



2023

Deck of Services

PRESENTED TO:
FUTURE CLIENT

2023 ANM Service List

WHY MAKE US YOUR ONE STOP BRANDING SHOP...

DIGITAL MARKETING	MEDIA PUBLIC RELATIONS	BRAND REPUTATION MANAGEMENT	BRAND PRINTING
<i>SEO (website & YouTube)</i>	<i>Public Relations</i>	<i>Event Coverage</i>	Embroidery
Website Development	Media/Sponsorship Deck	Branding Products	Printing Services
<i>PPC/Paid Media</i>	Content Writing	Brand Ambassador	Event Logistics
Social Media Management	Photography	Monthly Newsletters	Custom Projects
Lead Generation	Videography	Project Management	Brand Consulting



Global Agency



Auto Nerd Media



AUTO NERD MEDIA IS A GLOBAL MARKETING AGENCY THAT'S FOCUS IS HELPING BRANDS GROW AND EXPAND TO THEIR FULL BRANDING POTENTIAL. WE BELIEVE IN FULL AGENCY TRANCPARANCY. MARKETING IS OUR PASSION AND WE ARE NOT AFRAID TO TEST THE WATER TO ACHEIVE OUR MARKETING GOALS FOR ALL OF OUR CLIENTS. WE HAVE OVER 20 YEARS OF EXTENSIVE KNOWLEDGE IN A PLETHORA OF VERTICALS. WE ARE WIDELY KNOWN FOR OUR HIGH QUALITY WORK, ORGINIZATION AND FOLLOW THROUGH.

WE WELCOME YOU TO THE AUTO NERD MEDIA FAMILY!

AUTONERDMEDIA.COM



WPengine



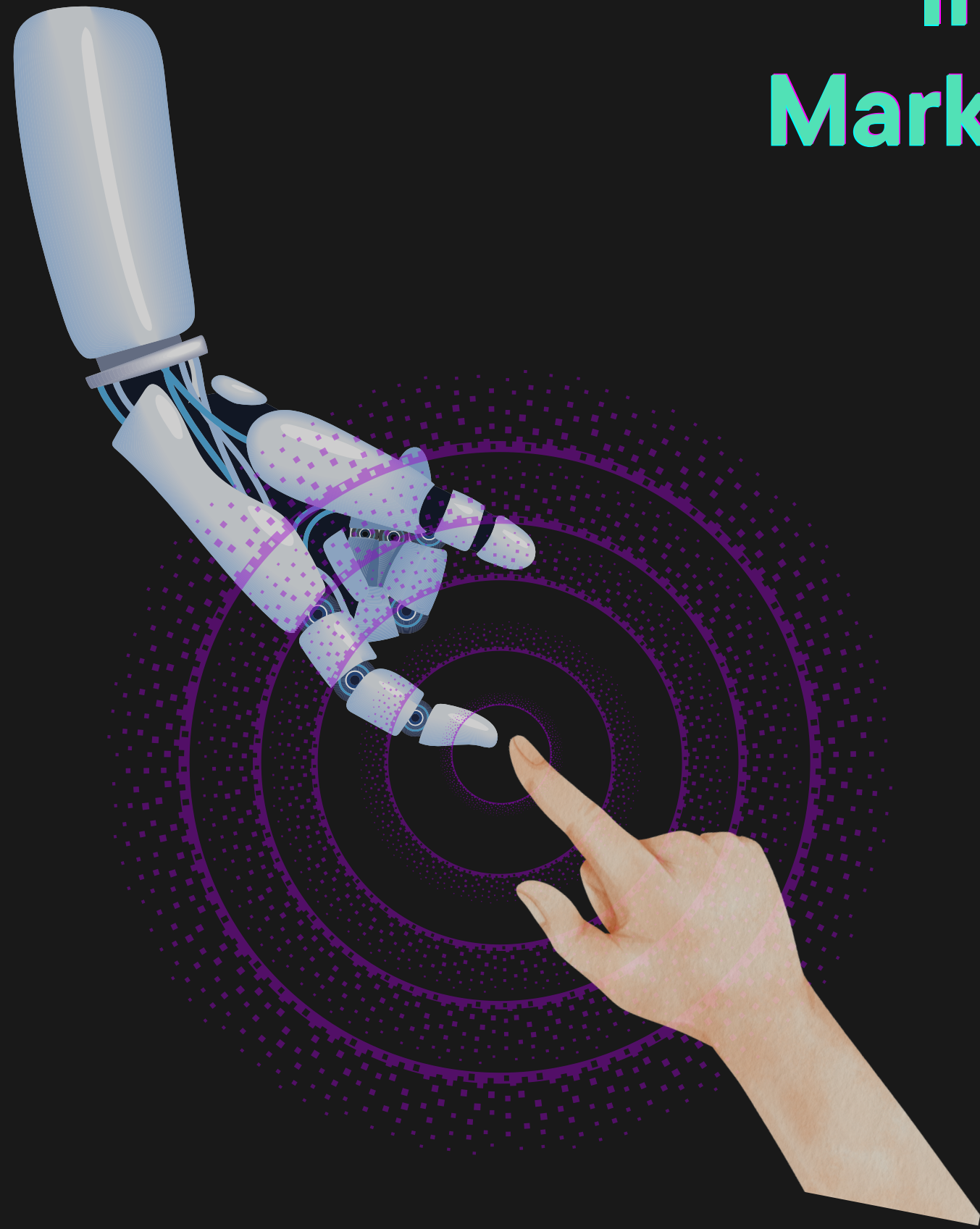
shopify

Google
Partner

ENGAGED
MEDIA, LLC

SEMA
SHOW

Intergrated Marketing System



AUTO
Nerd Media 

AS MARKETING EXPERTS WE HAVE CREATED MARKETING SOLUTIONS IN SEO, SOCIAL MEDIA, PAID MEDIA, WEBSITE DEVELOPMENT, LEAD GENERATION, VISUAL ART, MONTHLY NEWSLETTERS, PUBLIC RELATIONS, BRAND DEVELOPMENT AND SO MUCH MORE. OUR GOAL IS TO BECOME YOUR BRANDING PARTNER FOR LIFE.

OUR INTERGRATED MARKETING SYSTEM APPROACH HAS BEEN PROVEN FOR OVER 20 YEARS, SERVING 100'S OF CLIENTS ACROSS THE NATION.

SINCE 2009, WE HAVE BEEN A SOLUTION FOR MANY ORGANIZATIONS. AUTO NERD MEDIA WILL CONTINUE TO STRIVE FOR CLIENT SUCCESS AND STAY EDUCATED IN CHANGES AND UPDATES IN THE MARKETING WORLD TO STAY RELEVANT FOR ALL OUR CLIENTS.

Digital Marketing



WHAT IS DIGITAL MARKETING?

Search Engine Optimization (SEO) Set the Foundation

In the digital age, search engine optimization (SEO) has become a critical component of any successful marketing strategy. At Auto Nerd Media, we offer professional SEO services specifically tailored to any industry. Our team of SEO experts combines industry knowledge, technical expertise, and strategic insights to help your brand climb the search engine rankings, increase organic traffic, and drive meaningful results.

Website Development

A strong online presence is crucial for businesses to thrive in the digital age. We offer comprehensive website development services tailored specifically to the automotive industry as well as other verticals. Our expert team of web developers combines cutting-edge technology, creative design, and industry expertise to deliver visually stunning and highly functional websites that drive engagement, conversions, and brand growth.

PPC/Paid Media

In a highly competitive industry, it's crucial to reach the right audience at the right time with a compelling message. We offer comprehensive paid advertising services designed to help businesses accelerate their growth, drive targeted traffic, and maximize conversions.

Social Media Management

In today's fast-paced digital landscape, social media has become a powerful platform for businesses to connect with their audience, build brand awareness, and drive engagement. We offer comprehensive social media management services specifically designed for any industry. Our expert team of social media specialists combines industry knowledge, creative strategies, and data-driven insights to help your brand stand out, spark conversations, and achieve meaningful results across popular social media platforms.

Media/Public Relations

Public Relations/Media

In competitive industries, building and maintaining a positive brand image is paramount. We offer comprehensive public relations services designed to help businesses amplify their brand stories, foster meaningful connections with their target audience, and enhance their overall reputation. Our team of skilled PR professionals combines industry expertise, strategic thinking, and creative campaigns to help your brand stand out and make a lasting impact.

Sponsorship Deck

Competitive industries require a deck for events to showcase what makes their event, race team or and individual athlete unique and why a business should invest in their project. A Deck consists of event info & history, event stats, social media stats, event photos, sponsorship info, vendor info, and event contact information.

Content Writing

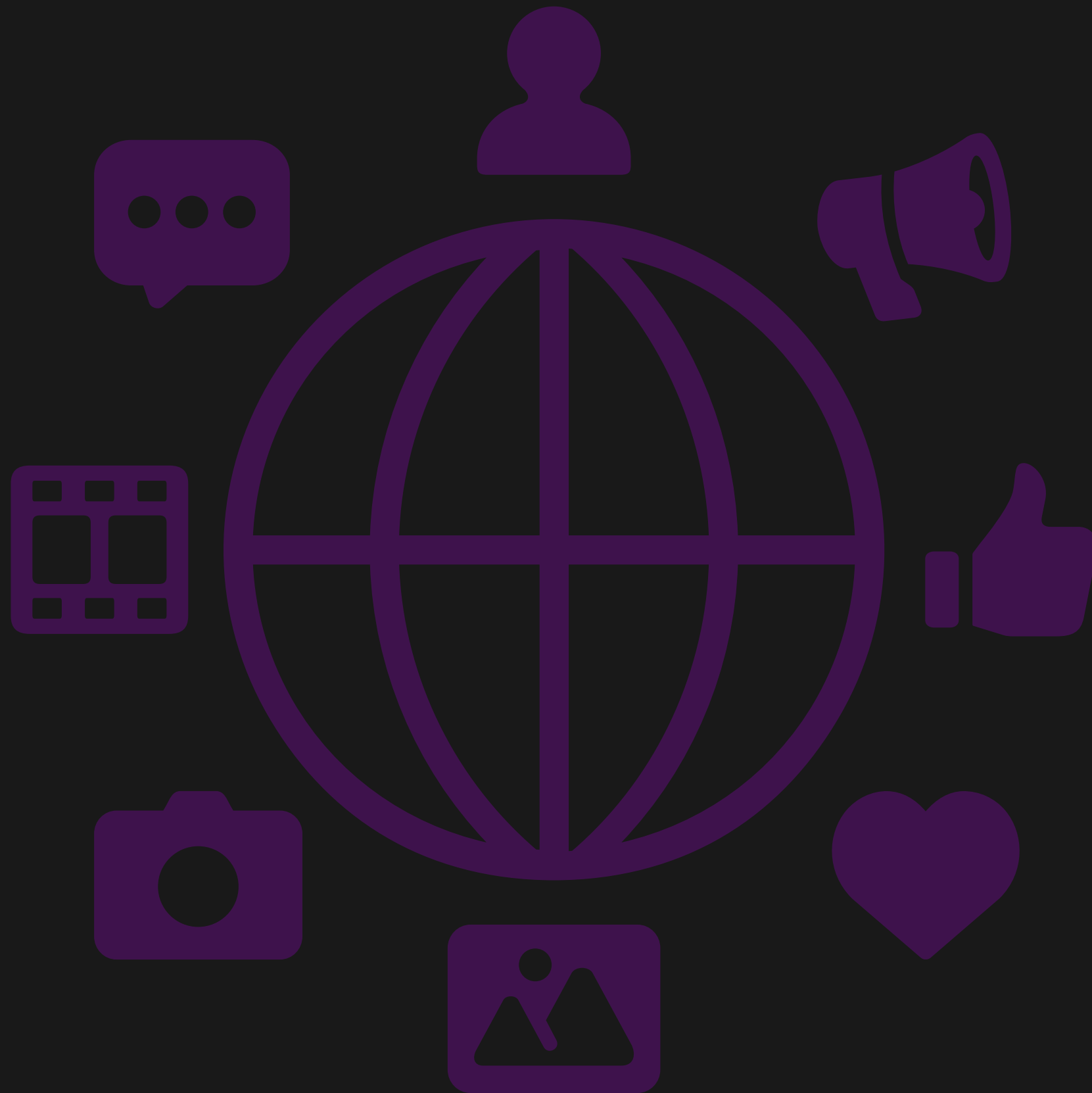
We create captivating articles, blog posts, and website copy that effectively communicates your brand's message, increases organic traffic, and establishes your authority in your target industry.

Photography/Videography

Talented photographers and videographers expertly capture the intricate details, craftsmanship, and emotion of your creations, providing visually stunning images and video that engage and captivate your audience.

Brand Consulting

Providing transparent expert strategic advice is how we stand out above other marketing agencies. Our goal is to enhance your business image and how you can think outside the box in a unique approach than your competitors.



Brand Reputation Management



Event Coverage

Hosting or participating in an event that deserves to be remembered for years to come? Auto Nerd Media offers top-notch event coverage services that capture the essence, excitement, and adrenaline of experiences like no other. With our expert team of photographers and videographers, we'll ensure that your event receives the attention it deserves, leaving a lasting impact on attendees and viewers alike.

Monthly Newsletters

Newsletters are a way to engage with your current and potential customers. A newsletter blast should be shipped out monthly, they should consist of promotional opportunities or industry news. Some businesses put this type of marketing on the backburner because of the time it takes from start to finish. We take care of all the details! From design, blasting out the email to reviewing the Newsletter data to gain a higher open rate each time.

Brand Ambassadors

Why use Brand Ambassadors? Think about how great it is to hear others talk about your brand and or products. A Brand Ambassador is a representee of your brand on and offline. In-turn the ambassador can help increase brand trust, increase sales opportunities and word-of-mouth marketing. Our ambassadors use their social channels to create content that also assists in higher sales and building your customer base.

Project Management

Managing complex marketing projects within any industry requires careful planning, seamless coordination, and efficient execution. We offer comprehensive project management services designed to help businesses streamline their marketing initiatives, optimize resources, and achieve their project goals with excellence.

Print - Brand Marketing Materials

Embroidering

We offer top-notch embroidery services that allow you to add a touch of elegance, professionalism, and personalization to your business apparel. Whether you're an enthusiast looking to showcase your passion or a business seeking to elevate your brand image, our embroidery services deliver exceptional quality, attention to detail, and a seamless blend of artistry and craftsmanship.

All Print Services

In today's competitive industry, having professional and eye-catching marketing materials is crucial to stand out from the crowd and leave a lasting impression on your target audience. We offer comprehensive marketing material printing services designed specifically for any businesses. From brochures/flyers to business cards and banners, we combine top-notch printing technology, premium materials of metals and acrylics, and expert craftsmanship to deliver marketing collateral that drives results and elevates your brand presence. We strive to bring you fast-paced service to your door.

Event Logistics

Looking to host an event? At Auto Nerd Media, we have not only the manpower, we consist of the knowledge to organize and execute a project from start to finish! Create signs, banners, tickets, lanyards, VIP and much more!

Custom Projects

We are not unfamiliar by any means with custom projects! In fact, we encourage it! Our team is ready for creative opportunities to help you give your audience the WOW factor they are waiting for.

*Graphic design can be included at clients' request.
(additional art fee may apply)

2023 ANM Service Timeline Examples

Tasks	Deliverables	Deadline
Monthly Local SEO	Monthly SEO Report	1st of the Month
One Blog Per Month	Client to review topics, discuss with team and approve for posting. ANM will post and optimize.	2nd & 4th week of the month
Optimize Two Products Per Month	We will choose two products a month to optimize, starting with the highest volume keywords and working our way down the product list.	Last day of each month.
Social Media – One Post a day, five (5) days a week, Weekday audience engagement and push to increase followers and online sale conversions month over month	Weekly schedule will be discussed two weeks prior to first post start date. Specials and holiday post info will be provided by client three weeks in advance to ensure proper post strategy is in place.	Weekly on Tuesday's
Paid Media and Email Marketing can be included on request	Paid Media reports are available 30 days after the campaign start date. Email campaign reports will be delivered within 7 days of the email campaign release.	Monthly/7 days after campaign release.
Website Development	SEO Research, Website Map, Content, Design, Development, Testing, Go Live!	Three (3) – Four (4) Months (varies project to project)

WE STRIVE FOR COMPLETE TRANSPARENCY WITH ALL OF OUR CLIENTS

Proposed Monthly Budget

This is an example of how we breakdown your Marketing budget.

Agreements are month to month with a 30 written notice to cancel service with Auto Nerd Media.

Project/Initiative	Value	Percentage
Monthly optimization of Website & GMB Profile for one location	\$900/month	19.41%
1 GMB optimizewd posts & photos	\$225/month	7.76%
1 optimized blog posts to website	\$375/month	10.67%
1 product pages updated per month	\$375/month	11.65%
Social Media Mgt (One Channel)	\$1500/month	50.48%
PPC/Paid Media Mgt	25% of budget under \$1,000/month 20% of budget over \$1,300/month	TBD%
Email Marketing	Monthly Newsletter \$350/month Targeted Email Marketing Depends on campaign	TBD%
MONTHLY MARKETING TOTAL	\$3,375/month	100%

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