



1



2

Agenda **Unleashing the Power of Marketing on a Tight Budget and Small Staff**

Building confidence –

Navigating marketing on a tight budget and with limited staff can be tough, but it needn't be a roadblock to success! With a bit of creativity and problem-solving, even those with limited resources can boost their marketing impact— no matter what size their team is! Put those creative thinking caps on, and let's explore ways to make an impact with minimal resources. We'll learn to make the most of every dollar and turn those few necessary staff into a power-packed mini-marketing team!

Are you excited to take your small budget and limited staff and turn it into a fully optimized and powerful marketing plan? Let's get started!

Spin Markket + Digital

3

Agenda **Unleashing the Power of Marketing on a Tight Budget and Small Staff**

Engaging the Your Marketing Team / Staff

Digital and Marketing Planning Tools to Streamline Your Marketing

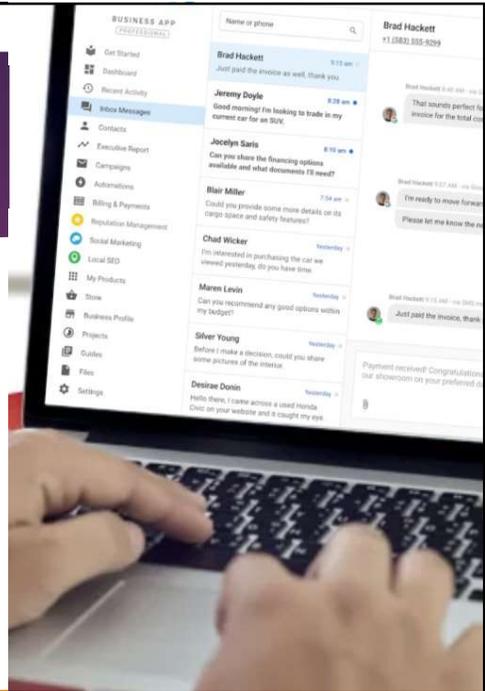
Final tips & takeaways

Spin Markket + Digital

4

Unleashing the Power of Marketing on a Tight Budget and Small Staff

The Power of the Team!



5

Engaging your team

Create positive engagement with current customers and turn potential leads into loyal customers

Utilizing AI-assisted solutions designed to streamline operations without sacrificing customer experience.

- ✓ Engage your target audience by creating captivating, customized email and SMS campaigns in minutes
- ✓ Increase lead capture and conversion by centralizing communication and integrating AI-assisted webchat on your website.
- ✓ Get found faster by optimizing your business profile and boosting keyword rankings.
- ✓ Build an ironclad reputation by collecting more reviews from more sources at scale.
- ✓ Curate an engaging online presence by posting compelling social campaigns in a few clicks.

Spin Market + Digital

6

Engaging your team

AI-assisted web chat lead capture

Capture and convert more leads with a shared inbox designed to help improve customer communication by bringing conversations from multiple sources into a single location.

Equipped with multi-channel integrations such as Google Business Messages and SMS, and an AI-powered webchat widget, all communication is centralized to facilitate rapid response times that will impress your customers and prospects alike.

Invest in SEO and ad campaigns to attract more leads with confidence. AI-assisted web chat lead capture ensures prompt responses and captures contact information to help you acquire new customers.

Improve the customer experience through teamwork:

Collaborate on customer acquisition, sales, and support communication through a shared inbox where your whole team can collaborate on great customer communication.

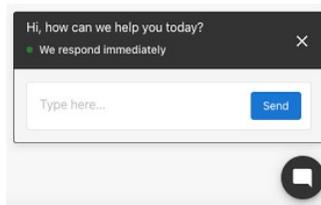
Spin Markket + Digital

7

Engaging your team

AI-assisted web chat lead capture

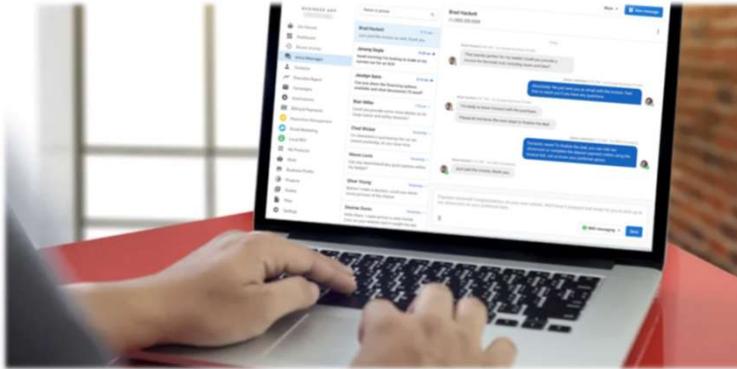
- ✓ Google Business Messages
- ✓ Facebook Page Messages
- ✓ SMS messaging
- ✓ Shared team inbox
- ✓ AI supports 40 languages, including English, Spanish, French, German, Italian, Turkish, Polish, Ukrainian, Russian, Japanese, Chinese and many more
- ✓ Coming Soon: Email and Instagram integrations



Spin Markket + Digital

8

Engaging your team



Spin Markket + Digital

9

Engaging your team

Designing Campaigns

Greet new customers, entice potential customers with promotions, or build anticipation for upcoming events with email marketing campaigns.

With an AI-powered email builder, you can get unique text and imagery for any occasion or audience from a single prompt. Sending tailored campaigns to a targeted audience is easy with full CRM integration.

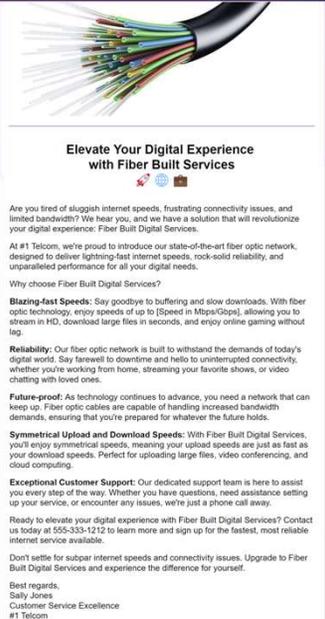
Filter contacts by location, industry, or other criteria to curate a recipient list in seconds. After a campaign has been sent, each recipient contact's engagement with the emails is shown in the Activities section of their contact record.

Spin Markket + Digital

10

Engaging your team

AI-Generated Email -
Design an email for potential customers about fiber-built digital services and generate a photo.



Elevate Your Digital Experience with Fiber Built Services

Are you tired of sluggish internet speeds, frustrating connectivity issues, and limited bandwidth? We hear you, and we have a solution that will revolutionize your digital experience: Fiber Built Digital Services.

At #1 Telcom, we're proud to introduce our state-of-the-art fiber optic network, designed to deliver lightning-fast internet speeds, rock-solid reliability, and unparalleled performance for all your digital needs.

Why choose Fiber Built Digital Services?

Blazing-fast Speeds: Say goodbye to buffering and slow downloads. With fiber optic technology, enjoy speeds of up to 5Gbps in Mbps/Gbps, allowing you to stream in HD, download large files in seconds, and enjoy online gaming without lag.

Reliability: Our fiber optic network is built to withstand the demands of today's digital world. Say farewell to downtime and hello to uninterrupted connectivity, whether you're working from home, streaming your favorite shows, or video chatting with loved ones.

Future-proof: As technology continues to advance, you need a network that can keep up. Fiber optic cables are capable of handling increased bandwidth demands, ensuring that you're prepared for whatever the future holds.

Symmetrical Upload and Download Speeds: With Fiber Built Digital Services, you'll enjoy symmetrical speeds, meaning your upload speeds are just as fast as your download speeds. Perfect for uploading large files, video conferencing, and cloud computing.

Exceptional Customer Support: Our dedicated support team is here to assist you every step of the way. Whether you have questions, need assistance setting up your service, or encounter any issues, we're just a phone call away.

Ready to elevate your digital experience with Fiber Built Digital Services? Contact us today at 555-333-1212 to learn more and sign up for the fastest, most reliable internet service available.

Don't settle for subpar internet speeds and connectivity issues. Upgrade to Fiber Built Digital Services and experience the difference for yourself.

Best regards,
Sally Jones
Customer Service Excellence
#1 Telcom

Spin Markket + Digital

11

Engaging your team

AI-Generated Email -

- ✓ Templates - Customize sample templates or create your own.
- ✓ Multi-step campaigns - Build and schedule multi-step campaigns in minutes.
- ✓ CRM integration - Filter contacts to curate recipient lists.
- ✓ Engagement tracking - See a contact's full campaign history on their record.
- ✓ Performance reporting - Optimize campaign performance and report on ROI with full suite of analytics on each campaign.
- ✓ SMS campaigns - Get more eyes on your campaigns with SMS' 98% average open rate.

Spin Markket + Digital

12

Engaging your team

Local SEO (Search Engine Optimization) - Get found. Generate traffic. Grow revenue.

Establish accurate and consistent business listings and rank higher in search engine results like Google.

- ✓ Discover your local search presence with an innovative SEO grid. Use the local SEO tool and platform to track growth and give your business a competitive edge.
- ✓ Effortless listing management on Google, Facebook, Apple, and more on a unified dashboard simplifying profile management
- ✓ Google Business Profile Insights: Understand how your business is performing on Google Search and Maps. Google Insights in Local SEO provides a valuable glimpse into your customer's activities.
- ✓ Keyword Tracking: Inform your SEO strategy with data that shows precisely which keywords are helping you rank in Google organic search and Google Maps
- ✓ Work smarter, not harder with Artificial Intelligence powered business descriptions that will save you time.

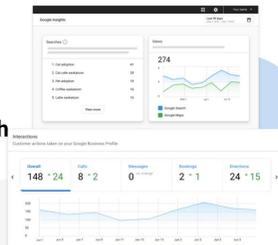
Spin Market + Digital

13

Engaging your team

Local SEO (Search Engine Optimization) - Get found. Generate traffic. Grow revenue.

Seamless
Local SEO
reporting with
Google
Insights



In-depth
geolocation
rank tracking



Spin Market + Digital

14

Engaging your team

Reputation Management - Today, the online reputation of your business is defined by your customers.

Reviews, accurate business information, and social media activity impact your reputation and whether a consumer decides to do business with you.

You need a scalable way to manage all of these factors. Monitor what people say about you online and improve your visibility in local search. See how you stack up against the competition, stay in the know with automated alerts, and get progress reports to see how your reputation has improved.

Take control of your online reputation today!

Spin Markket + Digital

15

Engaging your team

- ✓ Manage your online reputation from one place: Compile reviews from dozens of sites to easily see what's being said about your business online. Use competitive benchmarking to see how you compare to the competition.
- ✓ Show up where people are looking: Improve your search rank by identifying online business listings that are inaccurate or missing from essential directories like Google, Facebook, and Bing.
- ✓ Hear what customers are saying all over the web: Monitor when your business is mentioned in a variety of sources, including news sites, blogs and social networks. Plus, highlight the most positive and negative mentions using automated sentiment analysis.
- ✓ Stay informed with automated reports and alerts: Executive reports show how your business is doing in online conversations and help you understand what to do. Alerts are also sent whenever new information is found.

Spin Markket + Digital

16

Engaging your team

Your complete review and online reputation management software

Scan the web and be notified anytime your business is mentioned

Never miss a review again

Quickly request reviews from the dashboard

Spin Markket + Digital

17

Engaging your team

Social Marketing - Social media is complex to do on your own. You need to come up with a nonstop stream of relevant content and engage with customers across all social channels every single day.

Give your business one place to stay social. Generate leads, schedule ready-to-publish content, and communicate with your followers all from one place. Finally, a tool that makes managing social media simple

Spin Markket + Digital

18

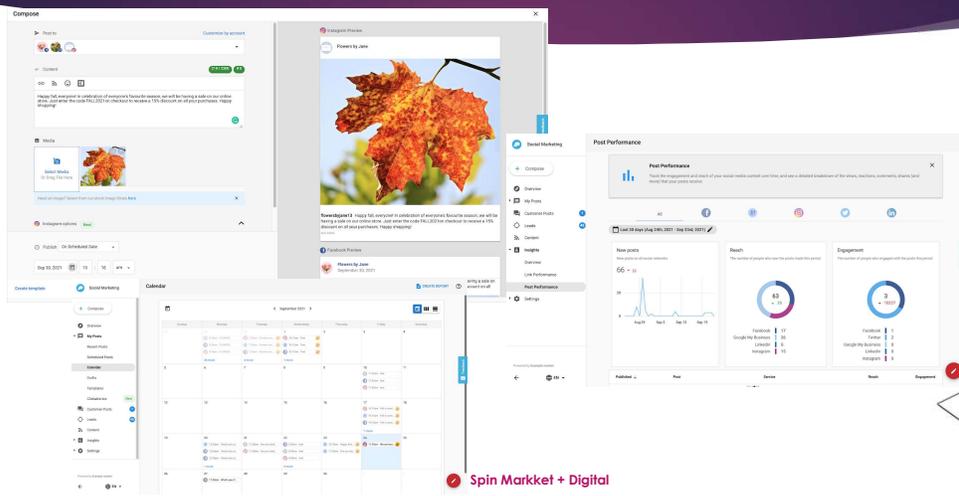
Engaging your team

- ✓ Post everywhere from one place: Publish and schedule posts for all your social accounts, including Facebook, Instagram, Google My Business, Twitter, and LinkedIn.
- ✓ Engage your followers: Connecting with your followers is simple. Respond to customers, share ready-to-post content, and build stronger social relationships with your followers.
- ✓ Utilize powerful AI technology to easily and quickly create new posts relevant to the audience.
- ✓ Drive e-commerce through Instagram: With the Clickable.bio feature, you can transform Instagram posts into a shoppable gallery of images, turning social fans into paying customers.
- ✓ Provide excellent customer service: Communicating with customers is easier than ever. Manage all comments left on posts and any mentions from within Social Marketing.
- ✓ Mobile-friendly: It can be used on any device, at any time. This means you can post and respond in the moment and never miss a beat.

Spin Markket + Digital

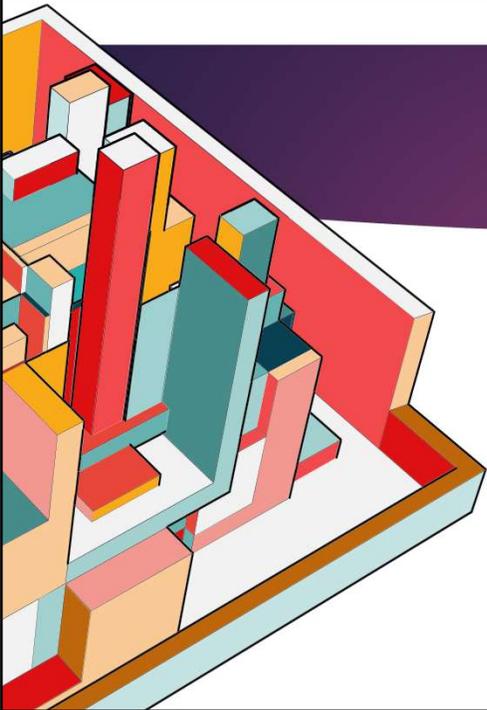
19

Engaging your team



Spin Markket + Digital

20



Let's Talk

Final Tips and Takeaways!

21



Thank you Spin Market + Digital

Cheryl O'Hern
Cell - 515-571-4788
Business – 515- 302-8026
cheryl.ohern@spinmarket.com
www.spinmarket.com

22