

# Digital Service Squad MENU



## Getting Started

### Initial Consultation - 30 minutes

Meet with one of our Squad members to discuss your unique business challenges and goals, and we will advise you on available programs, and next steps.

### Digital Audit - 1 hr.

Get a comprehensive analysis of your business' digital footprint.

### Digital Audit Follow Up - Up to 2x 1 hr. consultations

We can explain our findings and why these action items are important. Plus we can help develop a plan to implement those changes.

## Branding and Content

### Branding - Up to 2x 1 hr. consultations

Our Squad can help you with improving your branding to make your business shine.

### Photo & Video Help - Up to 2x 1 hr. consultations

We can provide expert tips and tricks to improve your photo and video content.

### \*360 Photos - 1 hr.

360 degree photos of your retail location for Google My Business and Street View.

## Advertising & Analytics

### Setup Google Analytics - 1 hr.

Setup your Analytics account and connect to your website.

### Learning Google Analytics - Up to 3x 1 hr. consultations

Learn more about how your customers are interacting with your business online.

### Advertise on Google - Up to 3x 1 hr. consultations

Learn the basics or take your google advertising to the next level with retargeting.

### Social Media Advertising - Up to 3x 1 hr. consultations

Learn to navigate Business Manager, Ads Manager, Instagram Promotions, and other platform-specific marketing tools.

## Website and SEO

### Website Basics - Up to 2x 1 hr. consultations

Build a website on your own with our help, or find the right web developer to build one for you.

### \*Help with Website Fixes - Up to 4x 1 hr. consultations

We can help fix certain issues, or improve the efficiency of your site.

*\*If a problem is beyond our scope of time or expertise, we will work with you to find another support person or vendor who can help.*

### E-Commerce - Up to 4x 1 hr. consultations

Explore your options and get help launching your e-commerce store.

### Google Business Profile - 1 hr.

Claim or enhance your Google Business Profile Listing for better SEO.

### SEO Strategies - Up to 2x 1 hr. consultations

Improve your SEO with organic, best practices.

### Blogging & Vlogging - 1 hr.

Getting started with developing a strategy, learning best practices and tips to make it engaging.

### Setting Up Business Email - 1 hr.

Get help setting up a custom email. Example: "name@mybusiness.com"

## Social Media

### Social Media Help & Advice - Up to 2x 1 hr. consultations

We can explain the different platforms that are available and help you create and complete your profiles.

### Social Media Growth & Support - Up to 2x 1 hr. consultations

Explore new facets of the platforms you're using to grow audiences and engagement.

### Selling on Social Media - Up to 2x 1 hr. consultations

Set up your Facebook Shop and or Instagram Shop. Learn how to create posts that sell.

### Content Calendar Development - Up to 2 x 1 hr. consultations

Create new content strategies and organize them into a calendar.

### Scheduling Apps - Up to 2 x 1 hr. consultations

Learn about your options when it comes to scheduling apps.

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