

DIGITAL MARKETING CAMPAIGN POINTS: PACKAGE EXAMPLES

Marketing points communicate the value of a task based on its difficulty and its impact on ROI. They are assigned to each task in the same way across all clients. This system provides total transparency into pricing, progress and resource allocation. You pay for practical, visible results and not for “hours of work”.

Each package contains a certain amount of points. These points can be used in an infinite number of combinations. The combination choice will depend on your needs and goals.

STARTER PACKAGE EXAMPLE

	POINTS	DESCRIPTION
One-Time Setup	150	
Content Marketing	18	
Content Strategy	9	Definition of the content strategy goals and next steps.
Personas	6	Creation of 2 buyer personas to better understand the target audience. (3 point /persona)
Content Marketing Calendar	3	Creation of a content calendar for the content strategy.
SEO	42	
Website Audit	9	Audit of the website to uncover possible improvements and errors. Includes Google Search Console setup.
On Page Optimization	15	Optimize technical aspects of the website. Does not include design.
Keyword Research	18	Research and choose relevant keywords that must appear on the website.
Paid Advertising	81	
Paid Keyword Research	18	Keywords research and competitive analysis for Google Search Ads.
Campaign Setup and Ad Creation	60	Paid campaigns setup, including keywords, creatives, and landing pages.
Paid Advertising Platforms Setup	3	Set up paid media accounts (Google Ads, social media)
Analytics	6	
Definition of Goals, KPIs, and Metrics to Track	6	Determine business goals and how they translate into actionable KPIs and metrics that will be used for tracking and reporting. Includes 1 conference call and Google Analytics setup.
Social Media	3	
Social Media Accounts Setup	3	Set up social media accounts (Twitter, LinkedIn, Facebook) and fill in profile info and bios. (1 point /account)
Regular Activities	100	
Content Marketing	48	
Blog Posts	48	Writing and uploading 1 blog post /week (4 /mo, 12 points /blog post).
SEO	18	
Link Building	15	Getting 1 backlink from a website with Domain Authority.
Performance Monitoring	3	Monitor rankings, watch competitors and uncover potential improvements.
Paid Advertising	15	
Account Management	15	Management of ad accounts and budgets. (15 points /mo).
Social Media Management	15	
Daily Posts + Community Management	15	Post updates and answer questions and comments (Twitter, LinkedIn, and Facebook). 15 points /mo.
Analytics	4	

Monthly Results Presentation	4	Monthly report of all results and progress achieved during the past 30 days.
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BASIC PACKAGE EXAMPLE

	POINTS	DESCRIPTION
One-Time Setup	192	
Content Marketing	21	
Content Strategy	9	Definition of the content strategy goals and next steps.
Personas	9	Creation of 3 personas to better understand the target audience. (3 point /persona)
Content Marketing Calendar	3	Creation of a content calendar for the content strategy.
SEO	42	
Website Audit	9	Audit of the website to uncover possible improvements and errors. Includes Google Search Console setup.
On Page Optimization	15	Optimize technical aspects of the website. Does not include design.
Keyword Research	18	Research and choose relevant keywords for the website.
Paid Advertising	81	
Paid Keyword Research	18	Keywords research and competitive analysis for Google Search Ads.
Campaign Setup and Ad Creation	60	Paid campaigns setup, including keywords, creatives, and landing pages.
Paid Advertising Platforms Setup	3	Set up paid media accounts (Google Ads, social media).
Analytics	21	
Data Studio Setup	15	Set up a Data Studio dashboard for your website.
Definition of Goals, KPIs, and Metrics to Track	6	Determine business goals and how they translate into actionable KPIs and metrics that will be used for tracking and reporting. Includes 1 conference call and Google Analytics setup.
Social Media	3	
Social Media Accounts Setup	3	Set up social media accounts (Twitter, LinkedIn, Facebook) and fill in profile info and bios. (1 point /account)
Email marketing	24	
Segment Contact Database	6	Segment contact database to leads and customers in the target vertical (2 point /segment).
Email Template	18	Create a template for future emails campaigns (9 points /template).
Regular Activities	201	
Content Marketing	120	
Infographics	24	Creation, design and publication of 1 highly shareable infographic. (24 points /infographic)
Blog Posts	96	Writing and uploading 2 blog posts per week (8/mo, 12 points /blog post)
SEO	33	
Link Building	30	Getting 2 backlinks from another website with Domain Authority (15points /backlink).
Performance Monitoring	3	Monitor website position, watch competitors and uncover potential penalties.
Paid Advertising	15	

Account Management	15	Management of ad accounts and budgets. (15 points /month).
Analytics	6	
Monthly Results Presentation	3	Monthly report of all results and progress achieved during the past 30 days.
Data Studio Dashboard	3	Continuous access to an analytics dashboard with real-time performance statistics in Data Studio.
Social Media Management	15	
Daily Posts + Community Management	15	Posting updates and answering questions and comments (Twitter, LinkedIn, and Facebook). (15 points /mo).
Email Marketing	12	
Email newsletter automation	12	Creation and automation of a segmented email newsletter. (1 email /week, 2 segments, 6points /segment).

GROWTH PACKAGE EXAMPLE

	POINTS	DESCRIPTION
One-Time Set Up	204	
Content Marketing	21	
Content Strategy	9	Definition of the content strategy goals and next steps.
Personas	9	Creation of 3 personas to better understand the target audience. (3 point /persona).
Content Marketing Calendar	3	Creation of a content calendar for the content strategy.
SEO	42	
Website Audit	9	Audit of the website to uncover possible improvements and errors. Includes Google Search Console setup.
On Page Optimization	15	Optimize technical aspects of the website. Does not include design.
Keyword Research	18	Research and choose relevant keywords for the website.
Paid Advertising	81	
Paid Keyword Research	18	Keywords research and competitive analysis for Google Search Ads.
Campaign Set Up and Ad Creation	60	Paid campaigns setup, including keywords, creatives, and landing pages.
Paid Advertising Platforms Set Up	3	Set up paid media accounts (Google Ads, Social media).
Analytics	21	
Data Studio Setup	15	Set up Data Studio programs for your website.
Definition of Goals, KPIs and Metrics to Track	6	Determine business goals and how they translate into actionable KPIs and metrics that will be used for tracking and reporting. Includes 1 conference call and Google Analytics setup.
Social Media	3	
Social Media Accounts Setup	3	Set up social media accounts (Twitter, LinkedIn, Facebook) and fill in profile info and bios.
Email marketing	36	
Segment Contact Database	9	Segment contact database (3 point /segment).
Email Template	27	Create a template for future emails campaigns (9 points /template).
Regular Activities	399	
Content Marketing	312	

Infographics	48	Creation, design and publication of 2 highly shareable infographics. (24 points /infographic).
Case Study	72	Creation, publication and promotion of a case study.
Blog posts	192	Writing and uploading 4 blog posts/week (16/month, 12points /blog post).
SEO	33	
Link Building	30	Getting 2 backlinks from another website with Domain Authority (15points /backlink).
Performance Monitoring	3	Monitor website position, watch competitors and uncover potential penalties.
Paid Advertising	15	
Account Management	15	Management of ad accounts and budgets. 5points/mo.
Analytics	6	
Monthly Results Presentation	3	Monthly report of all results and progress achieved during the past 30 days.
Data Studio Dashboard	3	Continuous access to an analytics dashboard with real-time performance statistics in Data Studio.
Social Media Management	15	
Daily Posts + Community Management	15	Posting updated and answering questions and comments (Twitter, LinkedIn and Facebook). 15 points /mo
Email Marketing	18	
Email Newsletter Automation	18	Creation and automation of a segmented email newsletter. (1 email /week, 6points /segment, 3 segments).

DIGITAL MARKETING CAMPAIGN POINTS: ACTIVITIES LIST

Digital marketing campaigns are based on content marketing, SEO and paid advertising to generate and convert leads. Leads are captured in all stages of the funnel and taken all the way to the purchase stage.

Good campaigns are a mix of paid, owned and earned media promotion. Activities can include case studies, ebooks, guides, infographics, guest posts, and so on.

Here is a sample list of possibilities and the number of points required for each one. This list is not exhaustive but should give you an idea of what's possible.

	POINTS	DESCRIPTION
Email Marketing		
3-part Email Outreach to Leads	18	Write and automate 3-part email workflow. Use long-form content to re-engage dormant MQLs and nurture SQLs.
3-part Email Outreach to Customers	18	Share a customer success story with targeted customers. Write and automate 3-part email workflow.
Social Media Management		
Daily Posts + Community Management	15	Posting updated and answering questions and comments (Twitter, LinkedIn, and Facebook). 15 points per month
Slideshare Presentation and Upload	12	Break up ebook into short deck recapping highlights (9points) and upload to LinkedIn (3point).
Content Marketing		
Case Study	102	
Copywriting	39	Conduct research, write (750-1000 words), and optimize a case study.
Landing Page	9	Draft and publish landing page with case study download.
Lead Nurturing	18	Draft and automate a 3-part email nurturing campaign.
Social Shares	6	Draft and publish 10-15 posts to promote the case study on Facebook, Twitter, LinkedIn.

Social Media Toolkit	9	Create social media toolkit for employees and partners. Toolkit to include case study overview, recommended social updates and related links.
Sales Integration Email	6	Email the sales team with case study and template email copy they can use in the sales process.
Video Interview Script with SME	15	Draft 15-20 question script for subject matter expert (SME) video interview.
Ebook	192	
Copywriting	105	Research (est. 2000 words) and optimize a downloadable ebook targeted at the vertical market audience. Does not include design.
Design	18	Design of the ebook.
Landing Page	9	Draft and publish landing page with ebook download.
Visual CTA	6	Create a call-to-action button in varying sizes to use on blog posts and throughout website.
Promotional Blog Post + Upload	12	Draft and publish blog post (est. 400 words) introducing the ebook.
Outbound Email Workflow	18	Create a 3-part email workflow for existing leads featuring the ebook and related content.
Ebook Download Lead Nurturing	18	Write and automate 3-part email workflow to nurture leads that download the ebook.
Social shares	6	Draft and publish 10-15 posts to promote the ebook on Facebook, Twitter, LinkedIn.
Infographic	24	
Infographic	9	Turn the long form content into a digestible and shareable infographic.
Infographic Design	3	Design the infographic.
Infographic Blog Post + Upload	12	Draft and publish blog posts to promote infographic to owned audiences
Whitepaper + Fact Sheet	186	
White Paper	105	Go deeper on a related vertical market topic with a technical whitepaper. Includes research, writing (est. 2000 words) and optimization. Does not include design.
White Paper Design	12	Design of the whitepaper.
Fact Sheet	24	Create shortened version (500-1000 words) of the whitepaper as a downloadable fact sheet for readers that just want the highlights. The fact sheet can be used in sales process, as a website download or as part of the lead nurturing email workflow.
Landing Page	9	Draft and publish landing page for whitepaper and or fact sheet download
Lead Nurturing	18	Write and automate 3-part email workflow to nurture leads that download content
Social Shares	6	Draft and publish 10-15 posts to promote content on Facebook, Twitter, LinkedIn
Image Social Shares	6	Design 3 images with quotes /excerpts from the ebook/case study/whitepaper for social media shares.
Visual Blog CTA	6	Create a call-to-action button in varying sizes to use on the blog and through the website.
Analytics		
Monthly Results Presentation	3	Monthly report of all results and progress achieved during the past 30 days.
Data Studio Dashboard	3	Continuous access to analytics dashboard with real-time performance statistics in Data Studio.
Paid Advertising		
LinkedIn Sponsored Update	15	Set up and manage LinkedIn sponsored updates to promote content.
Twitter Sponsored Post	15	Set up and manage Twitter promoted tweets to promote content.
Social Sharing Contest	15	Create and coordinate social sharing contest on social media.
SEO		
Link Building	15	Get website backlinks via outreach to other websites. (15points/backlink)
Guest Posts	12	
Guest Post Writing	9	Write a guest post (est. 500 words)
Guest Post Publication	3	Publish related articles as guest columns on target blogs or in vertical market publications.
Bloggng	12	

Blog Post	9	Write (200-600words) and optimize one blog post related to vertical market content
Post Uploading	3	Upload blog post to CMS with images
Media and Influencer Relations		
Media Database	24	Identify target publications in vertical market.
Media Outreach	6	Create and send custom media pitches. 1 outlet = 6 points. Includes follow-up call.
Social Influencer Outreach	24	Identify top 15 influencers on Twitter in vertical and engage them with content and present them opportunities to feature their expertise in articles, webinars, etc.