

# Partnering With Greenbaum Stiers Strategic Marketing Group

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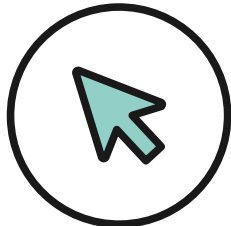


The Home Service Marketing Experts With Over 40+ Years  
of Combined Business and Marketing Experience

**Our Mission?**  
**Honest Marketing,**  
**Real Results**

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*From design to SEO, offering tools that deliver measurable results.*

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*Case studies showcasing success in websites, ads, and multi-focused campaigns.*

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*A variety of marketing materials, from videos and branding to print and online ads.*

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*Pricing for SEO, digital ads, branding, social media, video production, and more.*



# Introduction

## Industry Leaders with Proven Results

Founded by Ron Greenbaum and Mike Stiers, we were originally the in-house marketing department for The Basement Doctor, a home service company specializing in foundation, basement, and crawl space repair. Our experience uniquely positions us to understand and meet the needs of home service clients.



**Ron Greenbaum**  
CEO

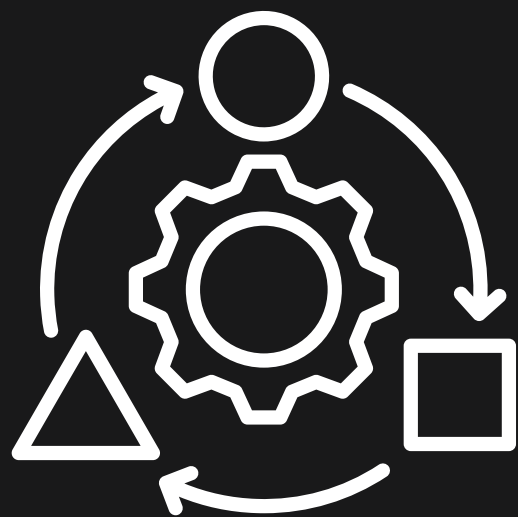


**Mike Stiers**  
President



# Introduction

At Greenbaum Stiers, we are a foundational partner for our clients.



**Certified Google Partner with Exclusive Media Partnerships:** As a leading digital marketing agency, we stay ahead of trends and innovations to maximize performance. Our strategic partnerships with iHeart, Tegna, Sinclair, Nexstar, Lamar, and others grant us exclusive access to data, beta advertising models, and competitive media rates, ensuring the best value for our clients' campaigns.

**Proven Results & 10X ROI:** Our data-driven strategies consistently deliver measurable success, with most clients seeing a 10X return on marketing investments.

**Adaptability & Resilience:** We craft flexible strategies to navigate market fluctuations, ensuring steady lead generation and growth, even in challenging conditions like droughts or industry slowdowns.



# Problems We Solve

**1** **Lack of Transparency: Agencies inflate leads and rely on misleading Google Analytics data.**

**Our Difference:** We use first-party conversion tracking through CallRail, and are an open book with pricing, strategies, and results.

**2** **Focus on Spending, Not Results: Agencies prioritize spending your budget instead of delivering real results.**

**Our Difference:** We focus on goal-driven strategies and will only spend your full budget when there's real demand for your services.

**3** **Ineffective SEO and No Transparency: High SEO costs with no visible results or clarity, often using spam tactics.**

**Our Difference:** We create a 6-month roadmap with a clear content calendar, collaborating with you on optimizations, blogs, and case studies to drive valuable, targeted traffic.

# Why Choose Greenbaum Stiers?

## Agencies Focused On Lead Quantity > Lead Quality

- ✗ Locked in year long contracts
- ✗ 3rd party data lead tracking
- ✗ Non collaborative decision making
- ✗ Outsourcing projects and tasks
- ✗ Non transparent reporting
- ✗ Overspending budget without return

## Prioritizing Lead Quality and Conversion Rate Optimizations

- ✓ Month to month contracts
- ✓ 1st party accurate lead data
- ✓ Collaborating decisions based on partnerships
- ✓ In house dedicated team of experts
- ✓ Transparent monthly data reports to build trust
- ✓ Spending based on ROAS or ROI goals







## **Ideal Client Profile**

***We partner with growth-focused businesses to help them achieve measurable success.***

### **Revenue Size**

Ideal clients generate \$1.5 million+ in annual revenue.

### **Budget Range**

Annual budgets range from \$150,000 to \$1 million

### **Marketing Investment**

Clients typically allocate 7%–15% of revenue to marketing, depending on growth goals.

# Recommended Marketing Budgets

## Your Path To Growth

○ **Early Growth (Up to \$7MIL):**

A 10% marketing investment is essential for brand building, lead generation, and diversification across platforms.

○ **Established Businesses (\$7MIL+):**

With strong brand recognition, repeat customers, and referrals, marketing investment drops to 7-10%. Strategies emphasize sustaining market presence and profitability.

Revenue	Recommended Marketing Budget	Notes
\$1.5MIL - \$3MIL	\$12,500 - \$25,000/mo	10% of revenue. Heavy focus on establishing the brand and generating leads.
\$3MIL - \$5MIL	\$25,000 - \$42,000/mo	10% of revenue. Diversified strategy with greater brand presence and lead generation.
\$5MIL - \$7MIL	\$42,000 - \$58,000/mo	10% of revenue. Expanded advertising including Television, OTT, and other channels.
\$7MIL+	\$40,000 - \$70,000/mo	7-10% of revenue. Well-established with strong referral and repeat business. Focus shifts to sustaining dominance.



# Proven Marketing Strategies

## Our Multi-Channel Approach Drives Client Success

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1. Every strategy and idea is aligned with specific client objectives for measurable outcomes.
2. Example: We integrated SEO with Paid Search, Social Media Marketing, and Traditional Advertising to amplify visibility and create a cohesive multi-channel approach, resulting in 53% YoY growth for a Basement Waterproofing and Foundation Repair client.



**53% YOY  
GROWTH**

# Our Attribution Approach

## Tools Driving Attribution Insights

### 1. CallRail:

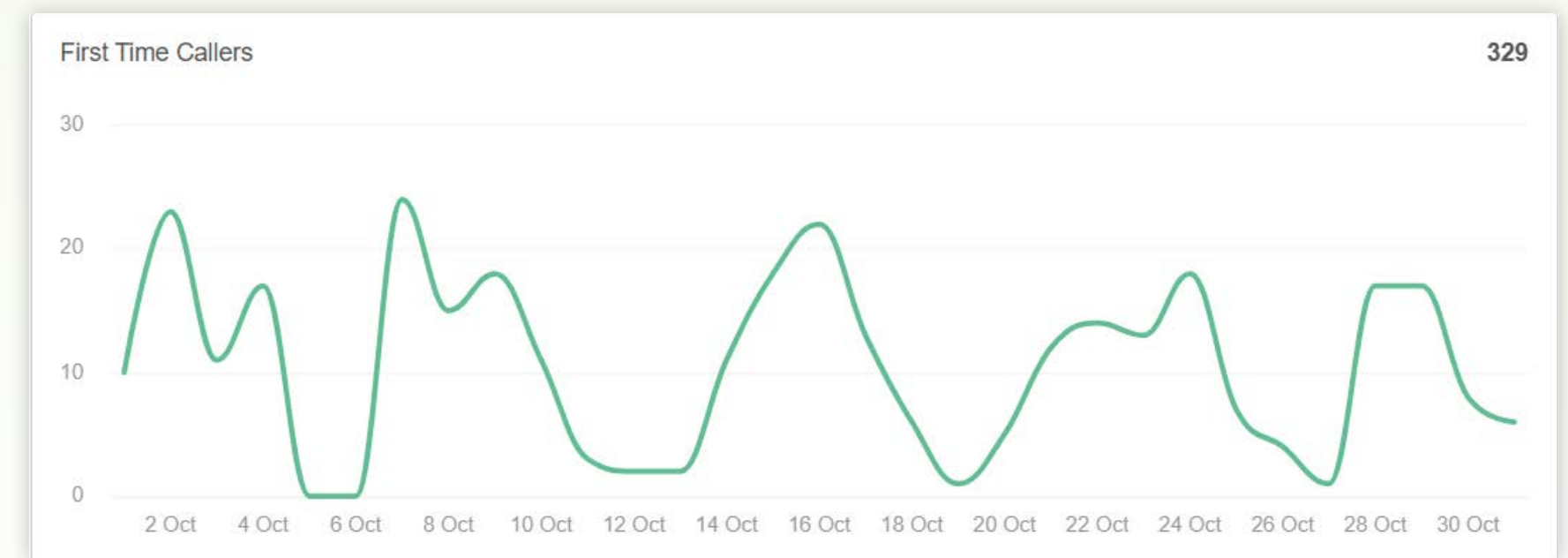
- Tracks leads generated from digital ads, SEO, and traditional media.
- Assigns accurate attribution to the correct channel for performance evaluation.

### 2. Agency Analytics:

- Offers a holistic view of campaign performance across platforms.
- Shows how platforms contribute to the customer journey and conversions.

### 3. CRM Data:

- Ties leads to actual revenue, providing clear ROI tracking by channel.



CALLRAIL

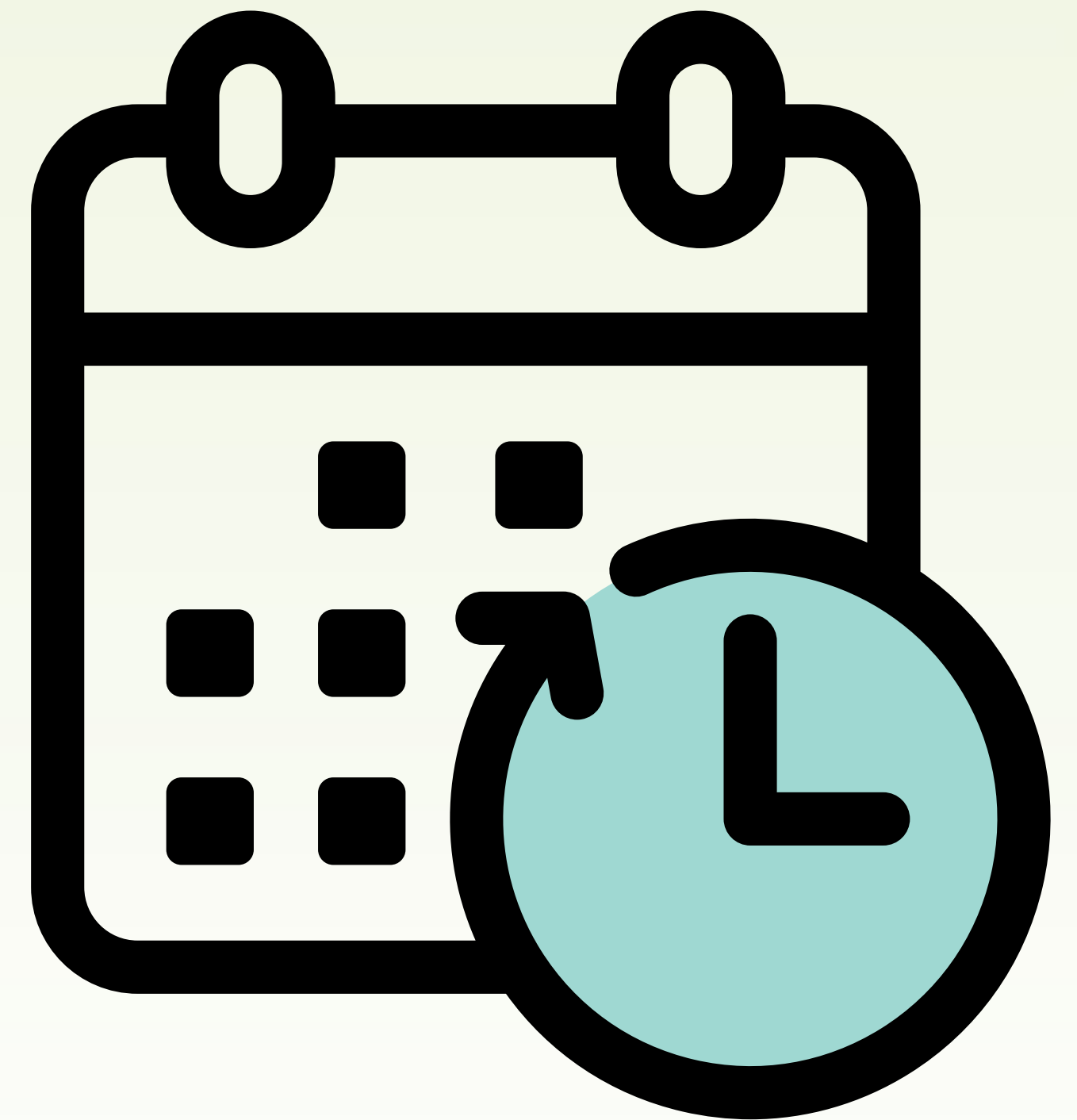


# Collaborative Timeline Creation

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**Collaborative Approach:** We'll work closely with you to create a detailed plan to ensure that phases will align with your operational needs and business cycles.

**Dynamic Planning:** Adjustments will be made based on monthly reviews and campaign results.

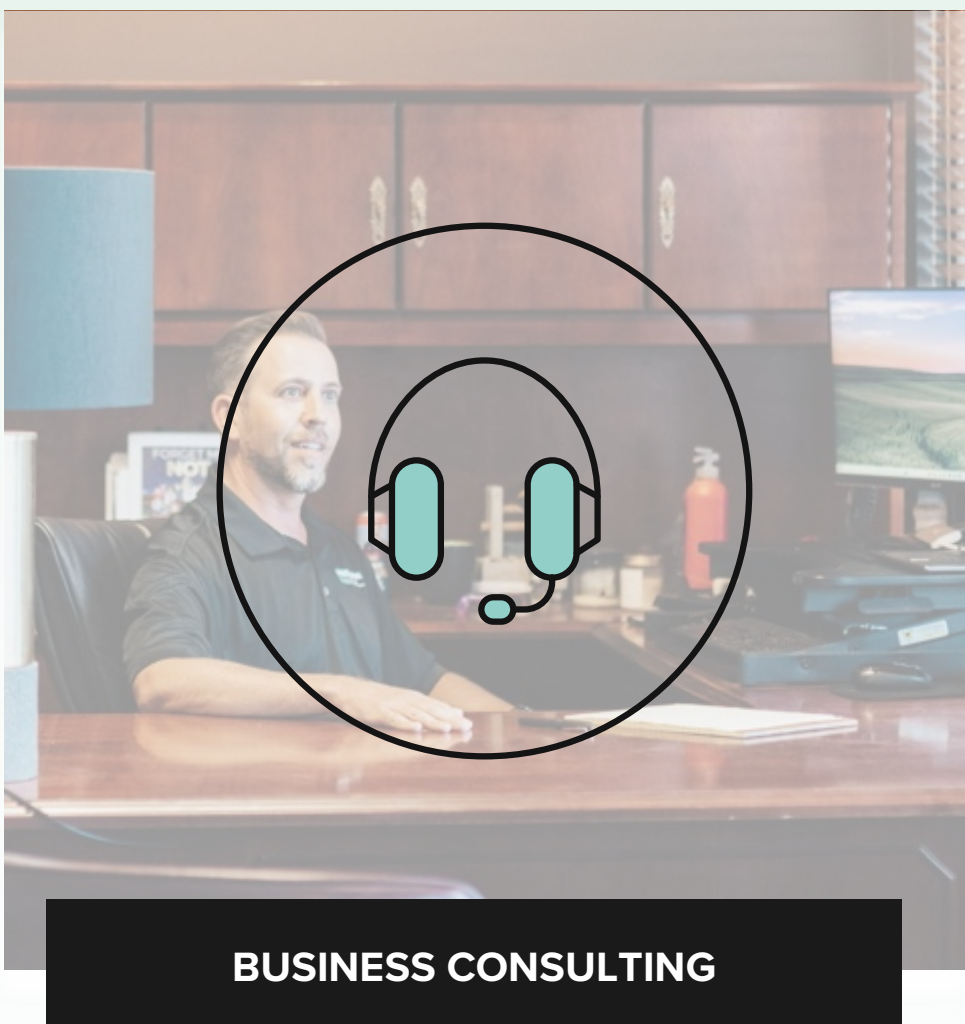


01

# Our Services



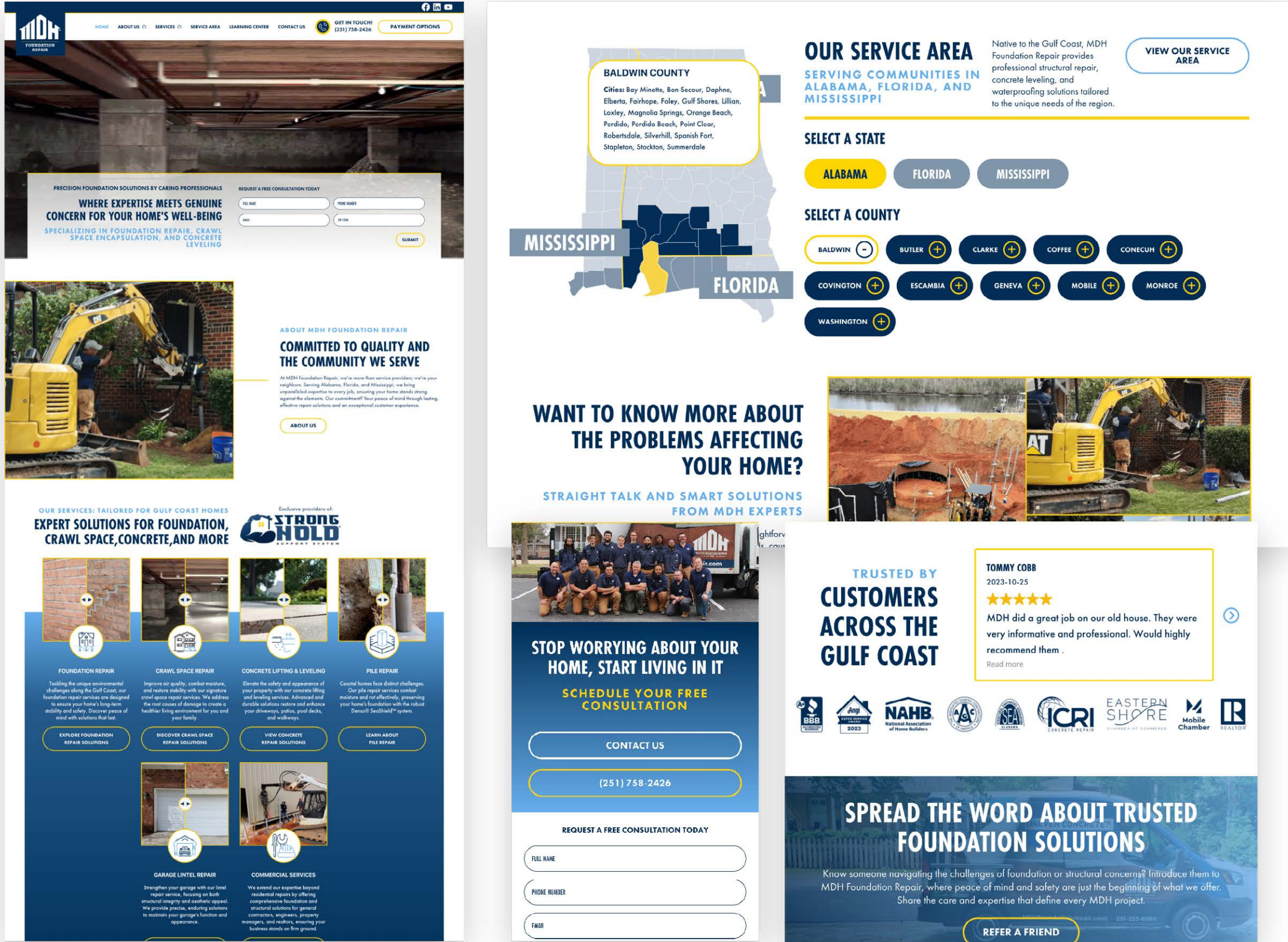
# Full-Service Marketing Agency





# Website Design & Development

## Your 24/7 Sales Tool Optimized for Performance



- **Custom WordPress Websites:** Scalable, secure, and easy to manage.
- Designed for **User Experience (UX)** and **Conversion Rate Optimization (CRO)** to maximize leads and sales.
- **Features include:**
  - Mobile-friendly and responsive design
  - Fast loading speeds for improved SEO and user satisfaction
  - Lead capture forms, clear CTAs, and interactive service pages
- **SEO-Optimized:** Built to improve your search rankings and drive organic traffic.
- **Integrated Tracking:** Seamlessly connect tools like CallRail and WhatConverts to track conversions and ROI.



# Digital Advertising

Reach the Right Audience, Drive Conversions

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- **Multi-Platform Expertise:** Google Ads, Facebook, Instagram, YouTube, LinkedIn, and more.
- Custom campaigns designed to **generate high-quality leads** and maximize ROI.
- **Precision Targeting:** Reach your ideal customers with tailored messaging, locations, and consumer behaviors.
- Real-time tracking with **CallRail** to measure every conversion accurately.
- **Continuous Optimization:** We analyze performance and fine-tune campaigns to deliver measurable results/
- Results-driven strategies for: **Search Ads, Display & Retargeting, Social Media Ads, and YouTube Video Ads**





# Design & Branding

Differentiate Who You Are +  
Leave A Lasting Impression

- **Brand Identity Development:** Custom logos, colors, and messaging that reflect your unique business and mission.
- **Professional Graphic Design:** From print materials to digital assets, we create designs that inspire trust and action.
- **Consistent Branding:** Cohesive marketing across all platforms—website, social media, ads, and traditional media.
- **Creative Excellence:** Designs that are visually stunning and strategically aligned with your business goals.
- **Client-Centered Approach:** Collaborative design process to ensure alignment with your vision and audience expectations.





# Social Media

Build Your Brand, Drive Engagement

- **Custom Branded Content:** Professionally designed posts that align with your brand identity and resonate with your audience.
- **Engaging Graphics:** Eye-catching visuals to showcase services, promotions, and success stories.
- **High-Quality Videos:** Optimized for social platforms to highlight your team, customer testimonials, and before-and-after results.
- **Platform Expertise:** Tailored strategies for **Facebook, Instagram, LinkedIn**, and **YouTube** to connect with your ideal customers.
- **Organic & Paid Solutions:**
  - **Branded Organic Posts:** Consistent, visually appealing content to build trust and credibility.
  - **Targeted Paid Ads:** Drive leads and retarget audiences with precision campaigns.
- **Results-Focused:** Content designed to increase engagement, generate leads, and elevate your online presence.





# Video Production

Showcase Your Expertise, Build Trust

- **Tailored for Home Services:** Highlight your work, team, and customer success stories through high-quality video.
- **Multi-Platform Optimization:**
  - **Television & OTT:** Professional ads that position your brand as a trusted local expert.
  - **Social Media:** Engaging videos to capture attention and drive leads on Facebook, Instagram, and YouTube.
  - **Website:** Service explainers, before-and-after videos, and customer testimonials to convert visitors into leads.
- **Full Production Services:** Scriptwriting, filming, editing, motion graphics, and voiceovers.
- **Results-Driven:** Videos designed to generate leads, build brand trust, and increase conversions.





# Media Planning & Buying

Maximize Reach, Optimize Spend

- **Strategic Media Placement:** Tailored plans for **TV, OTT, radio, print, billboards**, and more to target your ideal audience.
- **Home Service Expertise:** Focused campaigns that drive awareness, leads, and measurable growth.
- **Strong Partnerships:** Exclusive relationships with **Tegna, iHeart, Sinclair, Nexstar, Lamar**, and others for premium placements and discounted rates.
- **Data-Driven Decisions:** Campaigns built on audience insights, performance tracking, and ROI analysis.
- **Integrated Strategies:** Seamlessly combine traditional media with digital advertising for maximum impact.

OTT	Provider 1	Provider 2 Op. 1	Provider 2 Op. 2	Provider 3 Op. 1+2	Provider 4	Provider 5
Impressions/mo	301,724	255,555	188,888	1000	47,619	1,200,000
Reach	125,718	63,888	47,222	Not Specified	75% of target demo	10% SOV
Frequency	5	4	4		5	6
Cost / mo	\$10,294.00	\$11,500.00	\$8,500.00		\$1,000.00	\$17,386.00
Duration	Sept.-Dec	Month to month			September-February	Month to month
Notes	Provider 2 delivers more impressions per month than Provider 1 at a lower cost, with the impressions evenly split between 50% streaming (featuring URL clickthrough capability) and 50% OTT.					

# The Greenbaum Stiers SEO Program

Deliverables To Advance Your Organic Marketing

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01

## Research and Strategy Development

- Comprehensive audits using **SEMrush**, **Screaming Frog**, and **Google Search Console** to identify technical issues and content gaps.
- Competitor analysis to uncover market gaps.
- Intent-driven **keyword strategies** focused on top- and bottom-funnel keywords.

02

## Technical Optimization

- Site architecture, crawlability, and page speed optimized with GTmetrix.
- Implementation of structured data (schema) for rich snippets.
- Security Enhancements: HTTPS compliance, monitoring for vulnerabilities, and spam prevention.

# SEO Overview

03

## Content and On-Page Optimization

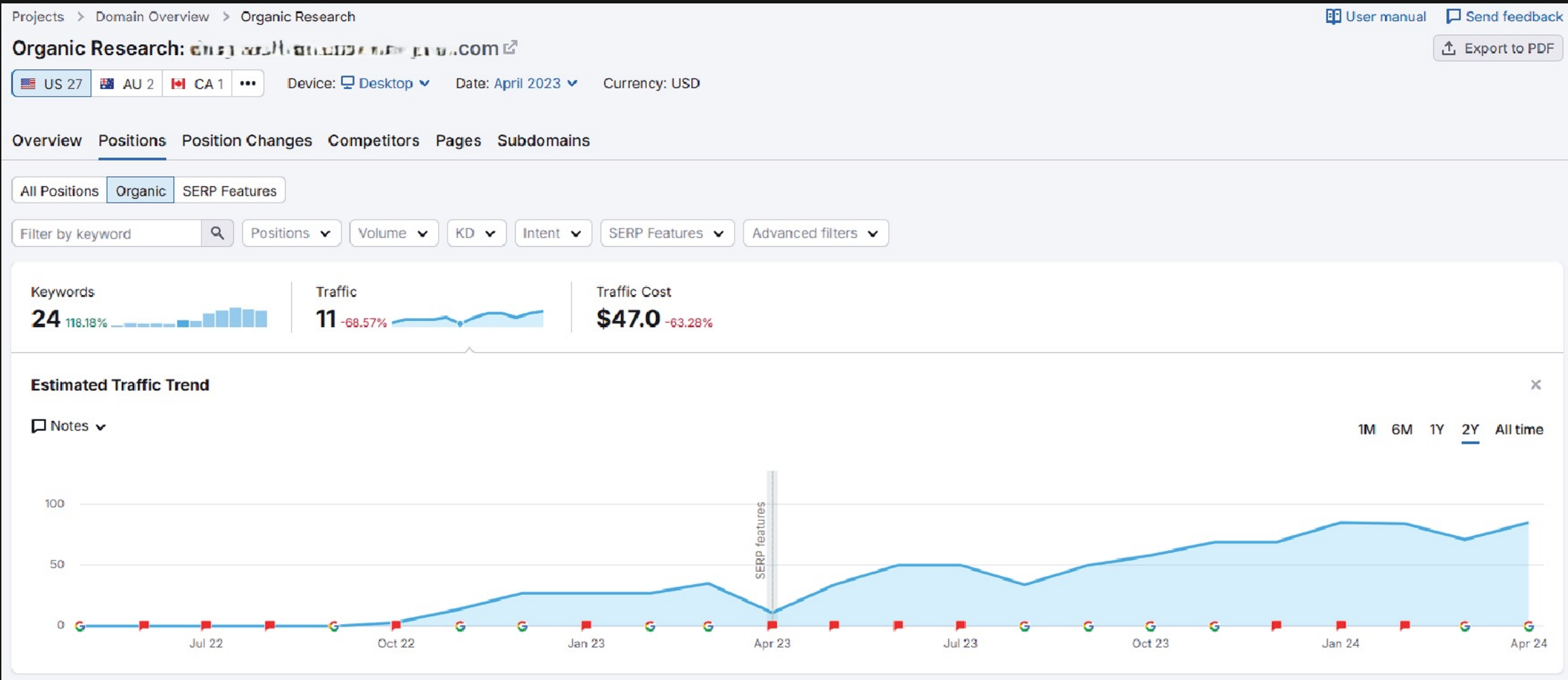
- Creation of targeted, keyword-rich content for location/service pages and blogs.
- **Local SEO Excellence:** Google Business Profiles (GBPs) tie locations to pages and enhance map visibility.
- CRO refinements for improved engagement and conversions.

04

## Backlink Strategy

- High-quality backlinks from niche-relevant sources.
- Geographically relevant citations to improve local SEO rankings.

2023



2024





# Integrated SEO and PPC

## 1. Shared Keyword Strategy

- PPC identifies high-performing keywords in real time; SEO builds long-term authority.

## 2. Enhanced SERP Presence

- Combining organic rankings with paid ads ensures maximum visibility.

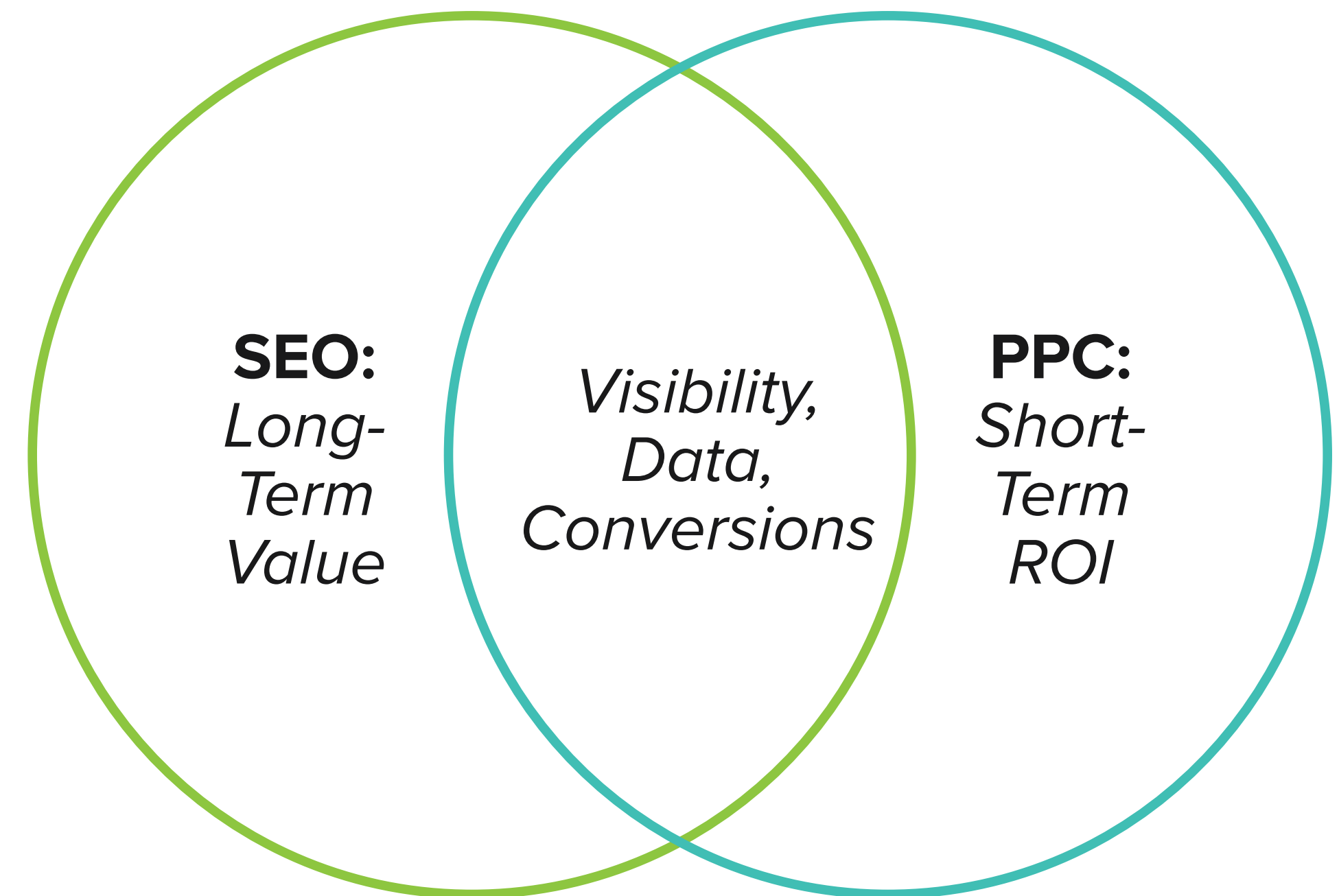
## 3. Data Sharing

- PPC insights refine SEO strategies, and SEO insights improve PPC targeting.

## 4. Cost Efficiency

- SEO reduces dependency on paid channels, while PPC fills immediate competitive gaps.

*The SEO program will increase organic traffic while also improving total number of key events by indicating not only did overall traffic increase, but the traffic was more qualified.*



# Tools That Drive Results

## Our Tech Stack for SEO and PPC

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### SEO Tools



### PPC Tools



02

# Case Studies



# Website Case Study

[drybasement.com](https://drybasement.com)



## Challenge

Dry Basement, a trusted basement waterproofing and foundation repair company with over 30 years of experience serving Iowa, Kansas, and Missouri, faced challenges with revenue growth due to increasing market competition and a similarly named business in Iowa, creating brand confusion.

## Solution

Greenbaum Stiers overhauled Dry Basement’s website with an updated design, better user functionality, and more optimization for lead generation. We also cleaned up the Google Business Profile in Iowa to make it easier for the customer to understand which company they were contacting. We launched a mixed advertising campaign with Meta, Google, TV and OTT.



## Results

Once the website was re-launched, combined with advertising, Dry Basement was able to buck the trend and showed a **YOY revenue gain of 18.41% with a 4% advertising budget.**



# Meta Ads Case Study

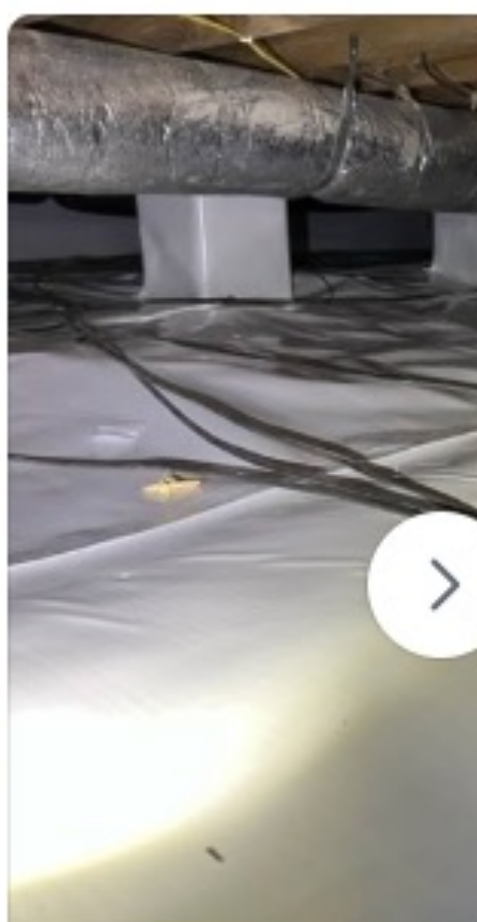



 **Coastal Crawl Space & Foundation Repair**  
Sponsored · 

Nasty Crawl Space? We offer FREE Inspections! Are you experiencing musty smells, mold, wood rot, or sagging floors?

At Coastal Crawl Space our teams have decades of combined experience under their belt. Our crawl space repair professionals can quickly and efficiently handle your requests. Offering only the best solutions for your crawlspace!


Fill out the form or call us today for a fast, free, 0 obligation inspection.





Before  
FORM ON FACEBOOK

Get offer

After  
FORM ON FACEBOOK

 1.2K

387  123 

## Challenge

Coastal Crawl Space was just starting their business and needed to establish an identity and a presence in their market. Our team began managing lead generation efforts that brought them opportunities, but felt through more established strategy and optimizations their investment could yield higher returns.

## Solution

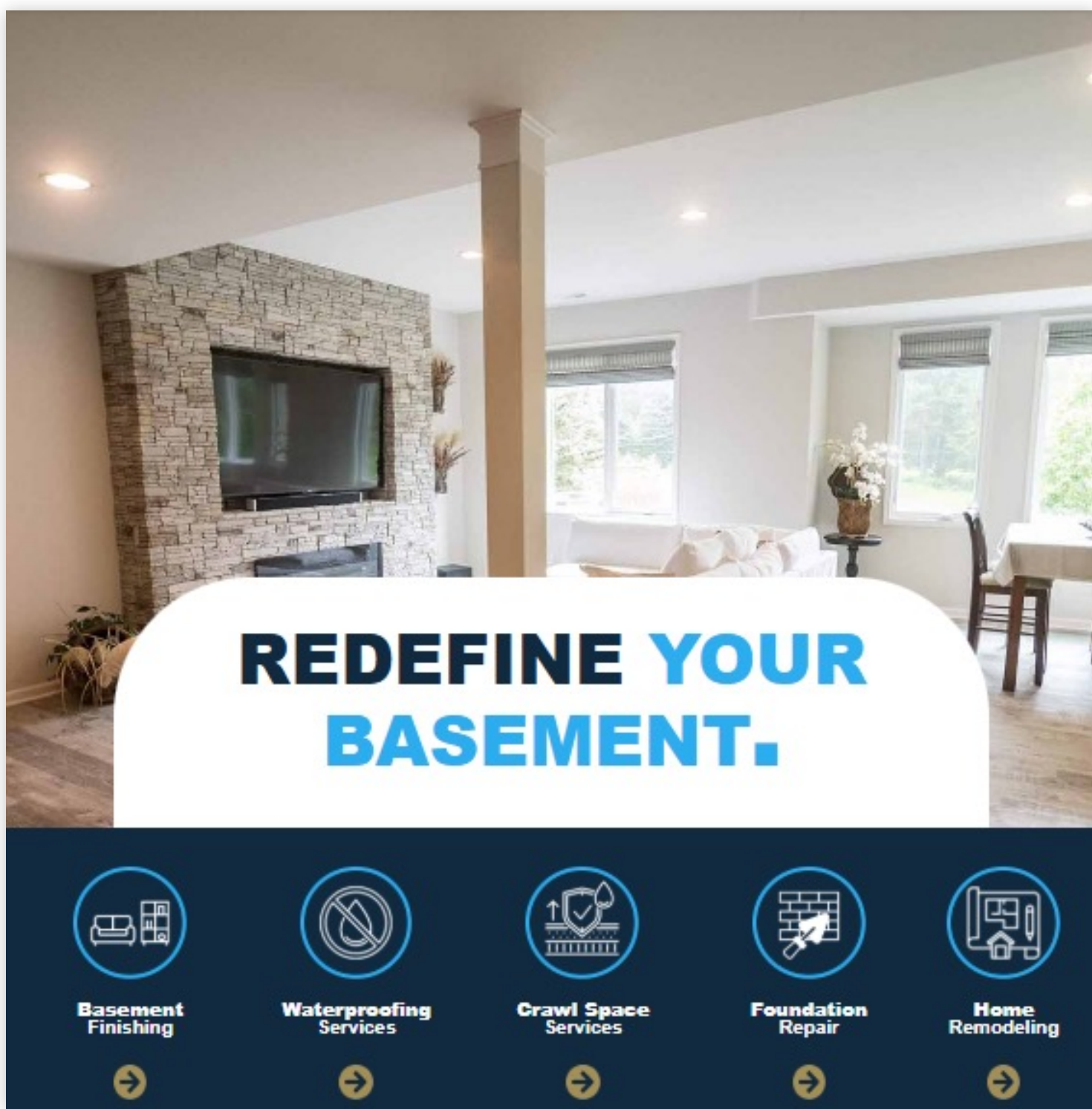
Greenbaum Stiers guided them through choosing the right logo and design to develop the first iteration of their website. We set up and optimized their Google listings and paid search campaigns, and after proven success on Google, Coastal allowed for GSM to take over their efforts on Meta.

## Results

Our collaboration brought an incredible first year and second year of business, and that success has continued to this day. **In 2024 our partnership and lead generation efforts brought them 69.49% revenue growth YoY, with only a 6.25% marketing budget.** Since taking over Meta ads management we have reduced overall spend and cost per lead significantly, while generating more leads, and also improving the average quality.



# Google Ads Case Study



## Challenge

Basements Plus was largely known as a basement finishing company and wanted to grow their basement waterproofing, foundation repair, kitchen remodeling and bathroom remodeling services.

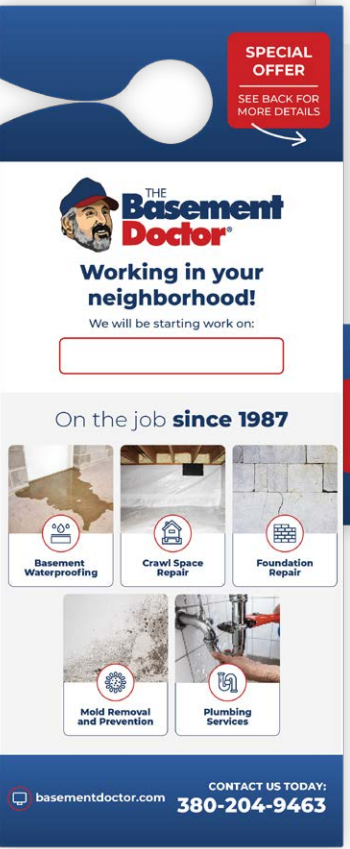
## Solution

Basements Plus partnered with Greenbaum Stiers on their website design, SEO optimization and digital advertising efforts via Meta, Google Ads and Google Local Service Ads.

## Results

Basements Plus received **26.76% more qualified leads** that they were able to convert at a higher rate for basement finishing, waterproofing, foundation repair and remodeling.

# Geo Targeted Multi Touch Campaigns



## Challenge

Basement Doctor and GSM identified a higher closing rate in a local city, Marysville. Basement Doctor wanted to identify how to capitalize on this success to bring in more business.

## Solution

GSM designed, printed, and shipped a variety of print materials for Basement Doctor to utilize throughout Marysville. This includes Localized postcards, Geo-Targeted Meta Ads, and door hangers.

## Results

Basement Doctor saw **39% lead volume improvement** and **59.2% revenue growth** in a market that was previously underperforming for them.



03

# Testimonials

# What Our Clients Are Saying

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“Greenbaum-Stiers has been a tremendous partner for us, providing marketing insights and strategic direction that are both effective and cutting-edge. I can confidently say that I know what a good marketing partner should be doing for their clients. GSSM has exceeded all of my expectations and continues to do so. Their expertise and dedication to our success have been truly impressive. Highly recommend!”

**-Jeff, MDH Foundation Repair**

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“Since using Greenbaum Stiers our lead generation has at least doubled if not tripled. We are gaining far more organic leads due to the optimizations they have performed to our ads and website. Our brand has grown tremendously with their assistance. They truly make you feel like you are their only client. They take the time to go through everything they are doing and are always willing to answer any questions. They are a one-of-a-kind company, and I truly enjoy working with them.”

**-Liz. Deep South Construction Pros**



“Our customers say that our website looks truly professional. In terms of results, our company has grown three times what we were before. Since then, we’ve doubled or tripled our earnings every year. Furthermore, they’ve helped brand our company and determine how we want the public to perceive us. Moreover, they’ve enabled us to focus on who our customers are and which of them aren’t for us. In short, they’re great at setting goals and keeping us focused on them. Overall, I have nothing but good things to say about them.”

**-Mark, Kefficient  
Foundation  
& Waterproofing**





# What Our Clients Are Saying

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Mark, Kefficient Foundation & Waterproofing

04

# Creative Assets



# Video and Motion



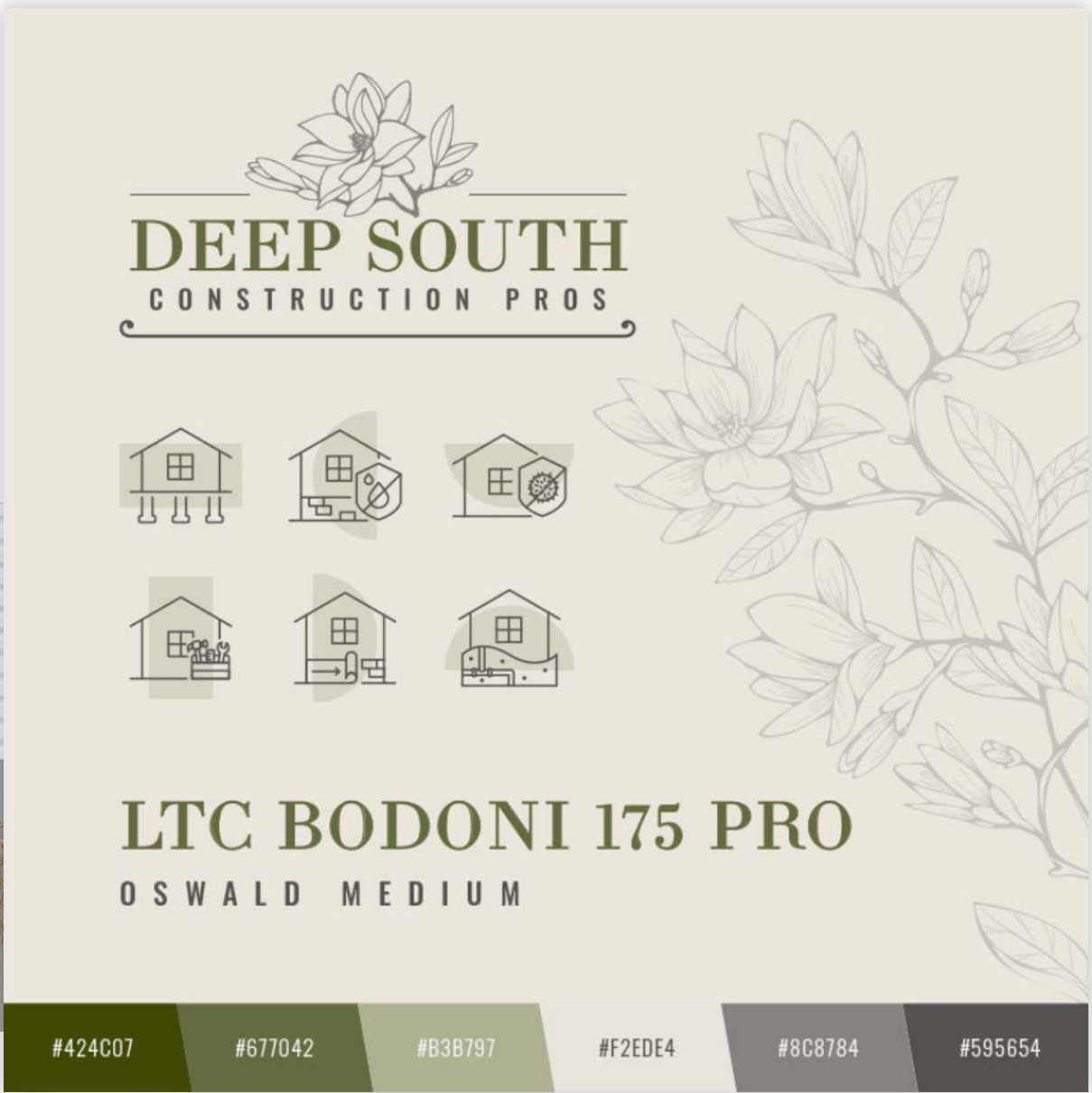


# Video and Motion





# Branding

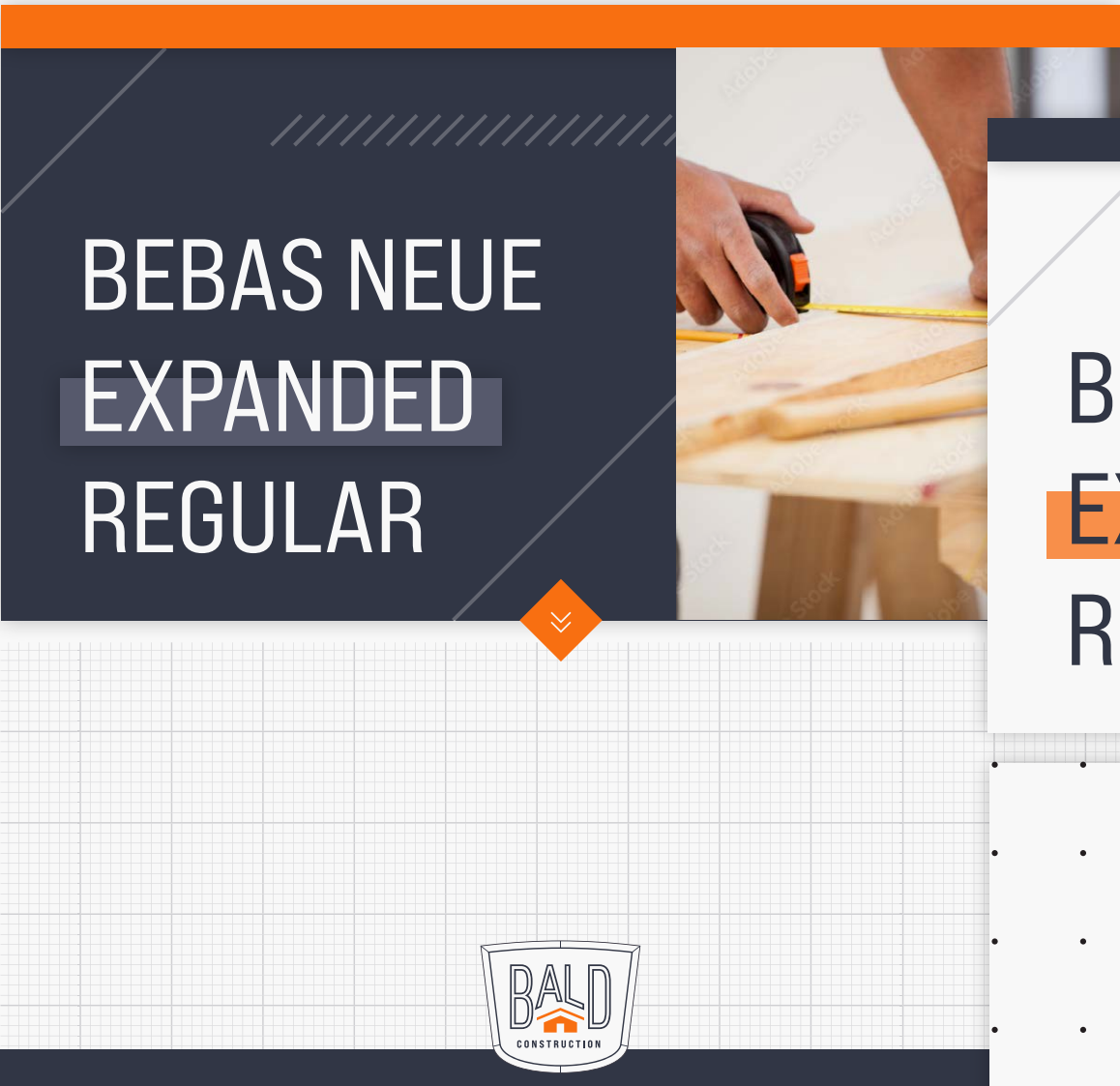


BEBAS NEUE EXPANDED REGULAR  
BEBAS NEUE EXPANDED EXTRABOLD

This is body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam.

◆ BULLET HEADER STYLE

#FFFFFF	#FF7212	#656A7F	#343748	DOT	LINE
				.	—





# Flyers + Brochures



Crawl Space Encapsulation

### Protect Your Crawl Space With an Encapsulation From Coastal

Unsealed crawl spaces can be bad for your home

For homes in North Carolina, the most common type of foundation is a crawl space. Typically unsealed, these crawl spaces have a dirt or sandy floor and are exposed to high relative humidity and odors.

Because crawl spaces are out of sight under your home, they are often forgotten and neglected. If left untreated, these issues can quickly spread to other parts of your home, putting you and your family at risk.

### The best way to solve crawl space problems is through encapsulation

Crawl space encapsulation is essential because it helps reduce moisture and humidity levels, prevent mold growth, and provides a barrier against pests outside your home. Without encapsulation, the problems that plague an unprotected crawl space can cause a range of issues that can harm your home, damage the structure of your home, and impact your energy consumption.

By encapsulating your crawl space, you can create a barrier that prevents moisture, humidity, and pests from entering your home, which can help keep your home safe, healthy, and comfortable. Additionally, crawl space encapsulation can save you money on energy bills, as it helps eliminate drafts and air leaks that can cause excessive heating or cooling costs.

Why Encapsulate?

Control Humidity

Lower Your Energy Bills

Improved Air Quality

No More Uninvited Pests

Protected Against Mold

Contact Us Today! Phone: (910) 378-7009 | Website: coastalcrawlspacerepair.com



Crawl Space Encapsulation

### Common Crawl Space Problems

When it comes to spotting problems in your crawl space, the experts at Coastal are here to help.

Here is our list of things to watch out for in your crawl space:



#### Humid, Damp, Musty Crawl Space

Is your crawl space humid and damp? Does your home have a musty smell? You may have standing water in your crawl space.



#### Rotting Wood

Rotting wood causes structural problems and is common in a wet crawl space. You can tell if you have rotting wood, if your floors have begun to sag or if you notice soft spots in different areas.



#### Uninvited Guests

Another common crawl space problem is when uninvited guests find a new home in your crawl space. These pests include snakes, opossums, raccoons, and termites that chew through pipes, wires, wood, and insulation.



#### Wet Crawl Space

A wet crawl space is a frequent problem for homes in North Carolina. It's caused by high relative humidity, groundwater seepage, plumbing leaks, or flooding from heavy rains.



#### Mold

Mold in a crawl space is the result of excessive moisture and humidity. Studies show that up to 50% of the air on your first floor comes directly from the crawl space. So it is vital to keep your crawl space dry. This will prevent high relative humidity, condensation, and mold growth from occurring.



#### Sagging Floors

Another common problem is a sagging floor above a crawl space. Caused by high humidity and moisture, wood can start to rot and become soft leading to sagging floors.

We're committed to keeping your home safe, secure, and comfortable at Coastal. Unlike our competitors, we don't cut corners. Our approach to crawl space repair is thorough, and our solutions will provide peace of mind for years to come. [Contact us today to learn more.](#)

Contact Us Today! Phone: (910) 378-7009 | Website: coastalcrawlspacerepair.com

Our Services

Easy Financing Options

Lifetime Platinum Guarantee

Worth the Wait



Dave Isca

BASEMENT SPECIALIST

### Your Basement Specialist

DAVE ISCA

I'm Dave Isca and I'm your basement specialist. I have a lifelong history of helping people accomplish their goals. I look forward to working together to create the best basement for you and your family.

I'm more than my expertise. When I am not learning about this constantly evolving business, you will find me going with lifelong friends or enjoying dinner with my wife.

My goal is exceeding expectations. I always listen carefully to your vision and develop a plan that fits your budget and timeline.

I want you to love your basement. I love what I do and I'm confident that with my expertise and dedication, we can turn your basement into a space you'll love.

Worth the Wait

## WELCOME TO THE FAMILY!

BASEMENTS PLUS

THE BASEMENTS PLUS WAY GUARANTEES A SMOOTH, HASSLE-FREE EXPERIENCE.

REST ASSURED, THIS MEETING IS NOT YOUR TYPICAL SALES PITCH. Our sales team of highly experienced professionals, transforms into realtors for a day. We're not just here to sell you a basement. We're here to help you make the most of your investment. We'll take the time to understand your needs and provide the best solution for your home. You'll be glad you met us.

THE BASEMENTS PLUS WAY GUARANTEES A SMOOTH, HASSLE-FREE EXPERIENCE. Our 7-point process ensures your project will be completed on schedule, on budget, and with great communication. It's proven to give a remodeler remodeling experience.

Lifetime Platinum Guarantee

## UNRELIABLE CONTRACTORS AND LEAKY BASEMENTS ARE FRUSTRATING.

That's why we offer the exclusive Lifetime Platinum Guarantee - the only warranty of its kind.

### Why choose a guarantee?

Warranties are designed with failures in mind. They often have limitations and hidden clauses. We find our motto: "So it right or so it's good". We'll make sure you don't have to "do it again".

It's by our choice, your basement is built (or the well-laid joint) reassured and we'll replace any structure to fit a lock. On our Lifetime Platinum Guarantee.

### ASK US HOW YOU QUALIFY FOR THE LIFETIME PLATINUM GUARANTEE.

- Install a Full Perimeter Waterproofing System
- Install a Triplesump Pump System
- Maintain Your Sump Pump Annually
- Complete a Finished Basement Project

Easy Financing Options

## REDEFINE YOUR BASEMENT WITH AFFORDABLE PAYMENTS.

We offer a variety of loan options to fit your budget and project needs. Whether you're looking for a foundation repair or finishing your basement, we've got you covered.

### Here's What Makes Our Financing The Perfect Choice:

- Fast approvals!
- No-interest options available.
- Short and long-term solutions.
- Affordable monthly payment options.
- Your loan is unsecured, no collateral is needed.



Interior Remodeling

## We Do It All! YOUR GUY!

INTERIOR REMODELING

- Kitchens
- Baths
- Mudroom
- Home Office
- Laundry Room
- Master Suites
- Floor Plan Improvement

### ALL THINGS BASEMENT

- Custom Finishing
- Moistureproofing
- Foundation Repair
- Crawl Space Encapsulation
- Egress Windows
- Indoor Air Quality
- Sump Pump Services

GREENBAUM STIERS



# Booklets





# Post Cards

Hey <Last\_Name> Family,  
❤️ YOUR BASEMENT!

**BASEMENTS PLUS®**  
FINISHING + WATERPROOFING  
★★★★★



### Your Basement Reimagined

- + Movie Nights in your Home theater
  - + Hitting new personal bests in your Private gym
  - + Productive meetings in your Home office and more!
- Schedule your free consultation today!

Basement Finishing | Waterproofing  
Foundation Repair | Crawl Space Encapsulation

248-873-0048 | Basementsplus.com



### WE BUILD BETTER BASEMENTS ❤️

- + Free 3-D Design
- + Free 21-Point Inspection
- + No-Interest Financing Available
- + Lifetime Platinum Guarantee

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FINISHING + WATERPROOFING  
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### TRIPLE SAFE YOUR INVESTMENT \$150 off Triple Safe Sump Pump\*

Present this card at your appointment for discount



See how 3 sump  
pumps works for  
your home



### Noticing Signs of Foundation Issues?



Don't wait for the problem to get worse, we can help!

**SPECIAL  
OFFER**  
SEE BACK FOR  
MORE DETAILS



After the recent drought, you may notice signs of a weakening foundation. Delaying repairs can lead to greater costs down the road. We're here to help. Our team has served Central Ohio since 1987, providing permanent foundation repair solutions.

**10% off  
Foundation Repair**

Expires: 11/30/2024

CONTACT US TODAY FOR A FREE ESTIMATE:  
419-597-5439 basementdoctor.com



The Basement Doctor  
228 E Pearl St.,  
Lima, OH, 45801

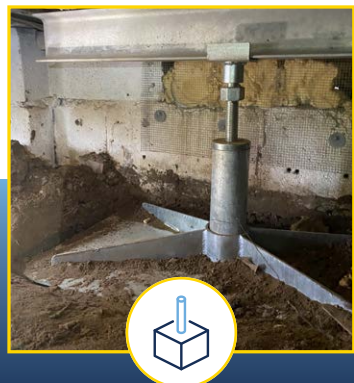


### SERVING COMMUNITIES ALONG THE GULF COAST

Special Offer  
On Back!



CRAWL SPACE REPAIR



FLOOR SUPPORT



FOUNDATION REPAIR

108 Fifth Street | Daphne, AL 36526

850.308.6603

www.MDHFoundationRepair.com

### COMMUNITY OFFER



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Daphne, Alabama 36526

**UP TO  
\$500 OFF**

Mention offer  
code: MDH500




Scan the code or call us today!  
850.308.6603


\*Terms and conditions apply.




# Grass Roots Marketing




**We're hiring!**




Training



Growth



Culture



Stability

Visit us at [BDhireme.com](http://BDhireme.com) to learn more about job opportunities!

**Refer a Friend PROGRAM**

Refer a friend, family member or neighbor, and receive your choice of:

- \$300 VISA Gift Card
- 5% OFF a Future Purchase with
- FREE Annual Maintenance Ser


Submit your referral online at [mybasementdoctor.com/refer](http://mybasementdoctor.com/refer)

**5% OFF** Up to \$500

**YOUR BASEMENT WATERPROOFING & CRAWL SPACE ENCAPSULATION**

\*Does not apply to Basement finishing, excav, foundation wall rebuild projects. Offer expires 12/31/2023


**Another Satisfied Customer!**



**THE Basement Doctor®**


**CONTACT US TODAY:**  
[basementdoctor.com](http://basementdoctor.com) **380-204-9463**

**SPECIAL OFFER**  
SEE BACK FOR MORE DETAILS




**Working in your neighborhood!**  
We will be starting work on:


On the job **since 1987**




Basement Waterproofing




Crawl Space Repair



Foundation Repair




Mold Removal and Prevention



Plumbing Services

**CONTACT US TODAY:**  
[basementdoctor.com](http://basementdoctor.com) **380-204-9463**




**BALD CONSTRUCTION**

**614-855-4501**

**WINDOWS • WOOD TRIM REPAIR**


**FREE INSPECTION!**



**DIRTY AIR DUCTS?**


**CREEPY CRAWL SPACES?**


**BREATHE EASIER WITH THE CLEAN AIR CO.**



**THE CLEAN AIR CO.**  
AIR DUCTS & CRAWL SPACES


**615-758-3717**  
[TheCleanAirCo.com /contact-us/](http://TheCleanAirCo.com/contact-us/)





**Betsy Be**  
A new generation of clean

Probiotic Cleaning | All-natural Disinfection  
Non-Toxic | Safe for Children & Pets



**The *extra protection* you need for the cold and flu season!**

Now more than ever, our homes need extra protection from the bacteria and virus that threaten our health and safety. Betsy Be's all-natural disinfection and probiotic cleaning process rids your home of bad bacteria and viruses, everyday cleaning misses. To show you just how effective probiotic cleaning is, our Certified Technicians will test your home before and after application.

Schedule your **FREE** demonstration today!  
(833) 809-2839 | [betsybecleaning.com](http://betsybecleaning.com)

GREENBAUM STIERS



# Trade Shows

ESTD. 1975

DRY BASEMENT<sup>™</sup>

FOUNDATION REPAIR

Permanent solutions for  
WET BASEMENTS &  
CRAWL SPACES



PROTECT AGAINST:

Leaking Walls

Standing Water

Nasty Crawl Space

Failed Sump Pump

 DRYBASEMENT.COM

ESTD. 1975

DRY BASEMENT<sup>™</sup>

FOUNDATION REPAIR

Repairing  
FOUNDATIONS  
since 1975

OUR SERVICES:

Foundation Repair

Basement Waterproofing

Concrete Leveling

Crawl Space Repair

 DRYBASEMENT.COM  
515-422-9756

ESTD. 1975

DRY BASEMENT<sup>™</sup>

FOUNDATION REPAIR

Is your FOUNDATION  
FAILING you?



Dealing with  
FOUNDATION SETTLEMENT?



 DRYBASEMENT.COM

Indiana<sup>™</sup>

Crawl Space Repair

FREE INSPECTIONS AND ESTIMATES!  
www.IndianaCrawlSpaceRepair.com



BOWLING WALL  
REPAIR

BASEMENT  
WATERPROOFING

SAGGING FLO  
REPAIR

Sagging Floors or  
Bowling Walls?

SAGGING FLOORS

BEFORE

AFTER

Even minor structural damage can lead to more significant issues for your home. Indiana Crawl Space Repair offers expert and comprehensive solutions for sagging floors and bowling walls. Contact us today for a free home inspection!

BOWLING WALLS

BEFORE

AFTER

Wet Basement  
or Crawl Space?

BEFORE

AFTER

A wet crawl space or basement can cause long-term problems for your home. It can lead to dangerous mold, rotted floor joists, pests, and poor air quality. Indiana Crawl Space Repair offers permanent and expert solutions to give you peace of mind!

LEAKING WALLS

STANDING WATER

MOLD GROWTH AND WOOD ROT

FAILED SUMP PUMP

Indiana<sup>™</sup>

Crawl Space Repair

FREE INSPECTIONS!  
317-893-7016  
www.IndianaCrawlSpaceRepair.com

Indiana<sup>™</sup>

Crawl Space Repair

FREE INSPECTIONS!  
317-893-7016  
www.IndianaCrawlSpaceRepair.com



# Sales Presentations



### FINDING THE RIGHT SOLUTION

Your project manager can quickly assess the issues you are facing and offer the right waterproofing solution for your home.

Schedule your **free** inspection today!

OFFICE 804.318.5002  
TOLL-FREE 866.952.5333

EMAIL info@kefficient.com  
WEBSITE www.kefficient.com

ADDRESS 13509 East Boundary Rd, Suite G  
Midlothian VA 23112

Upgrade Your Home's Health and Comfort.  
totalhomeperformance.com

**YOUR LOCAL ENERGY EFFICIENCY, COMFORT & HEALTHY HOME COMPANY**

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### Attic Services *(continued)*

#### Air Sealing

Air sealing is an important measure to take in order to improve the energy efficiency of your home. By preventing conditioned air from escaping, you can maintain more consistent indoor temperatures, improve air quality, and save money on your energy bills.

#### Advantages of Air Sealing

- A less drafty home
- Healthier indoor air quality
- Energy savings
- Increased temperature control

UNFINISHED ATTIC

### Got a Question? Contact us today!

**PHONE**  
(410) 822-1390

**WEBSITE**  
totalhomeperformance.com

**YOUR LOCAL ENERGY EFFICIENCY, COMFORT & HEALTHY HOME COMPANY**



# Billboards



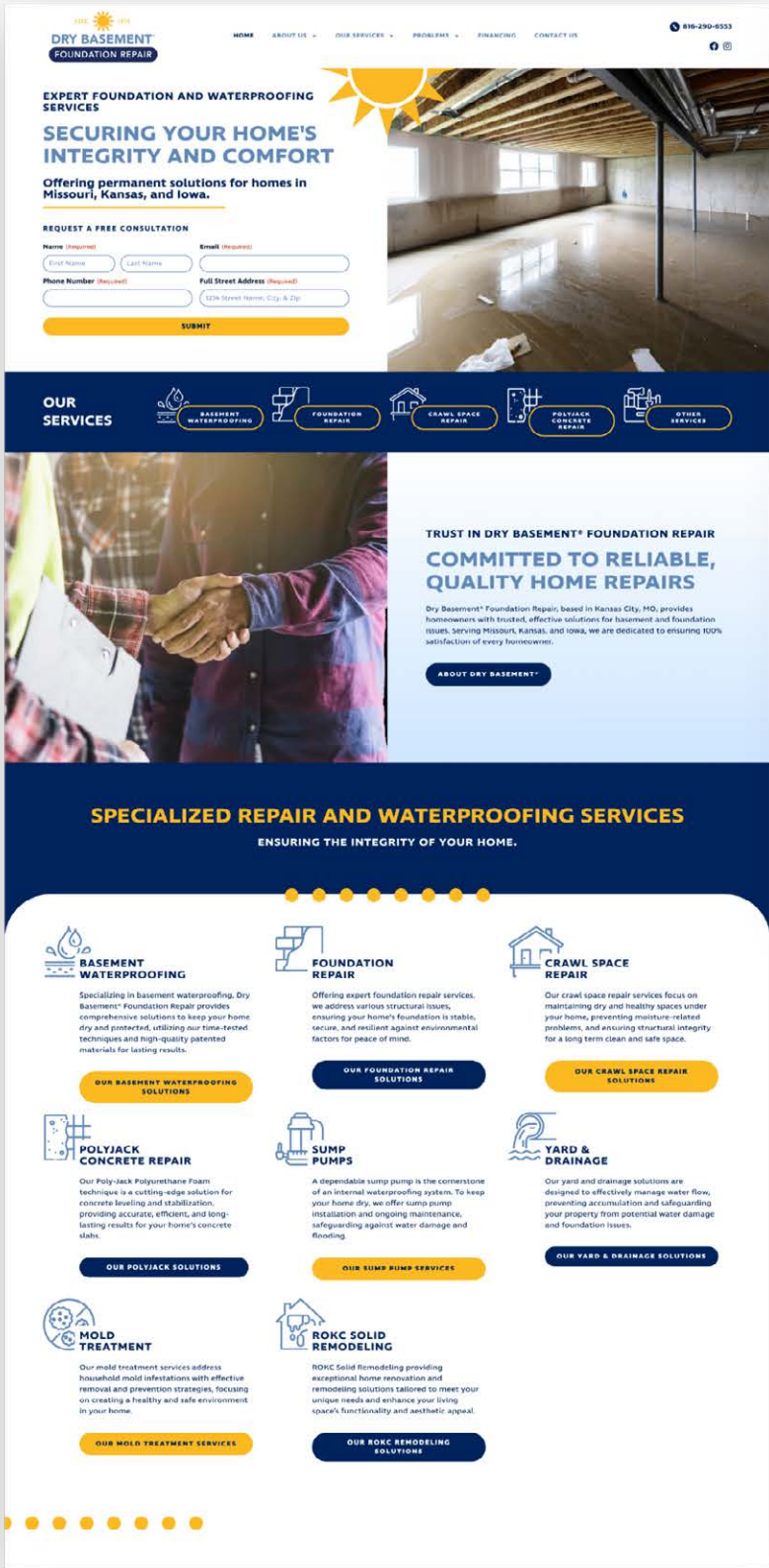
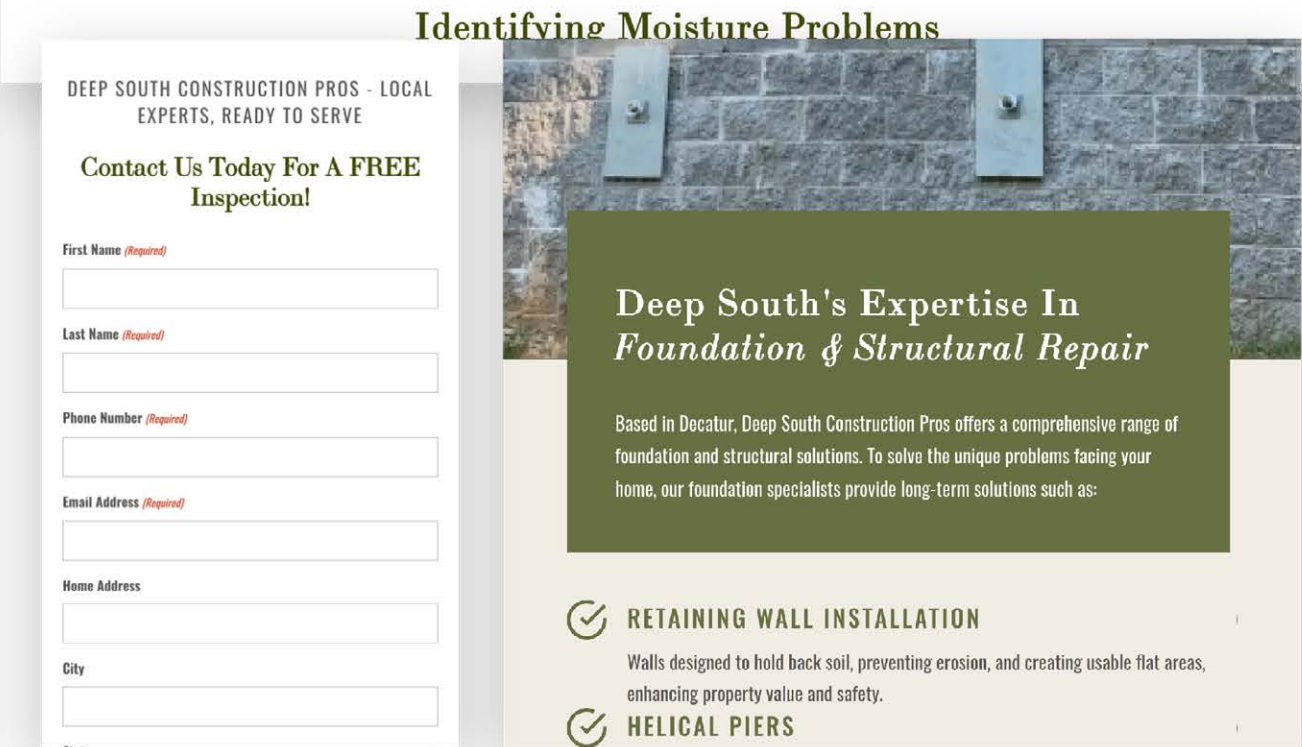
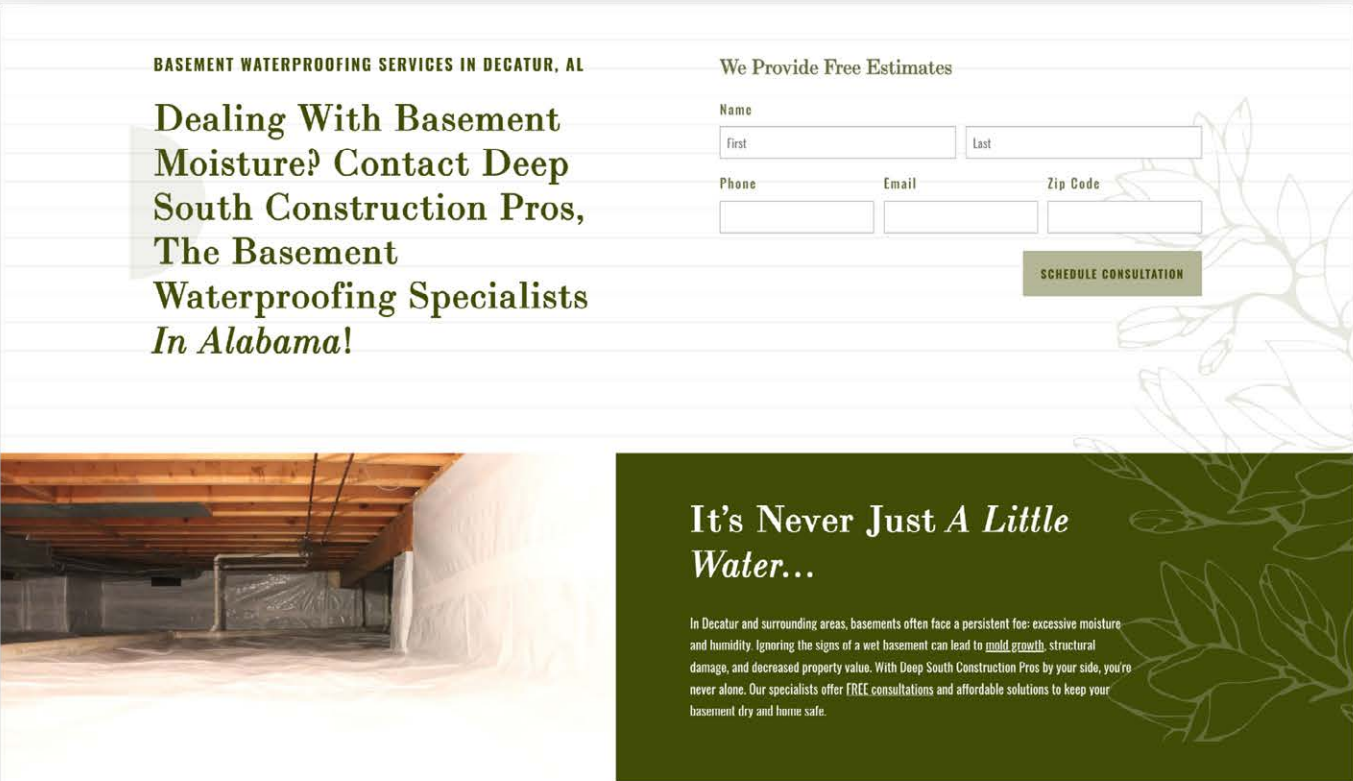
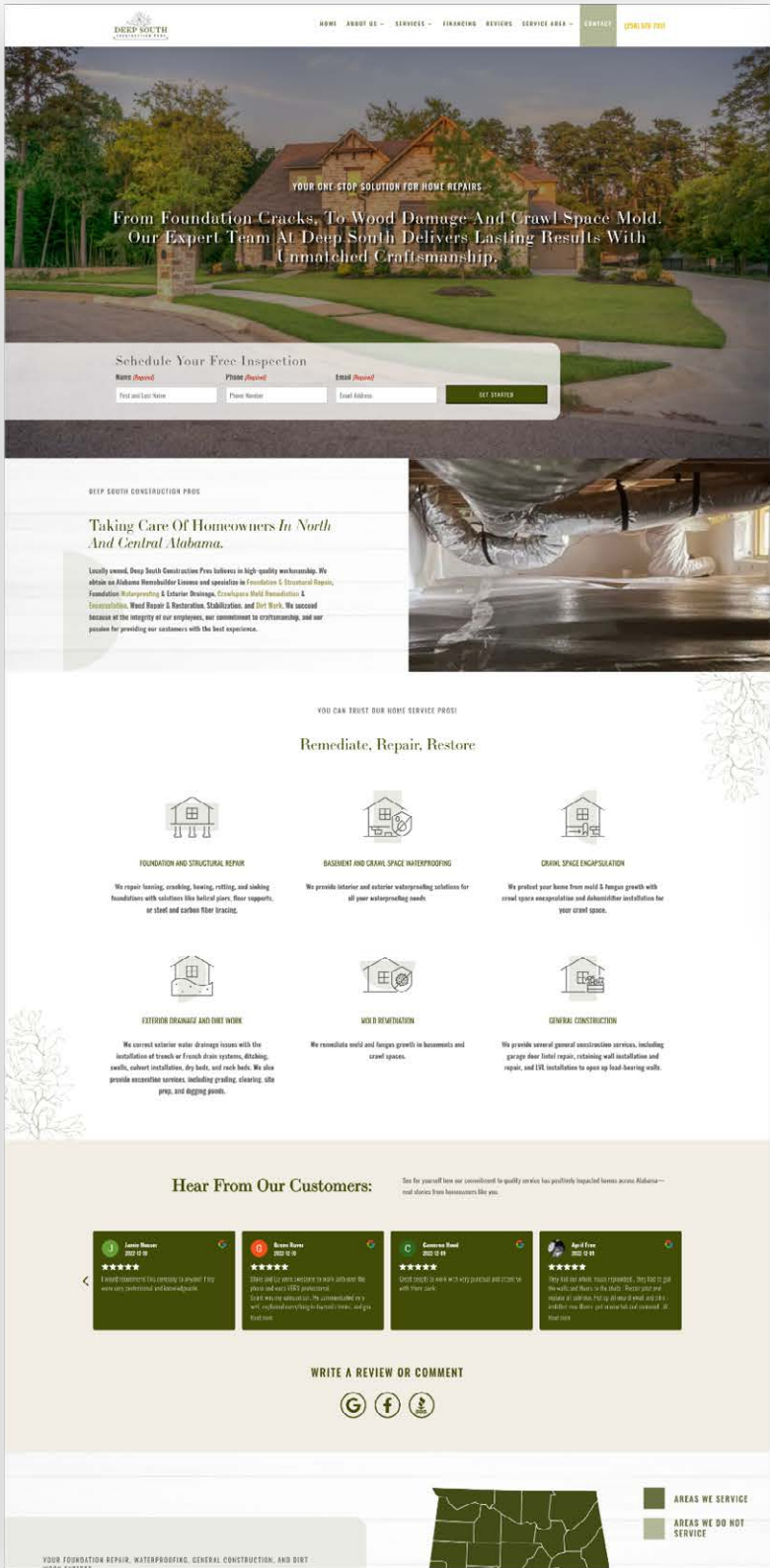


# Vehicle Wraps



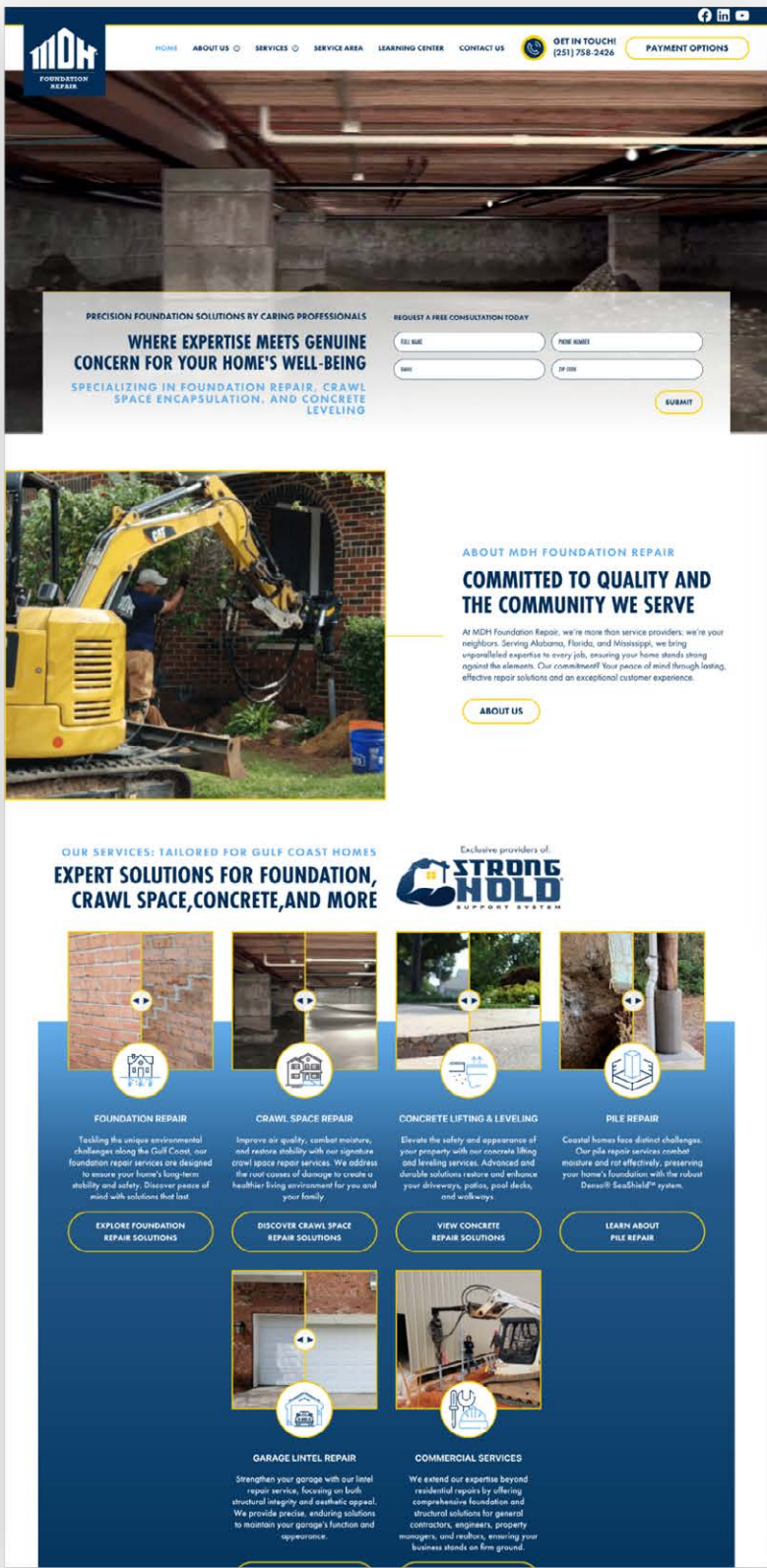
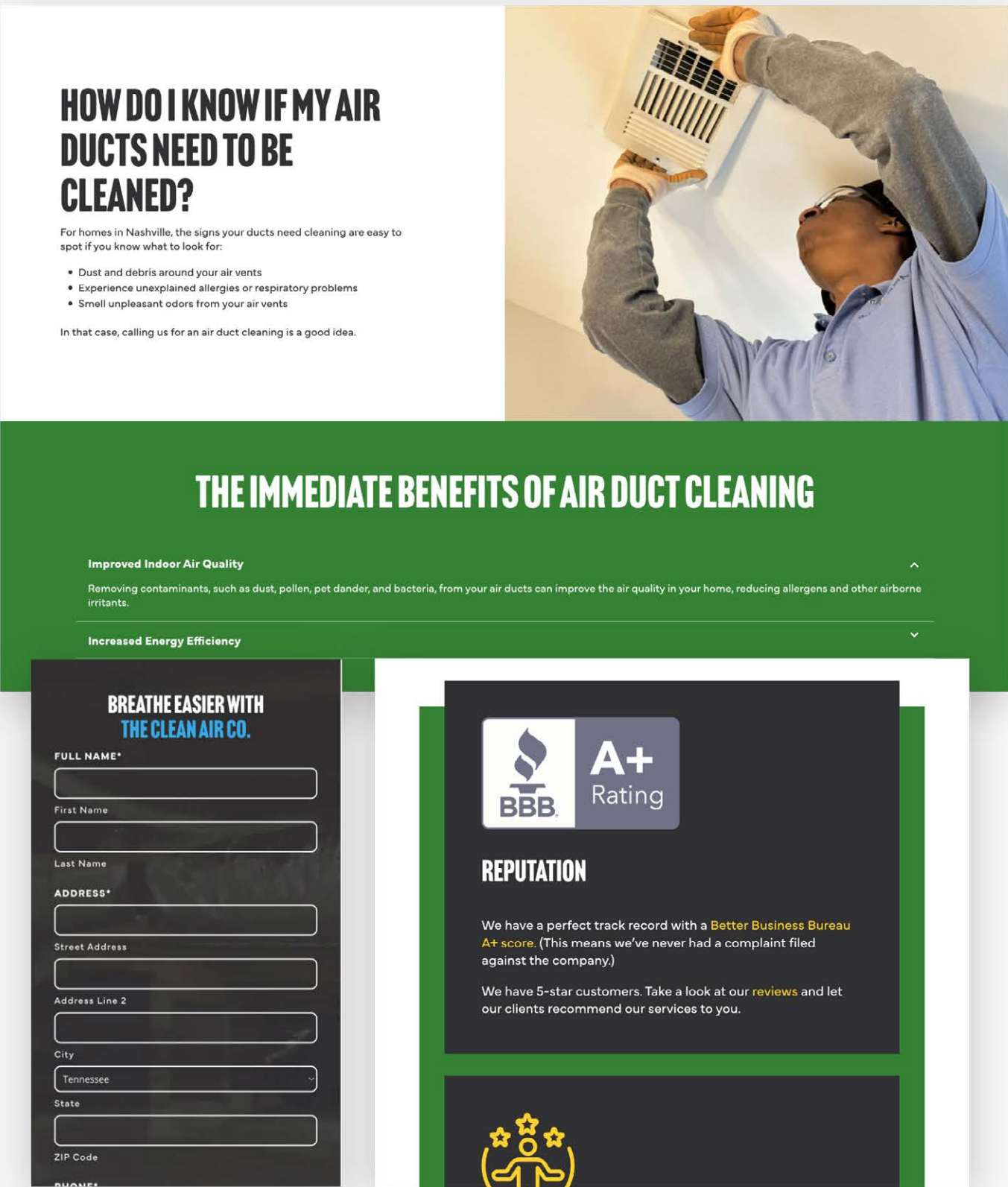
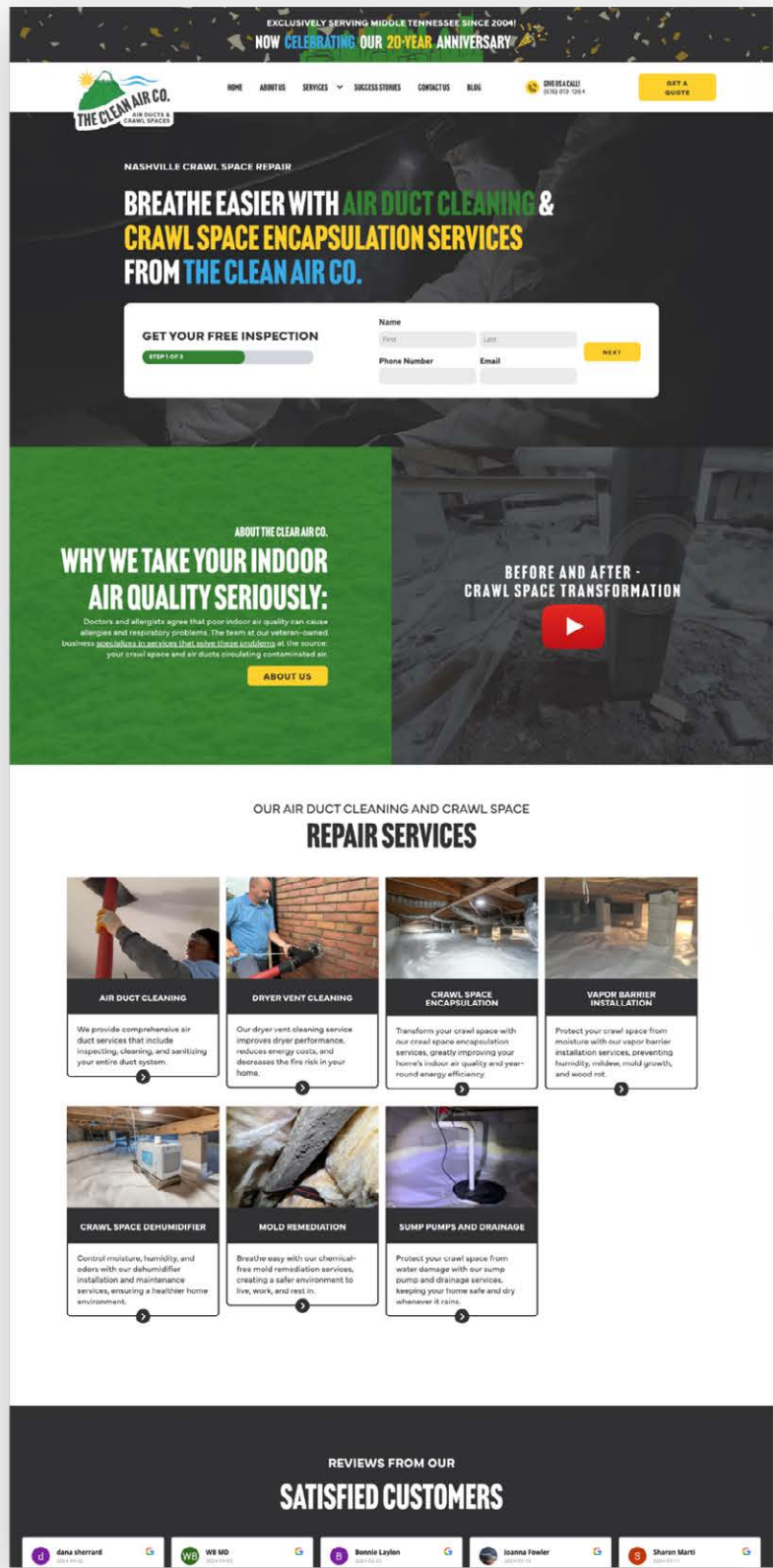


# Website Design





# Website Design





# Social and Meta Ads

**PROTECT  
YOUR BIGGEST  
INVESTMENT.**



**BASEMENTS PLUS<sup>®</sup>**  
FINISHING • WATERPROOFING


★★★★★

**SCHEDULE YOUR SUMP PUMP MAINTENANCE!**

**PROTECT YOUR  
SUMP PUMP  
WITH ROUTINE  
MAINTENANCE!**


**BASEMENTS PLUS**  
FINISHING • WATERPROOFING

★★★★★



**BEFORE**

**DON'T LET  
YOUR SUMP  
PUMP FAIL**



**AFTER**

**KEEP YOUR  
BASEMENT  
SAFE AND DRY**

**ARMOR<sup>®</sup>**  
EXTERIOR SOLUTIONS LLC

**5 Signs Your Roof  
Needs Replaced**



**Schedule a  
Free Inspection!**

**ARMOR<sup>®</sup>**  
EXTERIOR SOLUTIONS LLC



**Wind or  
Storm  
Damage**



**Leaking  
Roof**

**HAUNTED  
CRAWL  
SPACE?**



- Pests
- Mold
- Moisture

Say Our Name  
Three Times...

**BASEMENT DOCTOR**  
**BASEMENT DOCTOR**  
**BASEMENT DOCTOR**

**THE Basement  
Doctor**

Don't let your  
crawl space be a  
**NIGHTMARE!**

**THE Basement  
Doctor**

**Limited-Time Savings  
on Encapsulation**

Invest in your crawl space and reap rewards!

**\$15,000+**  
Receive a free  
dehumidifier!

**\$7,500+**  
Receive 50% off  
a dehumidifier!

\*Certain restrictions may apply. Promotion available: 10/1-10/31.



05

# Pricing



# SEO Package Pricing

## Tailored SEO for Growth

---



### Ignite - SEO Package

**\$1,900/Month for 6 Months**

Lays the foundation for improved visibility and site performance.

**Content Calendar:** Guides blog posting and SEO focus.

**2 Blog Posts** (over 6 months) aligned with keyword strategy.

**Keyword List:** Focused on target search terms.

**Technical SEO & Tracking:** Google Analytics, Google Search Console, SEMrush setup.

**Fix Site Errors:** Redirects, crawlability, indexing, HTTPS compliance.

**Google Business Profile (GBP) Setup:** One-time optimization for local visibility.

**Local map pack SEO**

### Accelerate - SEO Package

**\$2,900/Month for 6 Months**

Builds on the **Good Package** with expanded content and technical SEO.

**Everything in the Good Package.**

**New Pages:** Add geo pages, service category pages, or product pages.

**Monthly GBP Optimization:** Regular updates for local search alignment.

**Expanded Technical SEO:** Redirect issues, mixed content fixes, advanced site structure.

**Content Creation:**

- **3 Blog Posts per Month** aligned with keyword strategy.
- **Additional Geo/Service Pages** for local SEO growth.



# SEO Package Pricing

## Tailored SEO for Growth

---



### Expand - SEO Package

**\$3,900/Month for 6 Months**

Aggressive growth strategy for long-term dominance.

**Everything in Good & Better Packages.**

- **Backlink Building:** High-quality backlinks through outreach and citations.
- **Expanded Content & Strategy:**
  - More geo/service pages optimized for long-tail keywords.
  - Robust backlink strategy with citations and manual outreach.
- **Conversion Rate Optimization (CRO):** Audits to improve conversion paths.
- **Backlink Monitoring:** Ongoing adjustments for competitive advantage.

### A La Carte Options

**Enhance Your SEO Program (Monthly Pricing):**

- **Additional Blog Post:** \$475/post
- **Geo Page Creation:** \$475/page
- **Technical SEO Audit & Fixes:** \$1,100
- **CRO Review & Optimization:** \$1,100
- **Google Business Profile Management:** \$250/month
- **Backlink Building:** Custom pricing based on strategy.



# Digital Advertising Pricing

## Setup, Automate, and Optimize Your Campaigns

---



### One-Time Setup Fees

- **Google Ads Setup: \$750**
  - Includes initial campaign creation and optimization setup.
- **Google Local Service Ads Setup: \$500**
- **Meta Ads Setup: \$1,000**
  - Includes initial creative assets for ad launch.
- **Zapier Automation Integration: \$500**
  - Automates Meta lead forms instantly into client emails and/or CRM.

### PPC Management Fees

PPC Management fees will vary based on total digital advertising spend. You can discuss this in further detail with your assigned Business Growth Strategist.





# Design and Branding

## Professional Designs That Drive Results

---



### Advertising Designs

- **Print Advertisement:** \$750
- **Web Advertisement:** \$250

### Stationery & Business Materials

- **Business Card (Double-Sided):** \$500
- **Letterhead (8.5 x 11, Full Color):** \$375
- **Business Envelope (#10):** \$375

### Brochures & Flyers

- **Trifold Brochure (8.5 x 11 Folded):** \$1,750
- **Bifold Brochure (11 x 17 Folded):** \$1,750
- **Flyer (Single-Sided, 8.5 x 11):** \$1,000
- **Flyer (Double-Sided, 8.5 x 11):** \$1,250

### Postcards

- **Postcard (4 x 6, Double-Sided):** \$1,000
- **Postcard (5.5 x 8.5, Double-Sided):** \$1,000

### Other Marketing Materials

- **Pocket Folders (9.5 x 12, Full Color):** \$750
- **Yard Signs (18 x 24, Full Color):** \$500
- **Door Hangers (Double-Sided, 4.5 x 11):** \$750

*All prices are for design only.  
Printing costs are quoted separately per project.*



# Organic Social Media

## Engage Your Audience

---



### Local Launch Package (\$2,000/month)

**Best For:** \$1-3M revenue brands

**Purpose:** Build a trustworthy, consistent social presence.

**Includes:**

- 6-8 posts per month (mix of static images and optional short-form video)
- Platforms: Facebook and Instagram
- Custom content strategy and monthly content calendar
- SEO-optimized hashtags and copywriting
- Scheduling and one review cycle
- All content repurposed to stories
- Light engagement monitoring (responding to select comments/removing them as needed)
- Monthly performance report (reach, engagement, audience growth)



# Organic Social Media

## Engage Your Audience

---



### Market Capture Package (\$3,500/month)

**Best For:** \$4-9M revenue brands

**Purpose:** Strengthen credibility and expand visibility through multi-platform content and short-form video.

**Includes:**

- 8-12 posts per month (mix of static, carousels, and 1-2 reels)
- Platforms: Facebook, Instagram, and **one of the following:** LinkedIn, TikTok, or YouTube Shorts\*
- Custom content strategy and calendar
- SEO-optimized hashtags and copywriting
- All content repurposed to stories
- Light engagement (1-2x per week)
- Audience engagement
- Monthly strategy check-in
- Monthly performance report (content insights and recommendations)

*\*Final platforms will be determined based on company strategy.*



# Organic Social Media

## Engage Your Audience

---



### Market Leader (\$5,000/month)

**Best For:** \$10M+ revenue brands

**Purpose:** Position your brand as the leader in your market with high-quality visuals, video, and strategic optimization.

**Includes:**

- 12-16 posts per month (mix of static, carousels, and 3-4 reels)
- Platforms: Facebook, Instagram, LinkedIn, and optional TikTok, and YouTube Shorts\*
- Custom content strategy and calendar
- SEO-optimized hashtags and copywriting
- All content repurposed to stories
- Monitor engagement daily (5x per week)
- Audience engagement
- Monthly campaign strategy + optimization recommendations
- Deck-style monthly performance report with insights and next steps

*\*Final platforms will be determined based on company strategy.*



# Organic Social Media

## Package Comparison



	Local Launch	Market Capture	Market Leader
Price	\$2,000/month	\$3,500/month	\$5,000/month
Posts/Month	6-8	8-12	12-16
Platforms	Facebook + Instagram	Facebook + Instagram <i>One of the following:</i> LinkedIn, TikTok, YouTube Shorts	Facebook, Instagram, LinkedIn, optional TikTok, + YouTube Shorts
Short-Form Video/ Reels	Optional (up to 1)	1-2 reels	3-4 reels
Engagement/ Community Management	Light monitoring <i>(as needed)</i>	Light engagement (1-2x/week), Audience Engagement	Monitor engagement daily (5x/week), Audience Engagement
Strategy/Check-ins	One review per month	Monthly strategy call	Monthly campaign strategy + optimization recommendations
Reporting	Basic monthly performance report	Monthly performance report with insights	Deck-style monthly report with insights and next steps



# Video Production

## High-Quality Videos Tailored To Your Needs

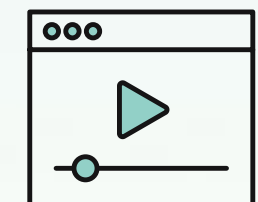
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### Spark Package *(Ideal for Small-Scale Projects)*

Starting at \$3,000 - \$4,000

- **Pre-Production:** Creative meeting, 1-2 weeks planning, simple shot list, script, project manager.
- **Production:** 0.5-1 day filming, 1-2 person crew, DSLR camera, tripod, gimbal, lav audio, on-site location.
- **Post-Production:** Choose 1 deliverable:
  - Social Media Videos (3-4 clips, 10-15 sec each)
  - Simple TV Spot (15-30 sec)
  - Testimonial Video
  - How-To Video
- **Revisions:** 1-2 edits (additional edits available at extra cost).
- **Branding:** Simple logo and fonts provided by the client.



*Watch  
Example*

---

**Park National Bank 30-Second Spot**



# Video Production

## High-Quality Videos Tailored To Your Needs

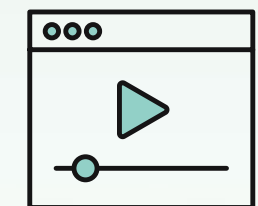
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### ProVision Package *(Ideal for Larger Projects or Multiple Videos)*

Starting at \$8,500 - \$10,000

- **Pre-Production:** Creative meeting, 2-4 weeks planning, creative brief, detailed shot list, storyboards, script writing, project manager.
- **Production:** 1-1.5 days filming, 2-4 person crew, 1-2 DSLR cameras, studio lighting, audio, on-site or studio location.
- **Post-Production:** Choose 1 deliverable:
  - Social Media Videos (5-6 clips)
  - TV Spots (2-3, 15-30 sec)
  - Testimonial Video (1 video)
  - How-To Video (up to 5 minutes)
- **Revisions:** 3-4 edits (additional edits available at extra cost).
- **Branding:** Simple motion graphics, animated logo.



*Watch  
Example*

---

**Clean Extreme Video Series**  
**Aqua Pro Video Series**

# Video Production

## High-Quality Videos Tailored To Your Needs

---



### Additional Services

- **Drone Video:** \$500 for shooting + \$500 rental | Editing: \$200/hour | Equipment Rental: \$160
- **3D Animated Video:** Starting at \$10,000
- **Product Photography:** Pricing varies (2-5 images per item)
- **Time-lapse Video:** \$200/hour (setup and travel costs additional)
- **Headshots:** \$200/hour (travel costs additional)
- **Animated GIF:** \$200/hour for design and editing
- **Re-Edits/Editing:** \$200/hour (minimum 1 hour)

*Have Footage That You Need Edited? Let's Talk.*



# Media Planning & Buying

## Maximize Your Investment, Simply the Process

---



### 15% Management Fee on Net Media Buys

- Business owners already pay this to TV, radio, and media providers. By working with us, you gain a strategic partner without added costs.

### What We Do for You

- **Research & Negotiate:** Secure the best placements, rates, and opportunities.
- **Accountability:** Review monthly reports and ensure stations deliver on their commitments.
- **Added Value:** Leverage our agency's buying power to secure additional perks, such as:
  - Sponsorships
  - Bonus Spots
  - Unique Production Opportunities
- **Make-Good Management:** Handle under-delivered spots to ensure every dollar works for you.

# Flexible, Client-First Partnership

---

- **Month-to-Month** Digital Advertising Contracts
- **6-12 Month** SEO Terms
- Website Project **Payments Spread over 12 months**
- **Live Dashboards and Regular Meetings** ensuring alignment and accountability
- **Proven client retention** based on results, not rigid contracts
- **Dedicated, subject matter experts** strategically aligned to maximize your ROI
- And so much more designed to **put your goals and results first.**







# **Ready To Work With a Marketing Partner That Has Real Expertise in the Home Service Industry?**

**We are here to help!**

**[greenbaumstiers.com](https://greenbaumstiers.com)**

**833-299-1884**

**[info@greenbaumstiers.com](mailto:info@greenbaumstiers.com)**