



Digital Marketing Plan
for
{Client}

WHO WE ARE

After successfully helping to build another digital agency, Robert Rees, started Adz Solutions after his business partner had an unexpected health emergency. Robert has been an entrepreneur running or operating a variety of businesses with over 5 years in digital advertising after spending nearly 10 years in radio. The rest of the Adz Solutions team includes former radio executives and experienced customer service professionals.



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WHAT WE ARE DOING/PROMOTING

{EXAMPLE} Adz Solutions will be promoting the Urgent Care through and Children's Clinic through Digital Advertising including Display Ads, Search Engine Marketing & Social Media

Also running short term campaigns to promote specific aspects of the business such as Mental Health Services, Newborns or Hiring Campaigns.



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EXECUTION OF CAMPAIGNS:

Internet Advertising (Mix of Geofencing, Search Retargeting & Search Engine Marketing)

- Ads will promote the Urgent Care Hours or Specific Aspects of the Business. Multiple Ads can be created & rotated
- Search Retargeting & search engine marketing will be set up with keywords focusing on child health, urgent care, pediatricians or specific aspects of the business to promote
- Geofences can be updated any time & will include businesses, urgent care centers and children's sporting event locations.

Organic Facebook Posts

- *2 Posts per week promoting Urgent Care, certain aspects of the Clinic, holidays or health related awareness*

Web Management

- *Update Website with minor changes as needed*



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PRICING

Web Management	\$150/mo
Organic Facebook Posts	\$300/mo
Internet Ads (promoting Urgent Care)	\$2000/mo
Internet Ads (promoting other aspects - Newboard or Mental Health Services)	\$1500/mo
Graphic Design Services	\$0/mo

**Specific Business Focus can change at anytime to promote other aspects of the business such as a new hire, the counseling center etc*

TOTAL = \$3950

TERM = Monthly ongoing

**BILLING = Invoice to be sent out monthly paid up front
unless another arrangement is agreed upon.**

{Agent}
Adz Solutions

{Representative}
{Business}