Keyword and Market Research
- Monthly Budget Allocation
- Conversion / Form Page Creation (OPTIONAL)
- Google My Business optimization/management
- Google My Business posts
- Manual Local Submissions
- Moz Subscription
Focus Your Online Presence to Your Local Community

Local search marketing is a package that focuses on optimizing your brand on Google Maps, high volume maps, and directories for increased local visibility. This package leverages several strategies and tactics that help your business become and maintain one of the three positions in the local map pack.

There are eight key factors that Tandem will optimize to enhance your local search rankings:

1. Google My Business
2. Link Signals
3. Review Signals
4. On-Page Signals
5. Citation Signals
6. Behavioral Signals
7. Personalization
8. Social Signals

All of these signals influence the local search algorithm. Tandem will create a unique strategy for your business to help optimize the greatest local search coverage possible.
PAY-PER-CLICK (PPC)

Introduction to PPC

Tandem has an award-winning pay-per-click advertising team that leverages various platforms using the most up-to-date PPC strategies to increase lead volume and boost ROI. Our team most commonly utilizes Google Ads and Microsoft Ads (formerly known as Bing Ads) that give us access to billions of people each day via search and display networks. Advertising through these channels provides an efficient medium to attract qualified visitors to a website or landing page. Pay-per-click advertising is open to the public. Well managed/optimized campaigns have a higher likelihood of success.

Tandem specializes in the daily and weekly intricacies that increase ROI for pay-per-click campaigns.

Work with a Dedicated PPC Manager to help you drive strong ROI in paid search.
PPC EXAMPLES

PPC Set-Up

- Campaign Strategy
- Analytics Setup
- Location Research
- Demographic Targeting
- Bidding Tactics
- Ad Copy Cycling
- Advanced Conversion Tracking
- Quarterly Creative Assets
- Advanced Audience Targeting

- Remarketing & Display
- Landing Page Adjustments
- Google Tag Manager Set Up
- Campaign Buildout
- Website coding for conversion
- Goal(s) setup
- E-commerce setup
- URL coding for marketing campaigns
- Monthly call to discuss reports and performance
Introduction

Living in the Information Age, social media presence has become more prominent and critical for businesses in all verticals. Advertising through different social channels is not only an effective way of attracting new potential clients, but it also provides a platform for your business to build and maintain relationships with your customer base.

Tandem specializes in both organic and paid social media marketing, each delivering its own set of services and deliverables tailored to your business. These programs are designed for small to medium-sized businesses looking to reach their audience, in a versatile and cost-effective manner.

Organic Social Media

Managed Organic Social Media is a service that is dedicated to managing the organic growth and engagement of your social platforms individually. The goal of this effort is to "build your tribe," or as we like to say, "build your hive!" Your team of social experts will focus on industry and cognitive strategies to build a trusted following for your brand or business.

Networks Offered

Facebook  
Twitter  
LinkedIn  
Pinterest  
Instagram
SOCIAL MEDIA

Organic Social Set Up

Month one of your social media management services with Tandem will be dedicated to the setup of your social account and platforms. Due to years of research, we are confident that our onboarding strategy is a key element in social success. During this process, your specialists will ensure that your social platforms are built on a strong foundation with a growth strategy in place. All calendars will be provided a month in advance for approval.

- Brand essence guide creation
- Industry, competitor, and audience research
- Social strategy
- Social calendar for the following month at a glance.

Organic Social Deliverables

- Creation of social pages
- Social media audit
- Customized quarterly social media strategies
- Monthly content calendar
  - 5–8 posts per week (varies on other services)
- Social engagement
Paid Social Media

Paid Social Media Advertising is the practice of promoting your services, products or social presence through paid efforts and giving your business an edge up on the competition. Tandem’s social specialists are experts at creating a strategy custom to you that will reach your target audience and generate sales. The name of the game is ROI! Our goal is to grow your social presence while focusing on funneling users to your site and generating success.

Paid Social Set-Up

- Client research
- Competitor research
- Website user experience suggestions
- Gaining access to the appropriate platforms
- Strategy creation
- Building campaigns/ad sets
- Building custom UTM codes for tracking purposes
- Audience creation & segmentation
- Layered audience targeting
- Ad copy setup & optimizations
- Facebook pixel creation
- Pixel installation
- Tracking setup + testing

Paid Social Media Fees

Social Media marketing fees are accrued per platform and based on the level of spend.

Paid social efforts allow for “layered” targeting, which requires more time, optimizations, testing, and reporting.
SOCIAL MEDIA

Paid Social Deliverables

- Ad accounts and pixel setups
  - Creation or setup of Facebook Ads Manager, LinkedIn Campaign Manager, or Pinterest Ads Manager accounts
  - Code implementation of Facebook Pixel or LinkedIn InsightTag on website
- Customized quarterly paid social media strategies
- Campaign creation – audience targeting, budget optimizations, ad copy
- Quarterly ad campaign calendar/schedule
- Paid social media reports on campaign performance(s)
- Two sets of creative per month are included in the paid social management. This deliverable increases with the level of ad spend.
- Social Engagement is a separate service dedicated to maintaining the growth of your social profiles. Tandem highly recommends this service in addition to paid social media management.
  - Social engagement is included for social ad spends over $5,000 per month.

*Tandem does not arbitrage clicks nor charges a fee based on spends.*
Photo and Video

In the digital age, it is imperative to take a multimedia approach to marketing. Tandem’s creative team delivers beautiful, buzzworthy photo and video content that will have your target market humming.

Photo and video marketing can increase click-through rates, conversions, and search engine optimization rankings. Creating professional and captivating shots of products, onsite operations, locations, team members and more will grab your customer’s attention while crediting your organization. Utilizing cutting edge design software, the creative sector of our hive delivers customized visual marketing pieces, such as infographics, that will help share your message and value as well as educate your viewers.

On-site photographer to capture and highlight your business.
CREATIVE EXAMPLES

Landing pages

Advertisement Graphics
Brand Essence Guide includes:

- Primary logo design
- Secondary logo design
- Color palette
- Brand tone/voice
- Brand house
- Color usage guide
- Logo usage guide

This page also includes a hard cover brand book and a digital brand guide.
BRANDING EXAMPLES

Promotional Items

Logo Variations
Work Hand In Hand With The Best

Consulting time is available and billable by the hour.

This time may be used for any purpose that fits within the list of Tandem’s services mentioned in this document. These hourly rates apply towards, and are not limited to, personal and telephone conferences, travel time, in-person meetings, account research, special or immediate requests, account reviews, and performance preparations.

For example, after seeing a significant increase in sales from the website, a client may be interested in investing in an Analytics package for insight into the ROI of the online marketing campaigns. Tandem can bill for this hourly as a consultation or create a custom proposal for the requirements.

Tandem Consulting Fees
(during normal business hours)

Joe Laratro, President $$$$$
Marketing Directors $$$
Marketing Specialist $$
A LA CARTE

Services Available for Custom Quotes

Tandem is focused on mastering the latest trends and channels for online marketing and Web traffic generation. The following services are available for custom quotes:

**Trainings:**
Digital Marketing Training & Certification
Search Engine Optimization, Pay-Per-Click, Analytics, Social Media & More

**SEO Services:**
SEO Audit
SEO Copywriting
Meta Tags
Blog Posts
Short Articles
Long Articles
Web Optimized Press Releases and Distribution
Article Creation
Article Optimization and Press Release Servicing
Aggressive PR Strategy Program
Link Building
Keyword Position Reports

**PPC Services:**
PPC Audit
Google/Bing PPC Set-Up
Google Analytics Set-Up
Shopping Feeds – Generation, Optimization, Submissions

**Creative Services:**
Email Marketing
Creative
Campaign Management
Graphic Design and Image Ads (Infographic)
Website Development or Template Updates
YouTube Optimization