

the ultimate guide

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2023

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digital marketing media kit



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## ABOUT US

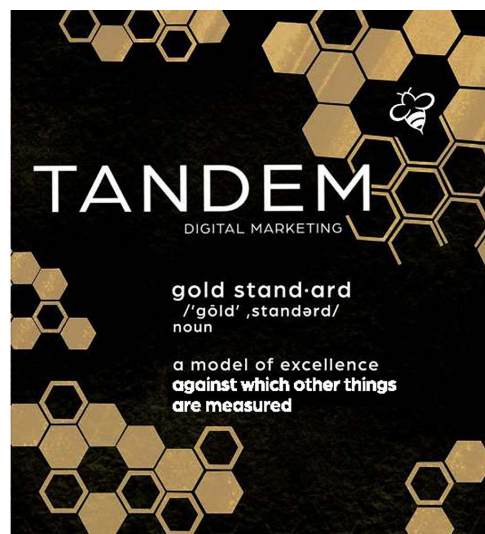


**Tandem exceeds the Gold Standard**

## Introduction

Tandem is a digital marketing agency specializing in search engine optimization (SEO) and pay-per-click advertising (PPC).

Our specialists manage a vast range of business verticals. As a Google Premier Partner, our team manages over \$2.5 million per month in paid search.





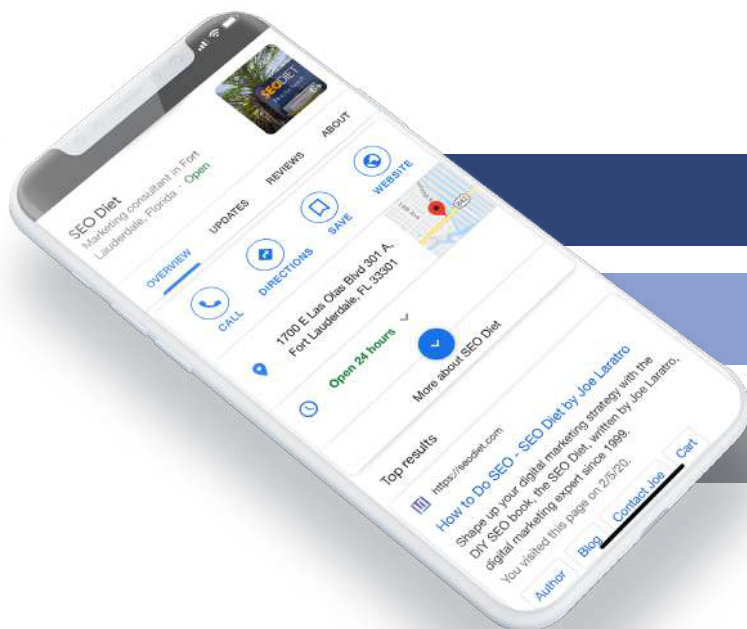
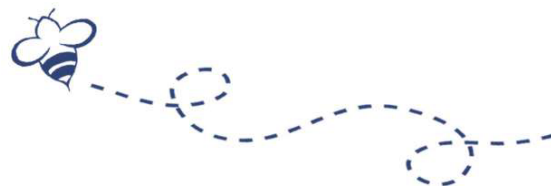
# MISSION STATEMENT

## Our Mission

Tandem's mission is to work together with our clients to develop trendy online marketing strategies that continuously drive ROI.

These strategies include the following:

- Search Engine Optimization (SEO)
- Local Search Marketing
- Pay-Per-Click Management (PPC)
- Content Building
  - Blogs
  - Articles
  - Press Releases
- Link Acquisition and Development
- Email Marketing
- Social Media Management
- Graphic Design and Other Creative Services
- ROI, Analytics, and Conversion Consulting
- SEO & PPC Training



Industry Experts

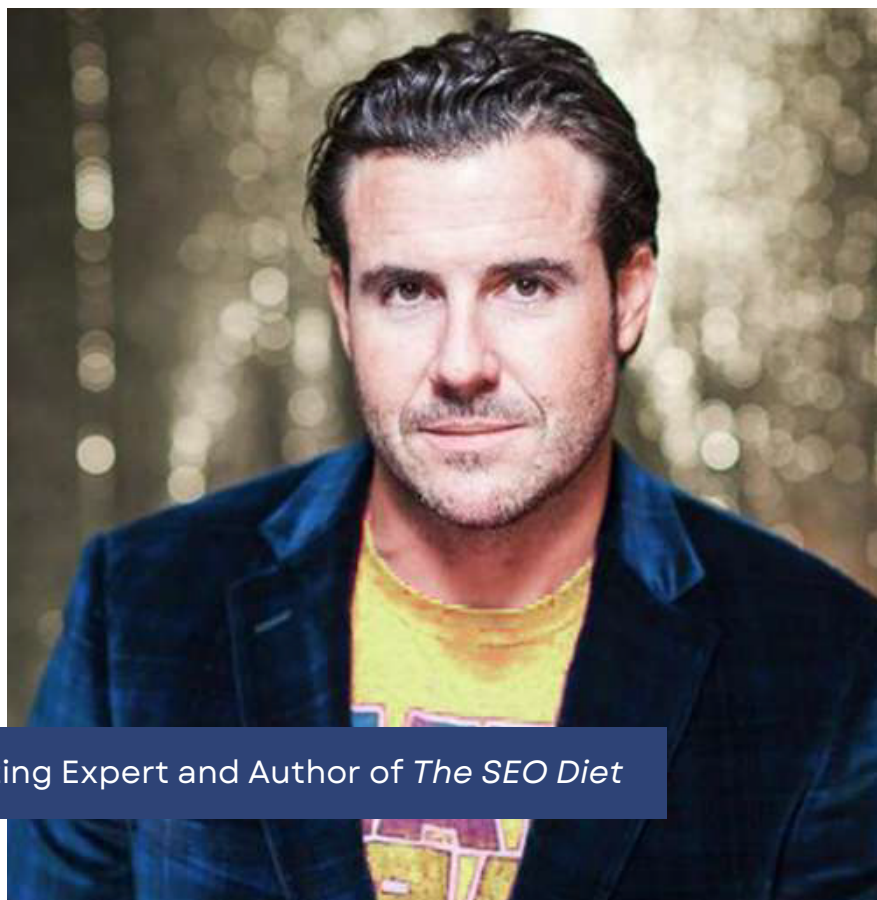
Trusted Agency

Fully Transparent





## ABOUT THE FOUNDER



Marketing Expert and Author of *The SEO Diet*

### Joe Laratro, 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.

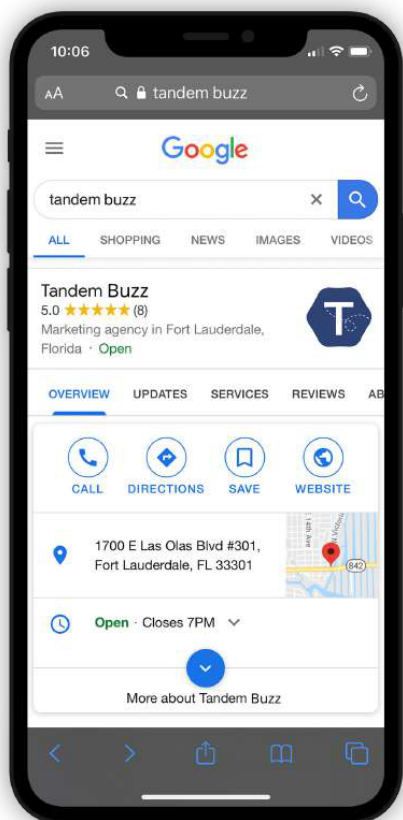


# SEARCH ENGINE OPTIMIZATION (SEO)

## Managed Monthly SEO Program

As a business owner or marketing decision-maker, it is likely you do not have the time to invest in developing new content for your website or to stay up-to-date with the latest search engine requirements. To ease this burden, Tandem developed a monthly managed SEO program:

- Quarterly SEO strategies
- Custom hours for monthly deliverable completion
- Monthly reporting with Data Studio
- Full transparency with a shared Google Drive



## SEO Strategies

SEO strategies are developed after setting up and onboarding your account, crawling/auditing your website, and factoring in unique elements of your business.

- Site Audit
- Research
  - Keyword
  - Competitor
  - Industry
- Onboarding Questionnaire

From here, our team will propose the opportunities that can be achieved throughout the quarter.

We will review these with you, ensuring your feedback is always taken into consideration and prioritized.

Tandem understands there is not a one size fits all approach to SEO. Our focus will be tailored to your specific business model and goals.



# SEO [CONTINUED]

Deliverables from strategies will be completed each month with a best-practice approach. Our team will implement the optimizations that have the opportunities to yield you the best results based on your hourly SEO package.

Strategies may include:

- Optimized Content Creation – Web Pages/Blogs
- Technical SEO
- On-Site Optimizations
- Organic and Paid Link Building
- Local SEO – Google Business Profile
- UX Recommendations and Optimizations
- Consulting Services
- SEO Training

## 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
- SE KPI Benchmark Report
- Google My Business Optimizations





# LOCAL SEARCH

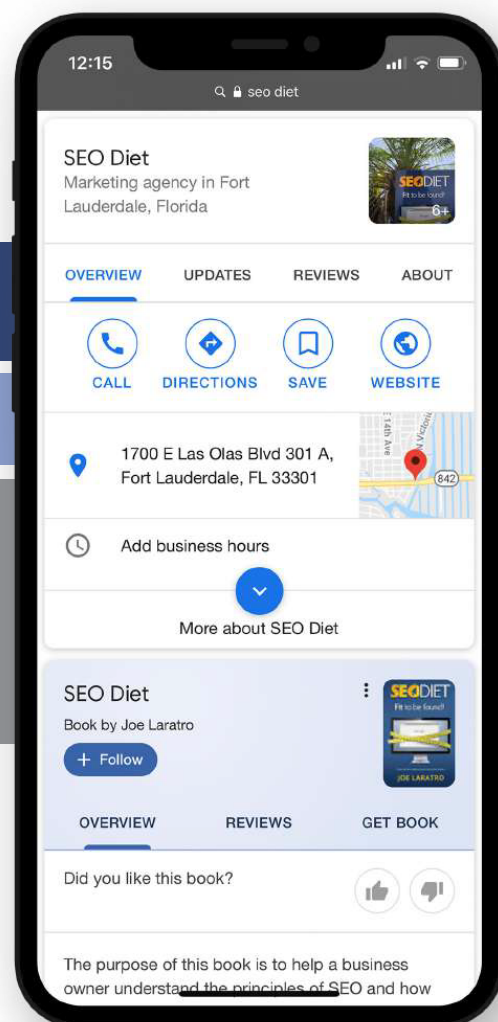
## Local Search Marketing Program

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.

- Schedule an initial call for keyword and market research

- Monthly budget allocation

- Landing page creation (optional)
- Google My Business
  - Optimize
  - Manage
- Manual local submissions
- Moz subscription





## LOCAL SEARCH [CONTINUED]

### 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.

Get noticed on Google maps







# PAY-PER-CLICK (PPC)

## Introduction to PPC

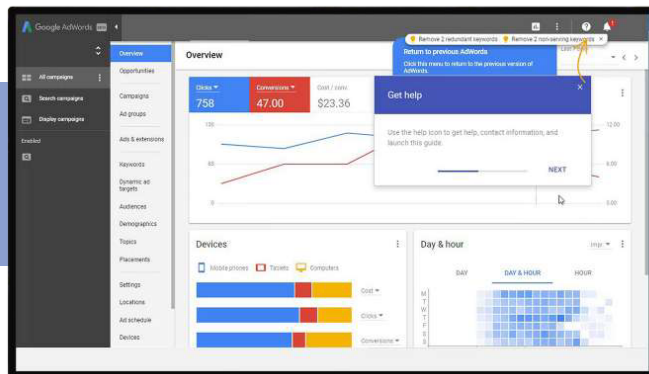
Tandem has an award-winning Pay-Per-Click advertising team that leverages various platforms using the most up-to-date PPC strategies to increase lead volume and boost ROI. Our team most commonly utilizes Google Ads and Microsoft Ads (formerly known as Bing Ads) giving us access to billions of people 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, and through well-managed/optimized campaigns, these have a higher likelihood of success.

Tandem specializes in the daily and weekly intricacies that increase ROI for PPC campaigns.

## 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) Set Up
- E-commerce Set Up
- URL Coding for Marketing Campaigns
- Monthly Call to Discuss Reports and Performance

Work with a dedicated PPC Manager and drive a strong ROI





# PPC EXAMPLES

Ad • www.tandem.buzz/marketing/local

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Online Marketing Services. SEO, PPC, Social Media, Turn Intent into Measurable Growth. Award-Winning Digital Marketing Agency with Over 10 Years of Experience. Full Time In-House Team. Full-Service Social Media. Top SEO...

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Online Marketing Services. SEO, PPC, Social Media, Turn Intent into Measurable Growth. Award-Winning Digital Marketing Agency with Over 10 Years of Experience.

Free SEO Site Audit	Monthly SEO Services	SEO
From \$0.00	From \$1,800.00	From !
Evaluate Opportunities	Standard Monthly Plan	As

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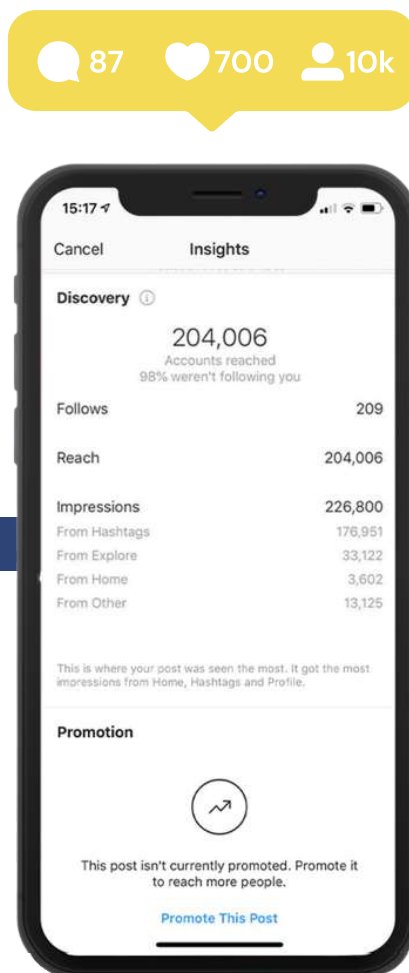


# SOCIAL MEDIA

## Introduction

As we are 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

## Introduction to 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:

- Instagram
- Facebook
- TikTok
- Pinterest
- Twitter
- LinkedIn



## 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 strategy in place.

## Deliverables

- Social Media Audit
- Industry, Competitor, and Audience research
- Strategy Creation (renews each quarter)
- Content Calendar (gets sent for approval)
  - Content
  - Captions
  - Hashtags
  - Date/Time of Posts
- Management of Social Platforms
  - DM Monitoring
  - Comment Monitoring
  - Story Posts
- Monthly Reporting



# PAID SOCIAL MEDIA

## Introduction to 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 over 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.

## Set-Up

Month one of your paid social media management services with Tandem will be dedicated to the setup of the advertising 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 gain access to the respected platforms to ensure that your social platforms are built on a strong foundation with a strategy in place.

## Deliverables

- Ad Account Set Up
- Industry, Competitor, and Creative Research
- Quarterly Strategy Creation
- Ad Creation & Approvals (renews on a quarterly basis)
- Campaign Buildout
- Custom UTM Codes Set Up (tracking purposes)
- Audience Creation & Segmentation
- Layered Audience Targeting
- Ad Copy Approvals and Optimizations
- Monthly Reporting
- For Facebook:
  - Business Manager Set Up
  - Ad Account Creation
  - Pixel Creation and Installation
  - Domain Approval and Installation
  - Shopping Catalog Set Up, if Applicable
  - Event Manager Set Up and Optimizations





# PAID SOCIAL AD EXAMPLES

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- ✓ KEYWORD HASHTAG RESEARCH
- ✓ PAID SOCIAL MEDIA CAMPAIGNS
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# CREATIVE SERVICES



## Photography and Videography

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.

## Graphic Design

Our team offers the following graphic design services:

- Social Media Posts
- Mockups
- Ad Creative
- Brochures
- Business Cards
- Flyers
- Landing Pages
- Website Design
- Print Materials
- Brand Identity Elements
- And More





# BRAND IDENTITY

## Introduction

At Tandem Buzz, we specialize in curating custom and strong brands for businesses in a wide range of industries. We believe in strategy, high-end design work, and intentional detail that builds brand trust. Design has the power to change consumer behavior. It inspires how we feel. When you meet a business, your first impression is its branding. Make that first impression count.

Branding is more than just a logo. Your brand tells the story of your company by keeping your target audience in mind. Everything has a purpose. Branding is when all of the different elements of your business (logo, social media posts, and marketing materials) all tell the same, consistent story.

## Brand Guide

Our brand guide includes the following:

- Logo Design
  - Primary Logo
  - Secondary Logo
  - Logomark
- Color Palette
- Font Guide
- Brand Voice and Tone
- Usage Guide for the Branding Elements

***Please see our branding media kit for more information and pricing***





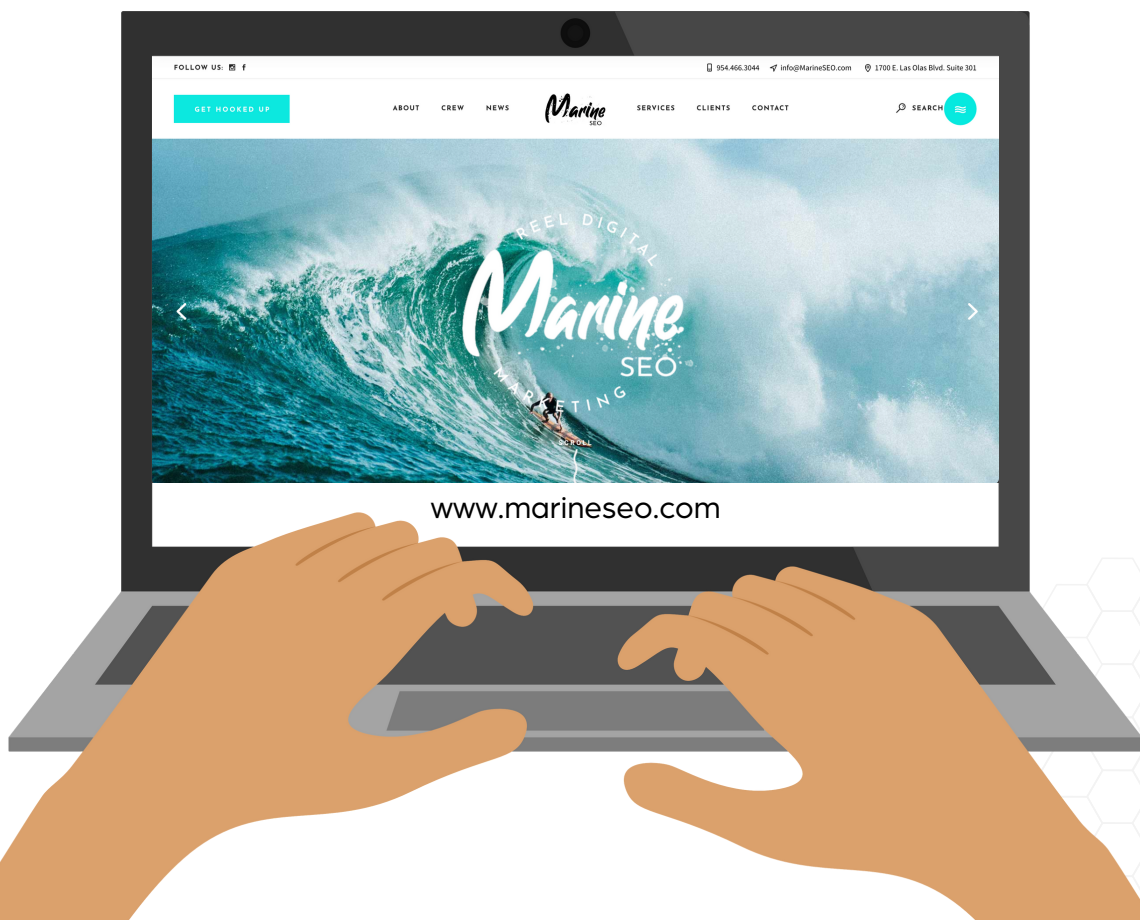
# WEBSITE DESIGN

## Website Development and Design Services

Great website design is important because it helps create a positive user experience, improves brand credibility, and increases conversions. A well-designed website is easy to navigate, visually appealing, and provides the information users are looking for in a clear and concise manner. It also ensures that a website is accessible to all users, including those with disabilities. Additionally, a great website design can help establish a brand's credibility and professionalism, which can lead to increased trust from potential customers.

At Tandem Buzz, we increase conversions by making it easy for users to find what they are looking for and take the desired action, whether it is making a purchase or filling out a contact form. Here are some of our recent website design projects:

[www.mimisravioli.com](http://www.mimisravioli.com)  
[www.marineseo.com](http://www.marineseo.com)  
[www.yanidmd.com](http://www.yanidmd.com)





# TANDEM CONSULTING

## 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 toward 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.

<b>Tandem Consulting Fees</b> (during normal business hours)	
<b>Joe Laratro, President</b>	<b>\$\$\$\$</b>
<b>Marketing Directors</b>	<b>\$\$\$</b>
<b>Specialists</b>	<b>\$\$</b>





# À 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

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

PPC Audit

Google/Bing PPC Set-Up

Google Analytics Set-Up

Shopping Feeds – Generation, Optimization, Submissions

### Creative

Email Marketing

Creative

Campaign Management

Graphic Design and Image Ads (Infographics)

Website Development or Template Updates

YouTube Optimization



## CLIENTS



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