

CHRIS KOSTECKI DIGITAL

DISCOVER
HOW DIGITAL
MARKETING
CAN DRIVE
YOUR
BUSINESS.

Right now, your next client is looking for what you offer, or at least in front of a screen, waiting for a nudge ● ● ● ●

We will work together to help demystify digital marketing as we develop a specific strategy based on your budget and goals.



For over **15 years**, I've been in the digital marketing field and have been fortunate enough to approach it from many different angles. From local online directories, to digital marketing agencies, to some of the most exciting consumer brands in market, I have built up a range of experiences that can benefit your business.

My professional foundation is rooted in Search Marketing, though as the digital space has evolved, my experience has grown to include Paid Social Advertising, Affiliate Program Management, Email/CRM Campaign Execution, along with a myriad of Digital Media (Banner/Video) tactics including retargeting, lookalike, and programmatic, as well as more traditional digital sponsorship and custom placements.

In addition to advanced digital campaign strategy management, I have a passion for teaching and enjoy working with small businesses to develop their digital presence, understand website traffic, and ensure they have an effective site to market before any advertising gets off the ground.

**Proudly serving
Central Massachusetts with
over 15 years of digital
marketing experience.**



Chris Kosteki DIGITAL MENU

The freshest digital marketing tactics, sourced daily and delivered directly to you!

ENGAGEMENT LEGEND

Time commitments for each project.

- ▶ = One time project
- ◇ = 3 month commitment recommended
- ◆ = 3 month commitment REQUIRED

LOCAL SPECIALS

Services designed for area businesses of all sizes and in all stages.

- ◇ **Profile Management**
Google My Business, Yelp, Social Profiles - Optimizing these efforts, either on an ongoing or one time basis.
- ◇ **Website Optimizations**
From Google Analytics tracking, to content & navigation, your website needs to be competitive on many levels to support your business leads.
- ◆ **Demand Campaigns**
Locally focused and scoped paid search and/or paid social advertising campaigns.
- ◆ **Phone Call Tracking Solutions**
Establishing call tracking solutions to accurately track offline leads.

FROM THE ECOMM KITCHEN

Proven ecommerce tactics to better sell your products.

- ◆ **Profitable Demand Generation Management**
Deliver a holistic ecommerce marketing campaign across multiple networks leveraging dynamic creative within your margins.
- ◆ **Product Feed Management**
Feed health, segmentation, and distribution to necessary networks.
- ◆ **Landing Page Testing**
Leverage third party tools or internal resources to split test landing pages to improve efficiency.

FRESH CAUGHT LEAD GEN

Tactics designed to efficiently drive new leads and nurture them through the pipeline.

- ▶ **Search & Social Audience/Market Research**
Leveraging network tools to understand demand, competition, and costs for particular North American markets (other markets available).
- ◆ **Paid Search & Social Campaign Management**
Forecasts, builds, reporting, advertising copy across the best networks to meet your goals.
- ▶ **Website Tracking & Tagging Structure**
Setting the groundwork to collect learnings is critical when new businesses are starting out.

CHEF'S SPECIALS

I work with a vetted network of professionals that I have personally worked alongside in order to deliver you the best services.

- ◆ **Affiliate Network Consulting**
I am not an affiliate, but I can help you set up a campaign to work with affiliates to drive traffic to your site.
- ◆ **SEO Consulting**
Assessment, strategy, and execution to drive organic traffic.
- ◆ **Website Hosting**
Secure website hosting.
- ◇ **Graphic Design Services**
Access to designers with extensive print, packaging, & digital experience.
- ◆ **Digital Consulting 5/10/15 Special**
Book 5 Monthly Hours & get 60 minutes free, Book 10, get 90 additional minutes, and Book 15 for 120 additional minutes.

DIGITAL MARKETING PACKAGES

Combined service packages to provide comprehensive solutions.

- ◆ **Paid Search Package**
Build, Manage, & Report on Paid Search, including necessary tracking and updates to meet a specific goal.
- ◆ **Paid Social Package**
Build, Manage, & Report on Paid Social, including necessary tracking and updates to meet a specific goal.
- ◆ **Paid Search & Social Combo**
Build, Manage, & Report on Paid Search & Social, including necessary tracking and updates to meet a specific goal.
- ◆ **Lead Nurture Package**
Build, Manage, & Report on Campaigns, with audience segmentation, including necessary tracking and updates for goals throughout funnel.
- ◇ **Email Package**
Set up, deploy, report either blast or drip email campaigns and optimize their performance over time.

DIGITAL MARKETING A LA CARTE

Mix and match specific services until your digital marketing needs are satisfied.

- ▶ Audit Paid Search Campaign
- ▶ Build Paid Search Campaign
- ◆ Manage Paid Search Campaign
- ▶ Audit Paid Social Campaign
- ▶ Build Paid Social Campaign
- ◆ Manage Paid Social Campaign
- ▶ Audit Email Campaign
- ▶ Build Email Campaign
- ◆ Manage Email Campaign
- ▶ Audit Video Campaign
- ▶ Build Video Campaign
- ◆ Manage Video Campaign
- ▶ Audit Banner/Remarketing Campaign
- ▶ Build Banner/Remarketing Campaign
- ◆ Manage Banner/Remarketing Campaign
- ◆ Landing Page Testing

Services are billed at \$105/hour. All projects will be scoped based on your business' specific needs. A statement of work, including an estimate & scope, will be approved before any engagement.