

# ELEVATOR NEW MEMBER PACKAGE

Marigold ONE11 helps businesses leverage technology to enhance customer experience and improve internal efficiencies.

## Customer Acquisition

- Search Engine Optimization (SEO)
- Competitive Intelligence
- Google My Business evaluation
- Traditional & Social Media Insights
- Marketplace ranking and usage
- Paid Online Marketing (SEM) evaluation
- Affiliate programs evaluation
- Marketing tracking, reporting, & dashboarding evaluation

## Customer Experience

- Site architecture evaluation
- Content review
- SEO best practices
- Google Analytics setup and Analytics 4 preparation
- Key Performance Indicators (KPI) definition & review
- Conversion event definition
- Conversion funnel analysis
- Customer Demographics and Ad targeting
- User site path evaluation
- Product Merchandising review
- Competitive Pricing review

## Customer Retention

- Retention analytics & process improvement
- Social Media strategy & execution evaluation
- Post-conversion customer experience
- Loyalty & engagement
- Company & Product reviews strategy
- Customer Service Impact

The deliverable result of this review will be a comprehensive roadmap detailing the specific areas of opportunity along with strategies and tactics for improvement.

We will also provide a 1 hour block of consultation to review the roadmap and help prioritize next steps.

Value: \$1,450

**OR**

If the new client is a sophisticated seller already familiar with general best practices, we can offer 3 hours of 1 on 1 consulting in the specific area of their choice. (ie - SEO, SEM, Social Media, Rich Media, A/B testing etc.) The goal of this block of hours would be to provide a comprehensive review of the specific area of their business and to provide strategies and tactics for improvement in that area.

Value: \$1,450