

# 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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*Hear from our clients about their experiences.*

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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.



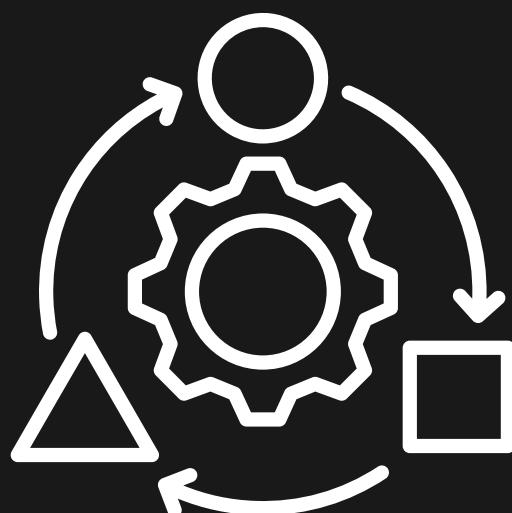
**Ron Greenbaum**  
CEO



**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:

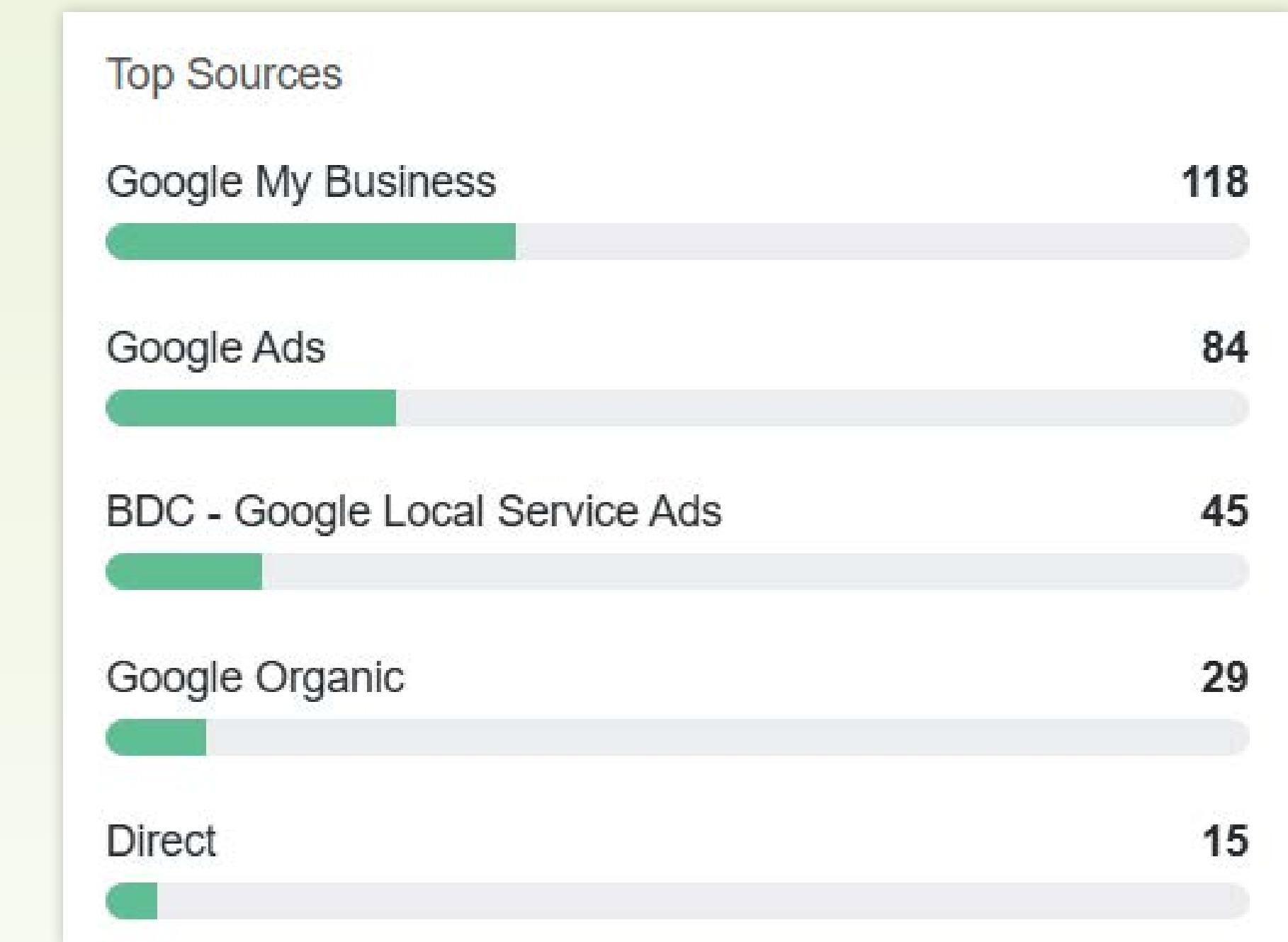
- Tracks leads generated from digital ads, SEO, and traditional media.
- Assigns accurate attribution to the correct channel for performance evaluation.

### 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.

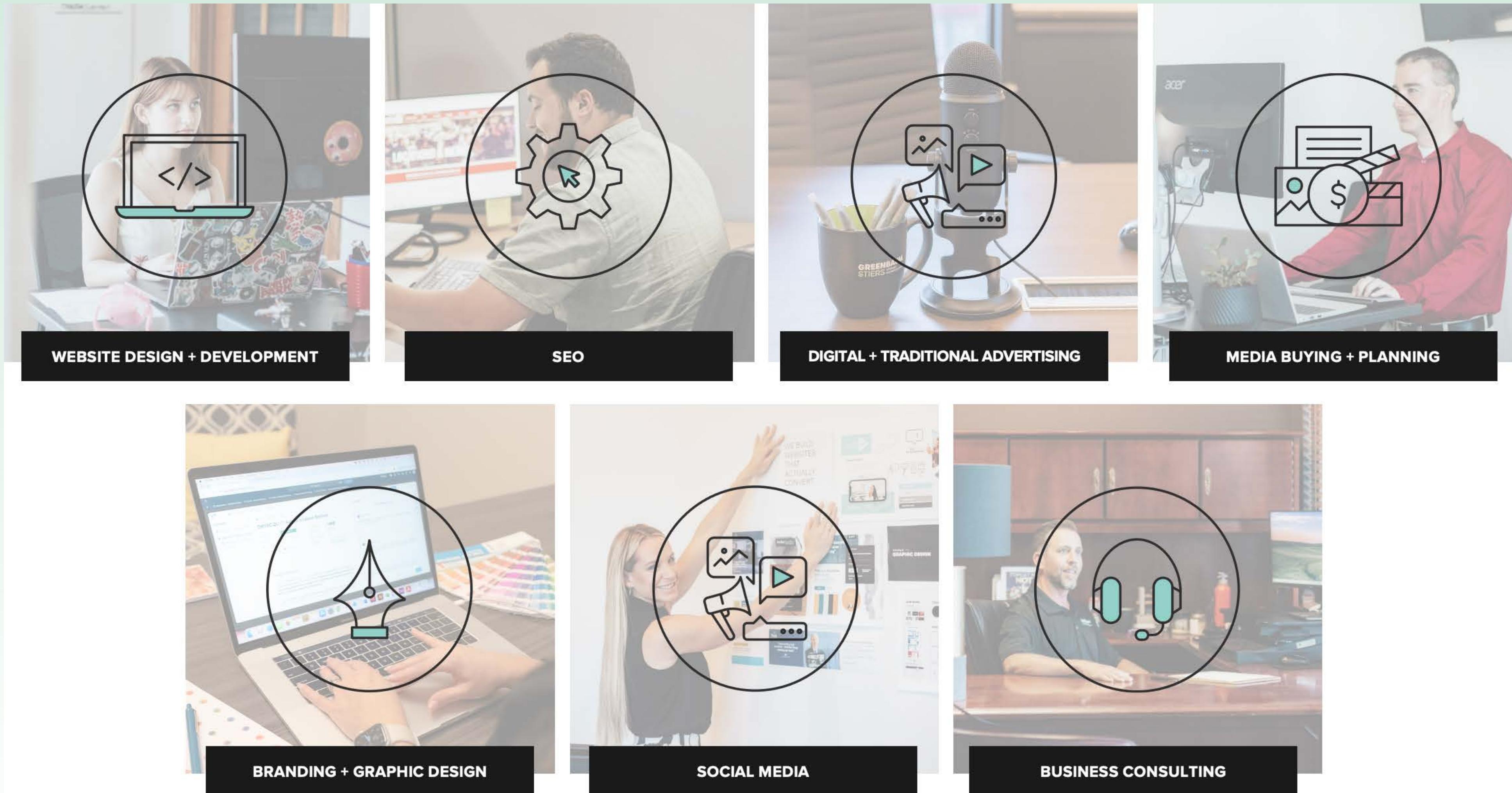
**Dynamic Planning:** Adjustments will be made based on monthly reviews and campaign results.



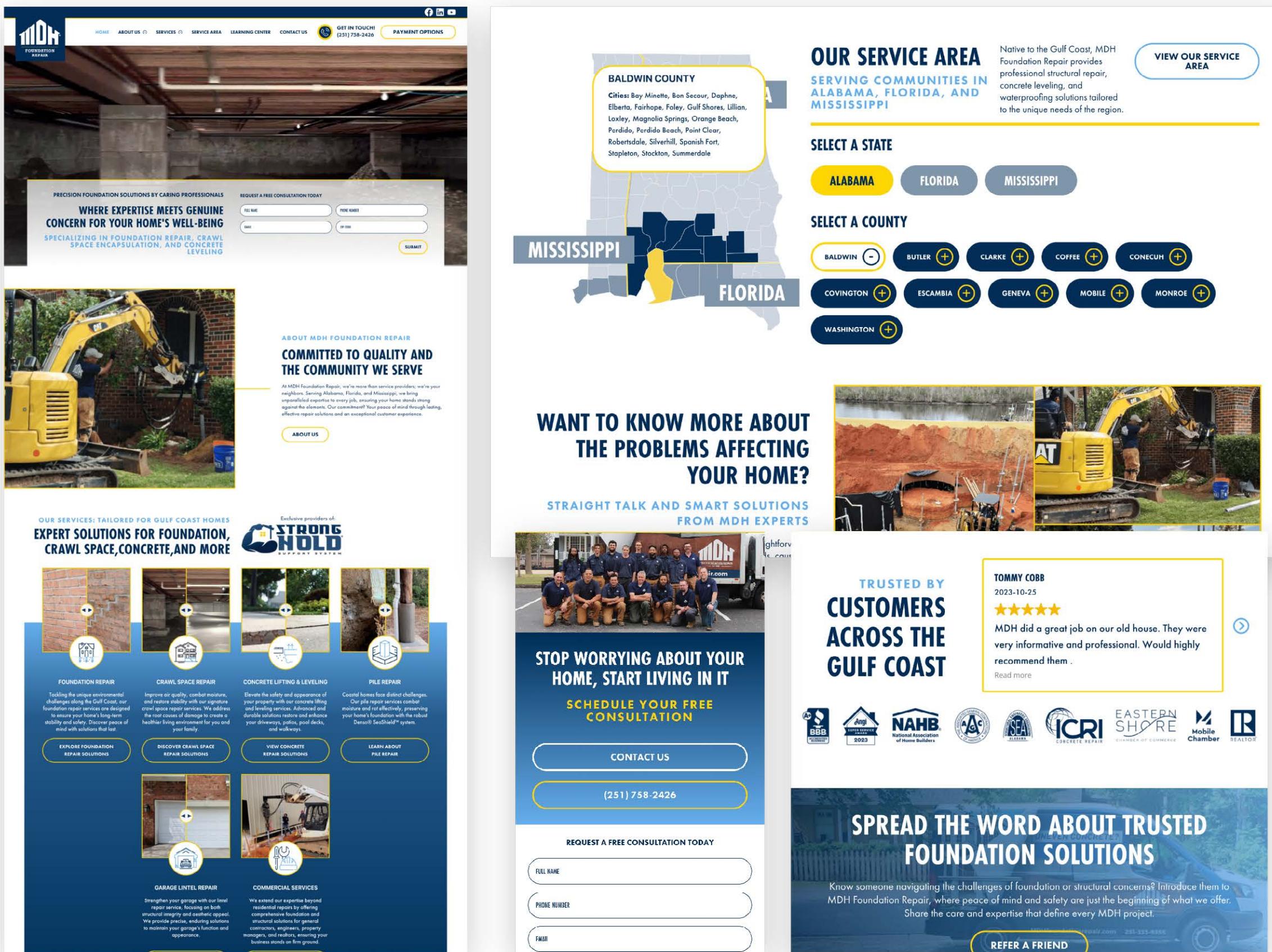


# Our Services

# 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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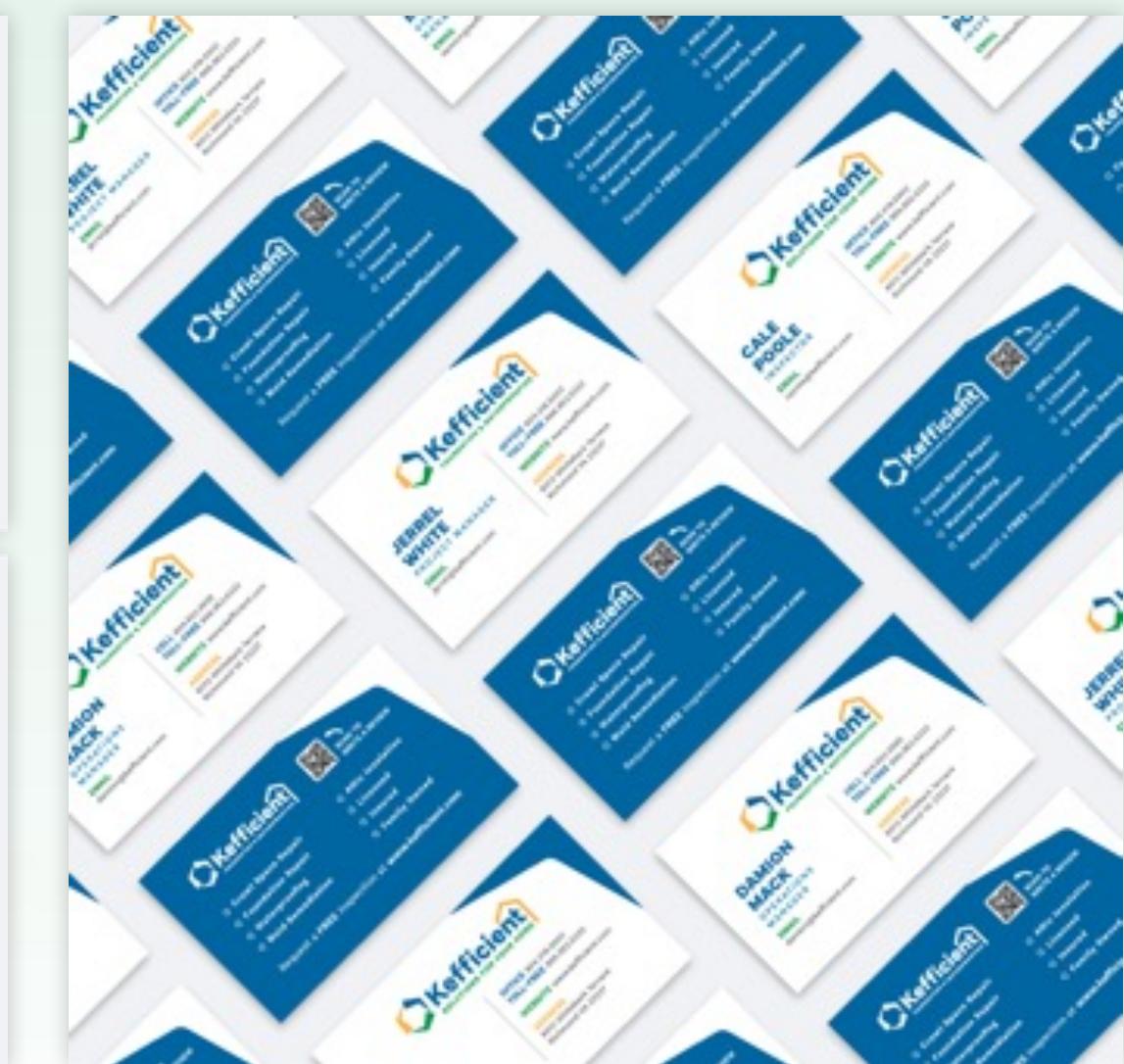
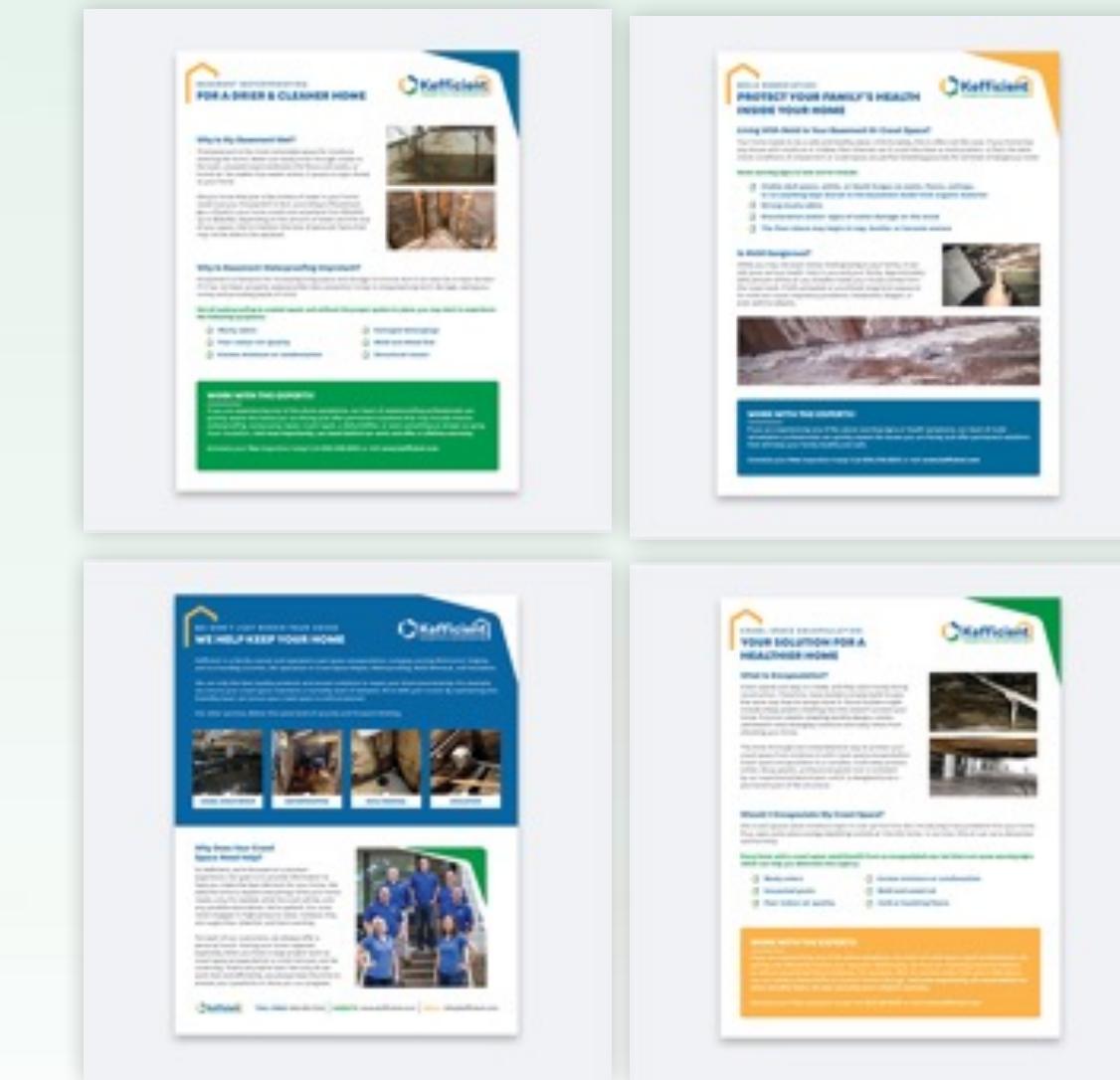
- **Multi-Platform Expertise:** Google Ads, Facebook, Instagram, YouTube, LinkedIn, and more.
- Custom campaigns designed to **generate high-quality leads** and maximize ROI.
- **Precision Targeting:** Reach your ideal customers with tailored messaging, locations, and consumer behaviors.
- Real-time 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.



Invest in your crawl space this holiday season! [\(link\)](#)



\*Certain restrictions may apply. Promotion available: 11/1-12/31.

# Media Planning & Buying

Maximize Reach, Optimize Spend

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- **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

Our approach to organic leads, local visibility, ranking and AI implementation

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## The Goal?

Improve classic SEO, local, and AI discoverability by making your site easy to crawl, easy to understand, and loaded with proof.

## That means:

- Search engines can crawl and index your website to make sure you're visible on all platforms.
- Homeowners (and AI summaries) can quickly understand what you do, where you do it, and why they should trust you.
- Your local search and branding stays active so you earn Map Pack visibility, and stay top of mind.
- We track performance using SEMrush (including local and map pack visibility) plus Google Search Console and GA4, so decisions are based on evidence we can prove.

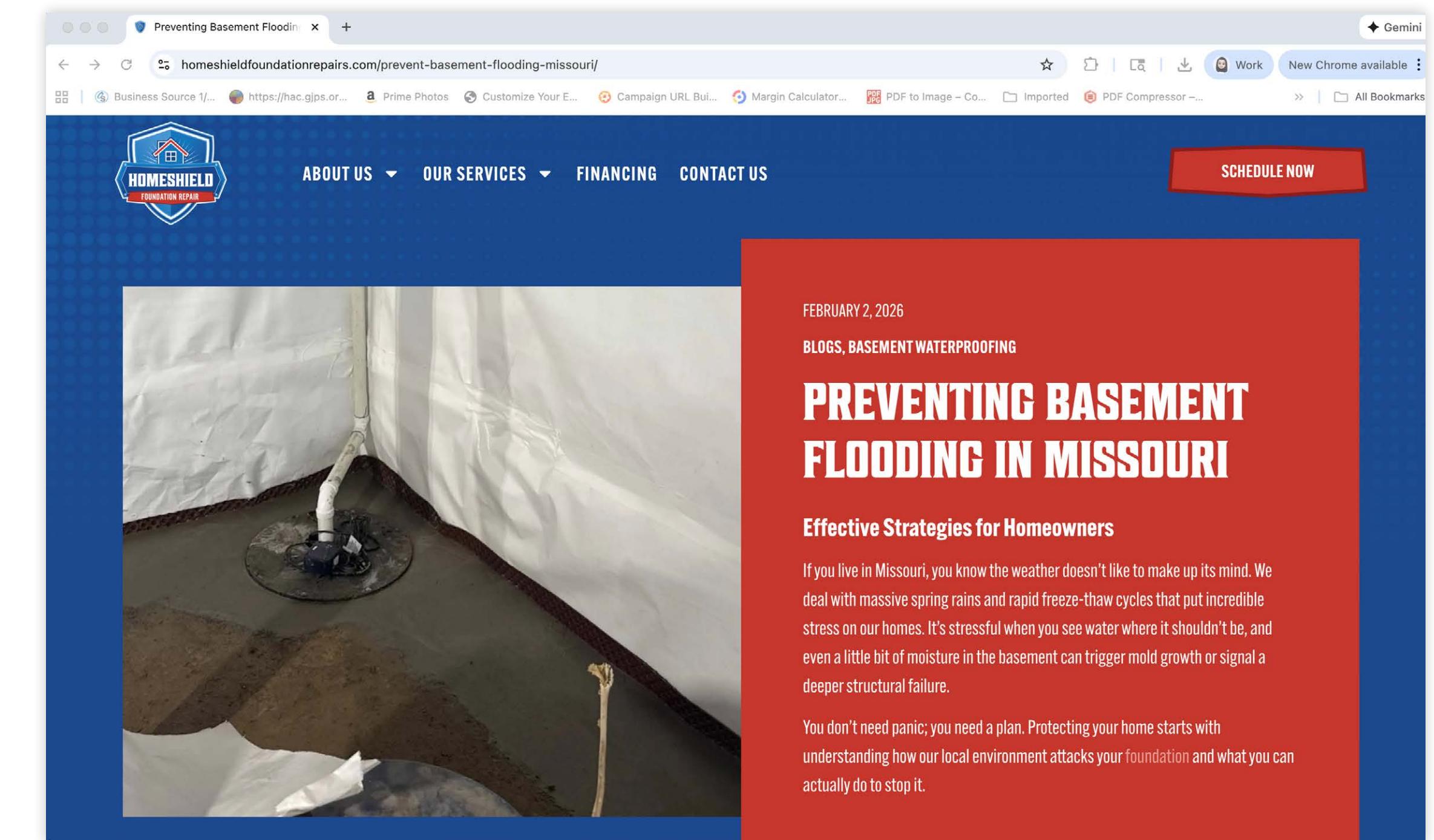
# SEO

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## Strategically using AI to our Advantage

We do not sell magic tricks like “rank in ChatGPT.” We do the work that actually increases visibility across modern search experiences:

- Clear business and service identity (entities, services, locations, proof)
- Structured, easy-to-summarize content (service pages, FAQs, guides, case studies)
- Clean technical foundation (crawlability, indexation, speed)
- Consistent local activity (GBP updates, reviews, local proof, citations)



# 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.

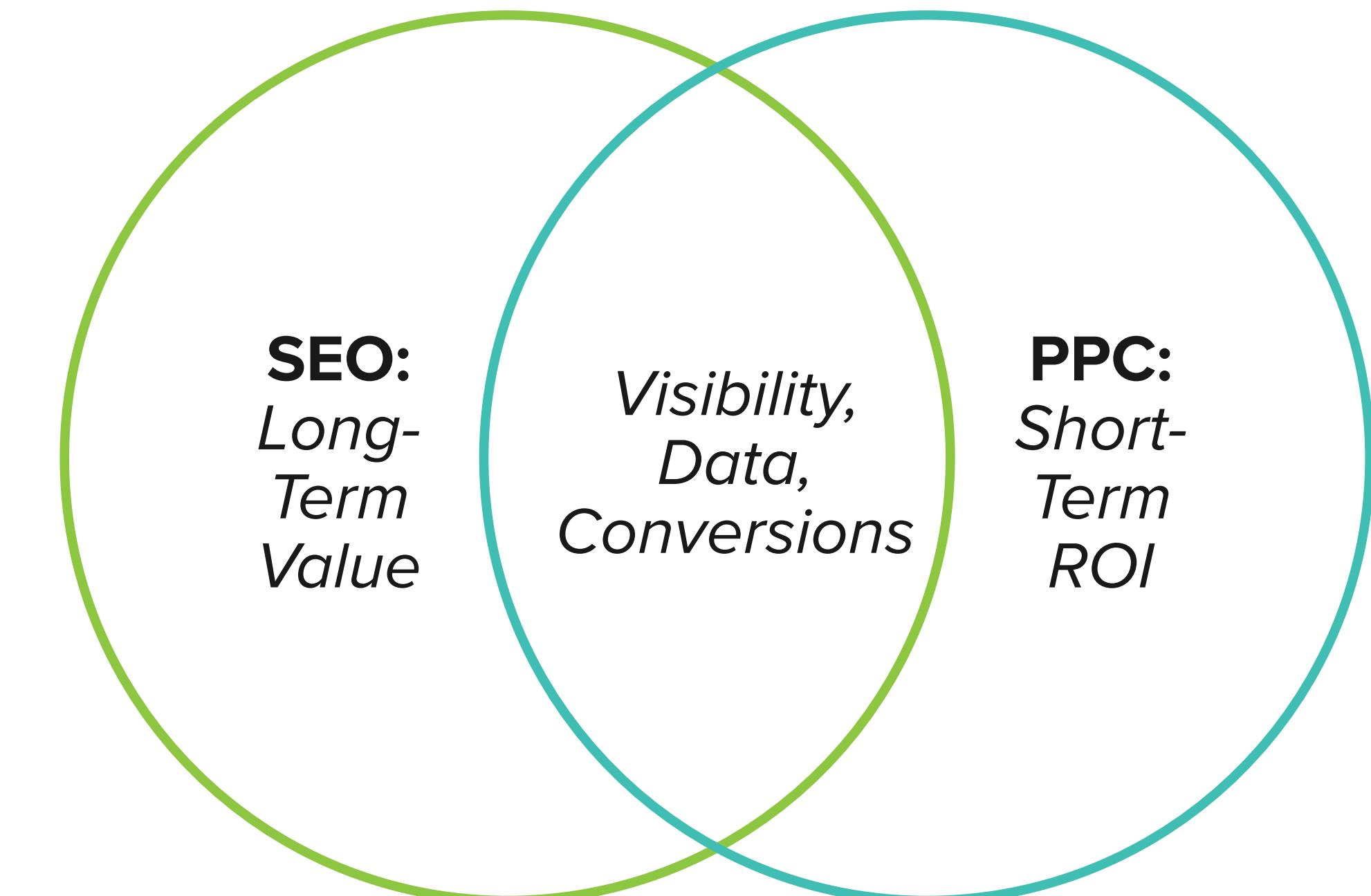
## 3. Data Sharing

- 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

### SEO Tools



**SEMRUSH**



### PPC Tools



02

# Case Studies

# Website Case Study

[drybasement.com](http://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.**

**GREENBAUM STIERS**

# 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

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.

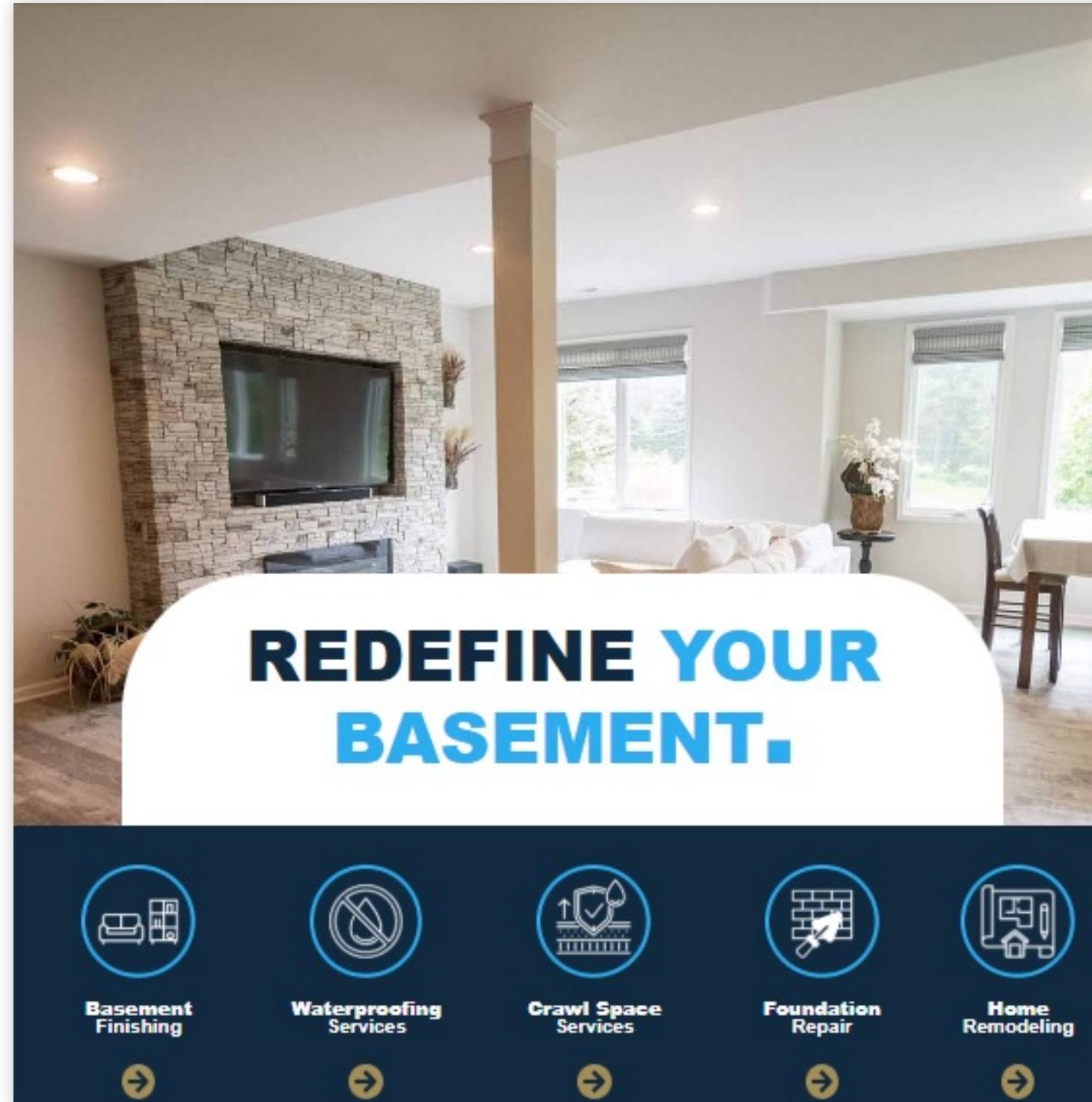
## Solution

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

“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**

“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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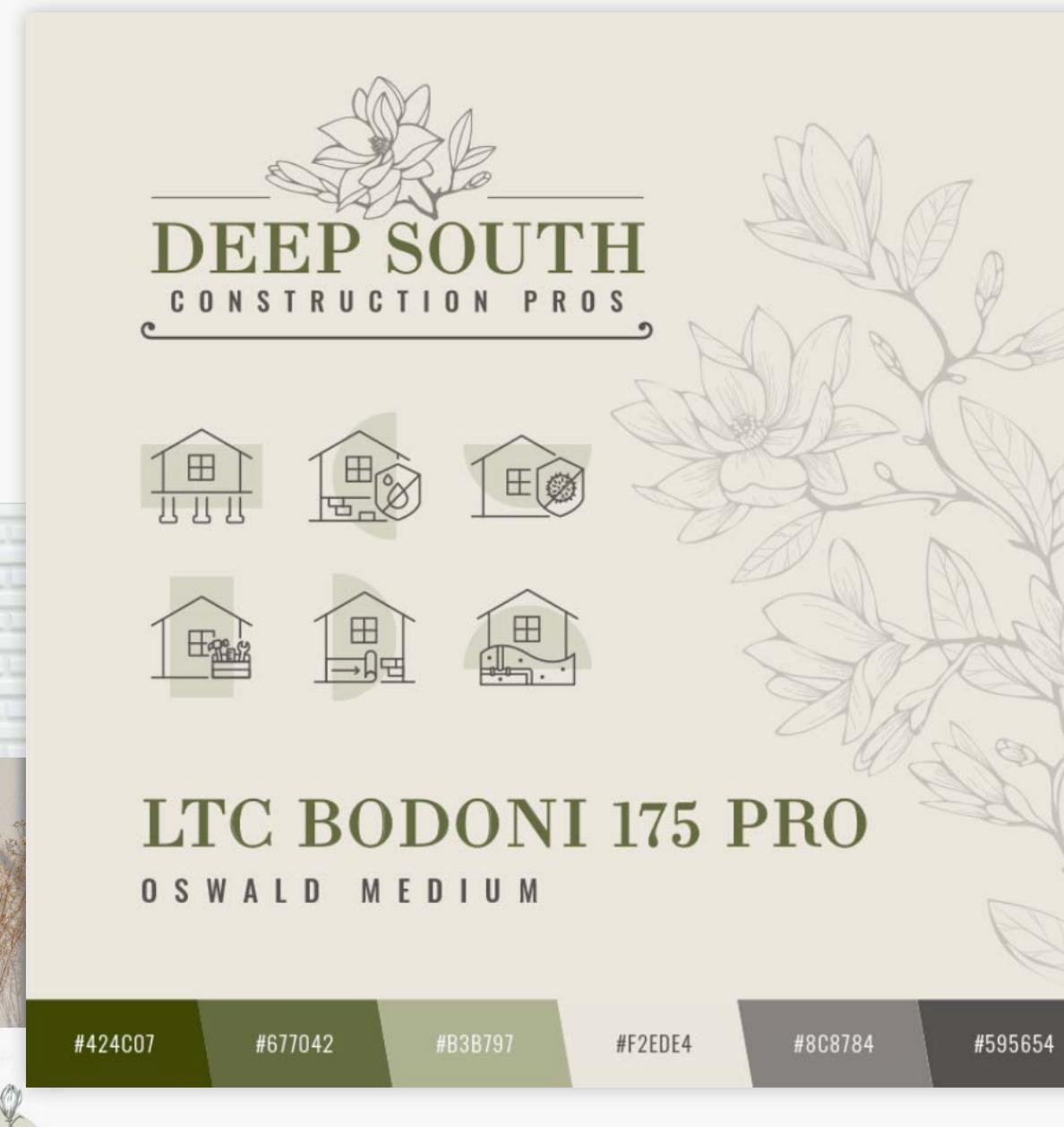
Mark, Kefficient Foundation & Waterproofing

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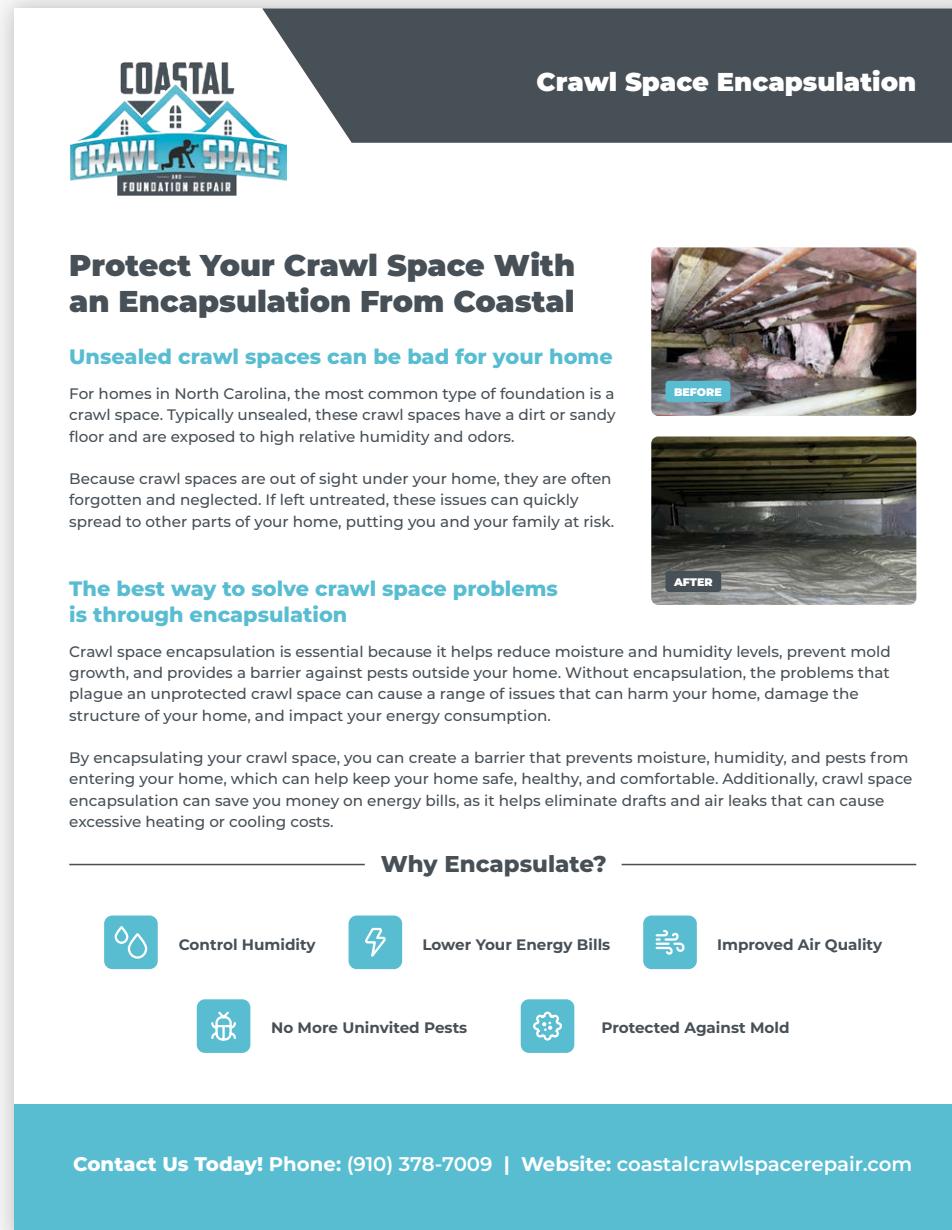
# Creative Assets

# Branding



A branding presentation for Bald Construction. It features two versions of the logo: a white version with a thin orange outline and a dark blue version with a thick orange outline. Below the logos are two design mockups. The left one is a dark blue template with the text "BEBAS NEUE EXPANDED REGULAR" and a photo of a person measuring wood. The right one is a white template with the same text and a photo of a person using a nail gun. At the top right, there is a color palette with hex codes: #FFFFFF, #FF7212, #656A7F, and #343748. Below the palette are icons for "DOT" and "LINE". On the far right, there is a small grid pattern. The bottom of the slide shows the Bald Construction logo on a grid background.

# 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**

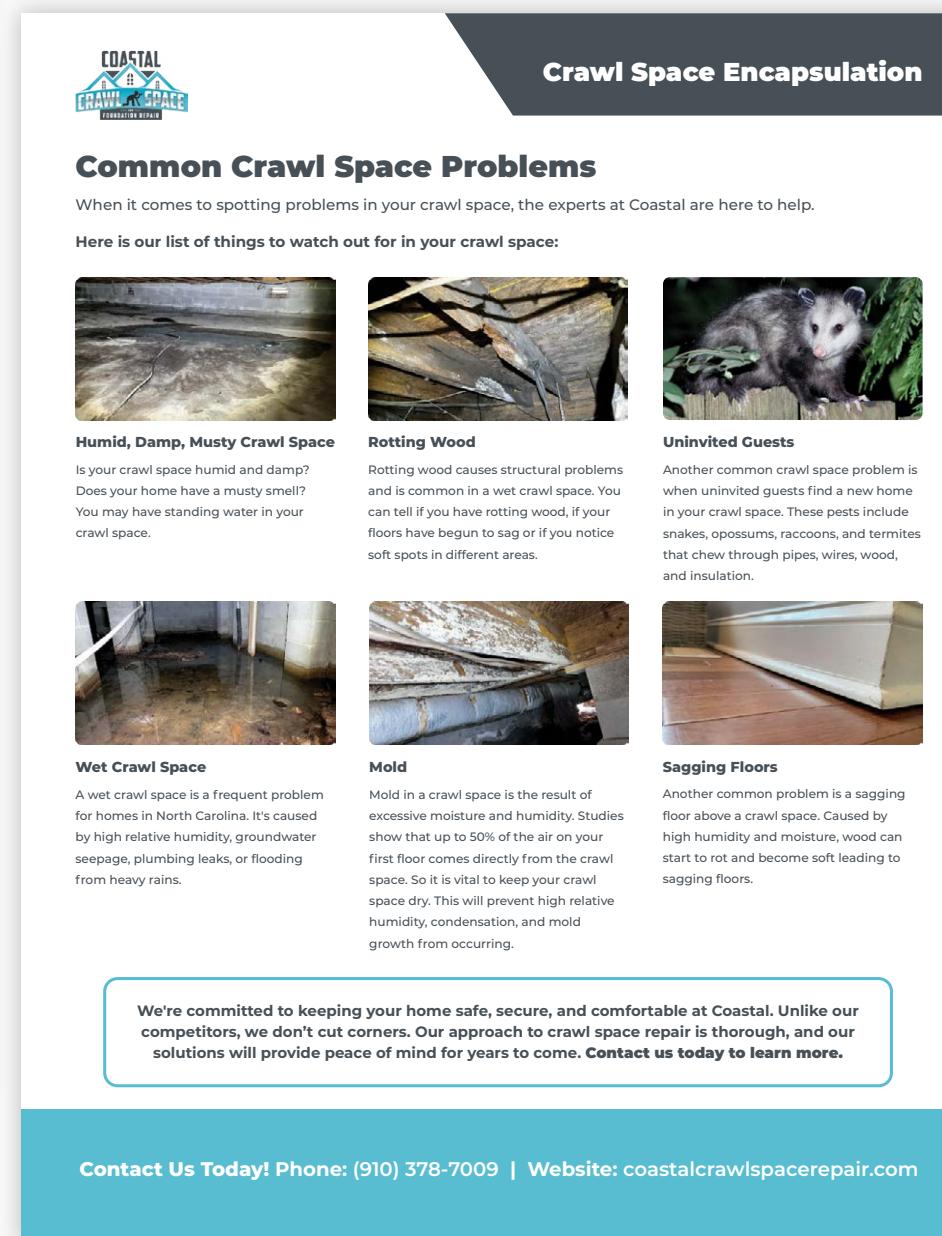
Crawl space encapsulation is essential because it helps reduce moisture and humidity levels, prevent mold growth, and provides a barrier against pests outside your home. Without encapsulation, the problems that plague an unprotected crawl space can cause a range of issues that can harm your home, damage 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](http://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**
- Rotting Wood**
- Uninvited Guests**
- Wet Crawl Space**
- Mold**
- 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](http://coastalcrawlspacerepair.com)



**Worth the Wait**

**WELCOME TO THE FAMILY!**

**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. Worries are designed with families in mind. They often have questions, "Is it right or is it legal?" We'll make sure you don't have to "Do it Again." If you ever change your basement or repair and replace any structures to live in them. On Us.

**Why choose a guarantee?**

Ask us how you qualify for the Lifetime Platinum Waterproofing System

- Install a Full-Perimeter Waterproofing System
- Install a Triple-Panel Sump Pump Assembly
- 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 provide funds whether you're taking on 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.

**Our Services**

**Easy Financing Options**

**Lifetime Platinum Guarantee**

**Worth the Wait**

**Your Basement Specialist**

**DAVE ISCA**

I'm Dave Isca and I'm your basement specialist. I have a lifelong history of helping people achieve their goals. You're formed to working together to create the best basement for your family.

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

My goal is to exceed your expectations. I always listen carefully to your vision and create 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.

# Booklets

**TROUBLESHOOTING**

line moved or extended, it usually can be done without too much trouble. There will be a service charge to accomplish this. (The discharge line is a concern in snowy winters and not warranted unless our freeze protection system is installed.)

**WATER SQUIRTING OUT OF WALL**

Water squirting out of the wall, over the drainage system, and onto the floor is highly unusual and not covered under the warranty. The simple solution is to put a plastic panel over the wall to prevent the water from squirting thereby directing it down into the system below. Most homes do not experience any problems after the installation, but warranties do not cover damage to property from leaks in the system. Therefore, it is important to gather as much information about any potential problem and work with The Basement Doctor® to get it fixed.

**DRY BASEMENT TIPS**

Even with a waterproofing system, you want to limit the amount of rainwater that collects around the foundation. Keep gutters clean so they don't overflow next to the foundation. Quality gutter screening eliminates cleaning. Keep the downspouts from the gutters extended away from the house and keep the soil pitched away from the house. Keep any exterior drains you may have in stairwells or driveways clear of leaves and ice. Run a dehumidifier in the warm months of the year. We recommend our water & mold resistant flooring system if you are finishing your basement or laying down floor covering of any kind.

**IF YOU ARE GOING TO FINISH YOUR BASEMENT**

If a plastic vapor barrier is applied to the walls, be sure to tuck it into the perimeter waterproofing system's flange above the floor. A battery back-up pumping system is very important if you finish your basement and a water & mold resistant flooring system is recommended.

**DRY BASEMENT TIPS**

OTHER PRODUCTS AVAILABLE

- Battery back-up pumping systems
- Crawl space encapsulation system
- Moisture proof flooring system
- Plastic wall paneling system
- Downspout extensions
- Air dehumidifier & purifier combo
- Water heater flood protection
- Sump pump discharge line freeze protection system
- Dual Sump Pump heavy-duty pumping system
- Window well enclosures
- Basement Doctor® Epoxy-Antimicrobial coating
- Carbon fiber reinforcement
- Foundation repair options
- Complete basement finishing

**MORE TIPS**

- 1 Spray foam insulation may qualify homeowners for a tax credit.\* Ask your tax advisor for details
- 2 Check with your insurance company to see if these common plumbing leaks are covered.
- 3 After a flood, water should be removed within 24 hours.
- 4 Remember, the sump pump is the heart of the system and if the heart doesn't work, nothing else will. Annual service is highly recommended. Find the problem before it finds you.
- 5 Keep your discharge line to the street clear of debris and snow.
- 6 Non-organic materials will not support mold growth.

**OWNER'S MANUAL**  
GET TO KNOW YOUR SYSTEM

**1-877-DRY-TIME**  
3 7 9 8 4 6 3  
basementdoctor.com



**Wall Stabilization & Foundation Repair**

At B-Level, we use various methods to ensure the long-term success of your foundation repair.

**STEEL BEAM REINFORCEMENT**

Structural steel I-beams can be quickly repaired and restored using steel beam reinforcement. This engineer-approved method comes with a 25-year warranty. Steel beam reinforcement is the most damaged basement wall to work directly with licensing engineers to ensure each steel beam reinforcement is installed with the utmost durability and longevity.

**How does it work?**

Structural steel I-beams are vertically placed against the foundation wall and held in place by steel brackets below the footer and above the joists. The brackets are then tightened and transferred pressure from the beam to the wall. Once securely in place, any further bowing or bulging is eliminated.

**B-LEVEL LTD.**  
**Your Guide to a Drier, Safer Home**

**CONTACT B-LEVEL TODAY!**  
614.837.1269 | [b-level.com](http://b-level.com)

**BASEMENT WATERPROOFING**

**FOUNDATION REPAIR**

**CRAWL SPACE REPAIR**

**Some common foundation issues include:**

- BOWED WALLS
- INTERIOR CRACKS IN SHEetrock
- EXTERIOR CRACKS
- BOWED BASEMENT WALLS
- MISALIGNED WINDOWS & DOORS
- UNEVEN/SAGGING FLOORS

**Wall Stabilization & Foundation Repair**

Foundation failures can often be prevented with proper design, construction, and maintenance. Regular inspections and repairs can help identify potential problems early before they escalate into more serious issues.

# Post Cards

Hey <Last\_Name> Family,  
I ❤️ 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

**The Basement Doctor®**

Noticing Signs of Foundation Issues?



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

**SPECIAL OFFER**  
SEE BACK FOR MORE DETAILS

**MDH FOUNDATION REPAIR**

**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



**WE BUILD BETTER BASEMENTS ❤️**

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

**BASEMENTS PLUS®**  
FINISHING + WATERPROOFING

248-873-0048 | Basementsplus.com

**TRIPLE SAFE YOUR INVESTMENT**  
\$150 off Triple Safe Sump Pump\*

Present this card at your appointment for discount

See how 3 sump pumps work for your home



**The Basement Doctor®**

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

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](http://basementdoctor.com)

**COMMUNITY OFFER**



**UP TO \$500 OFF**

Mention offer code: **MBH500**

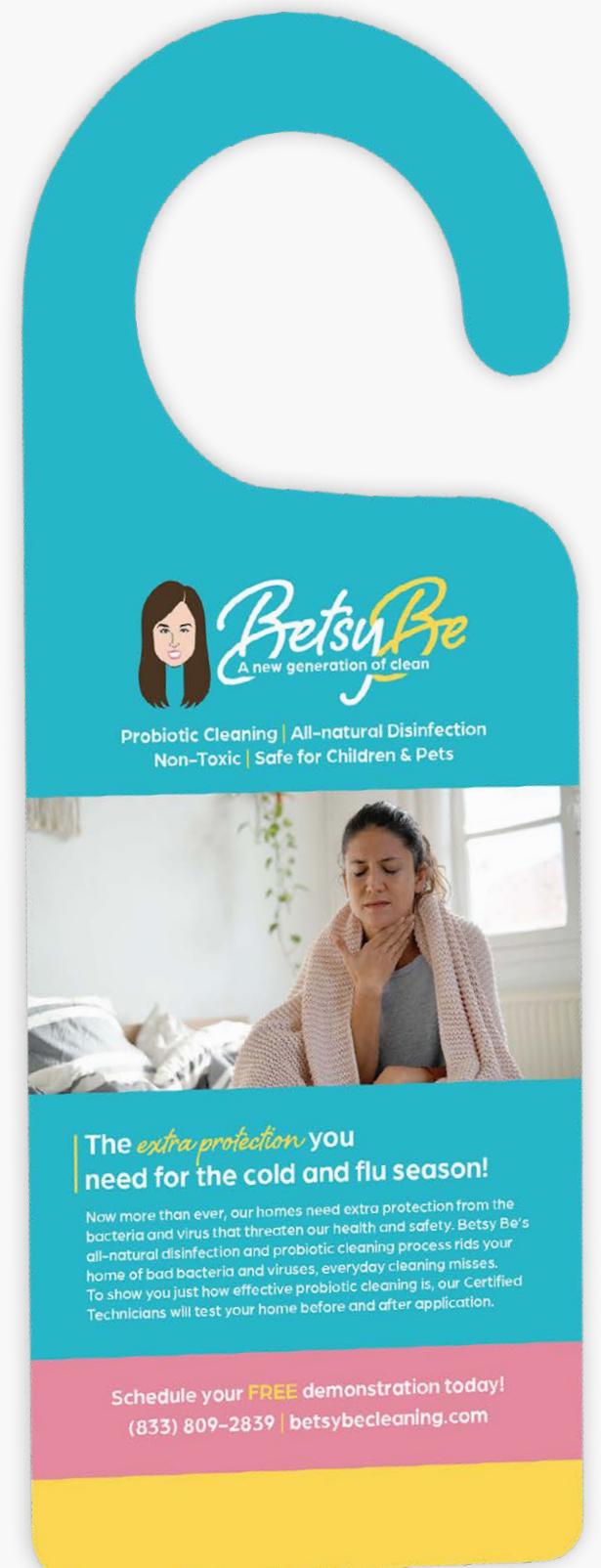
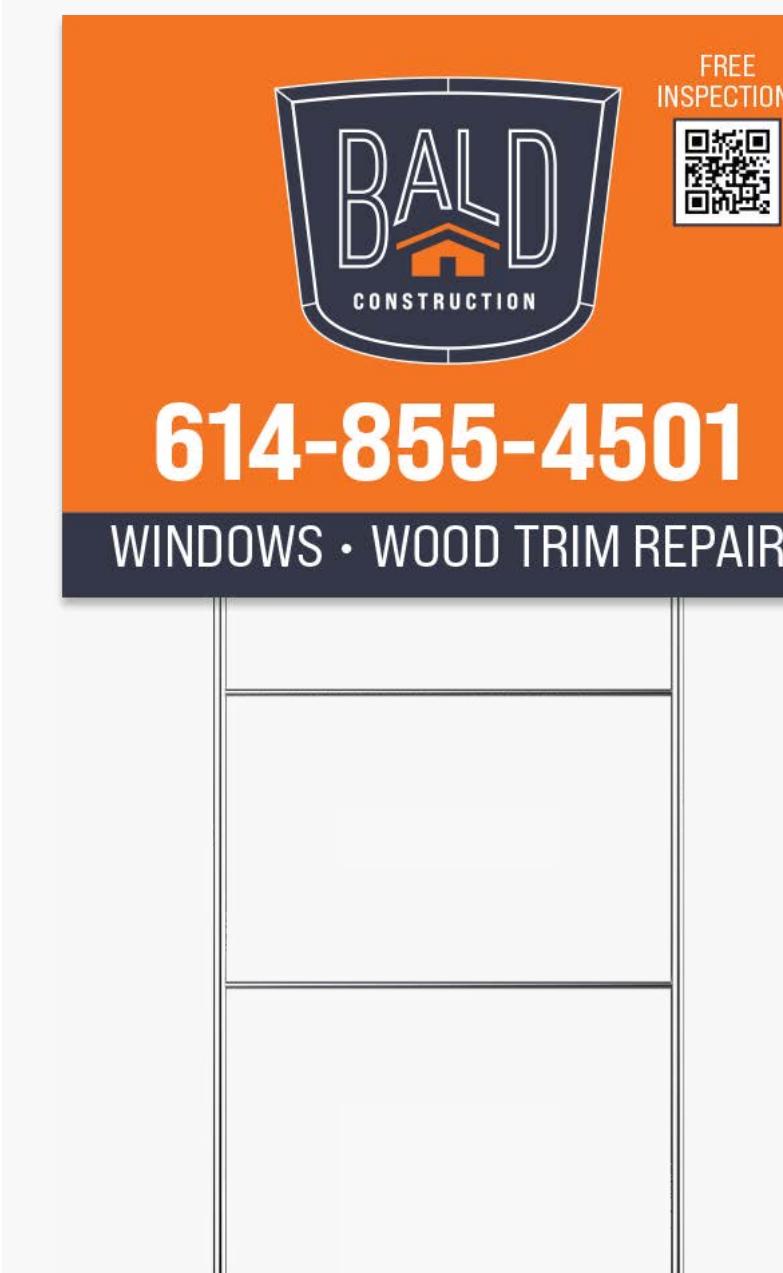
Scan the code or call us today!  
850.308.6603

\*Terms and conditions apply.

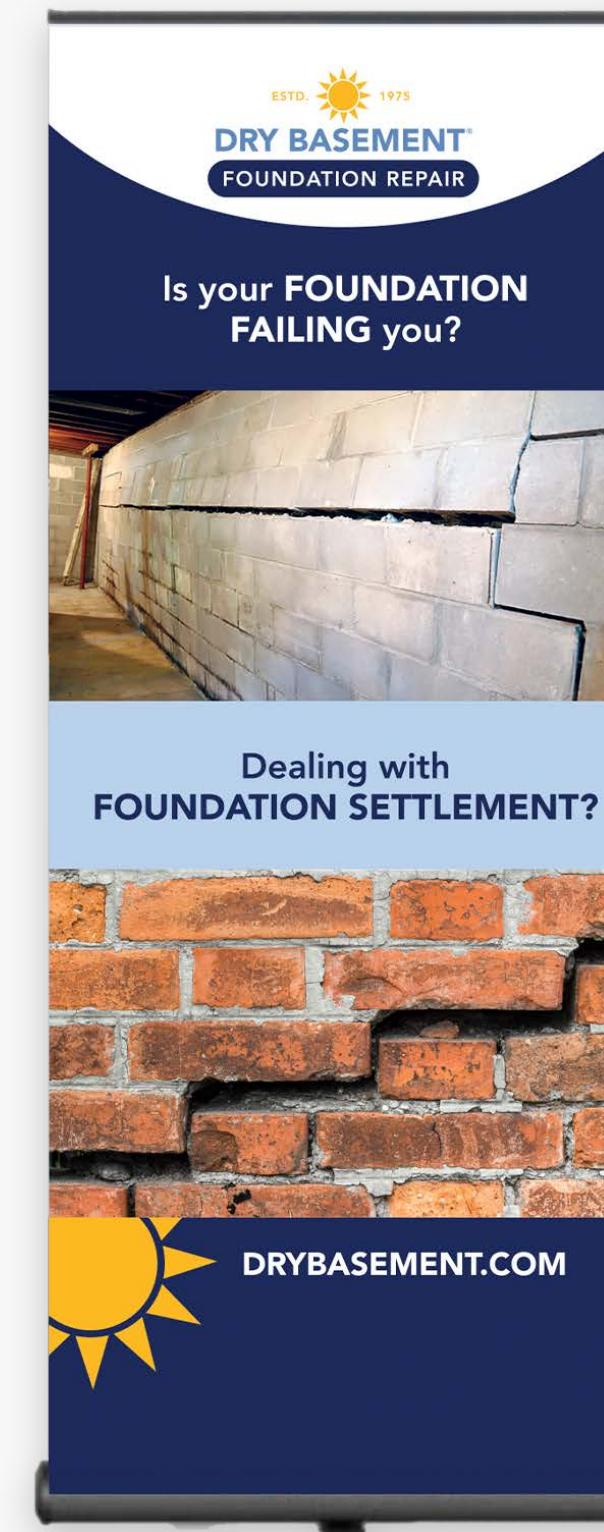
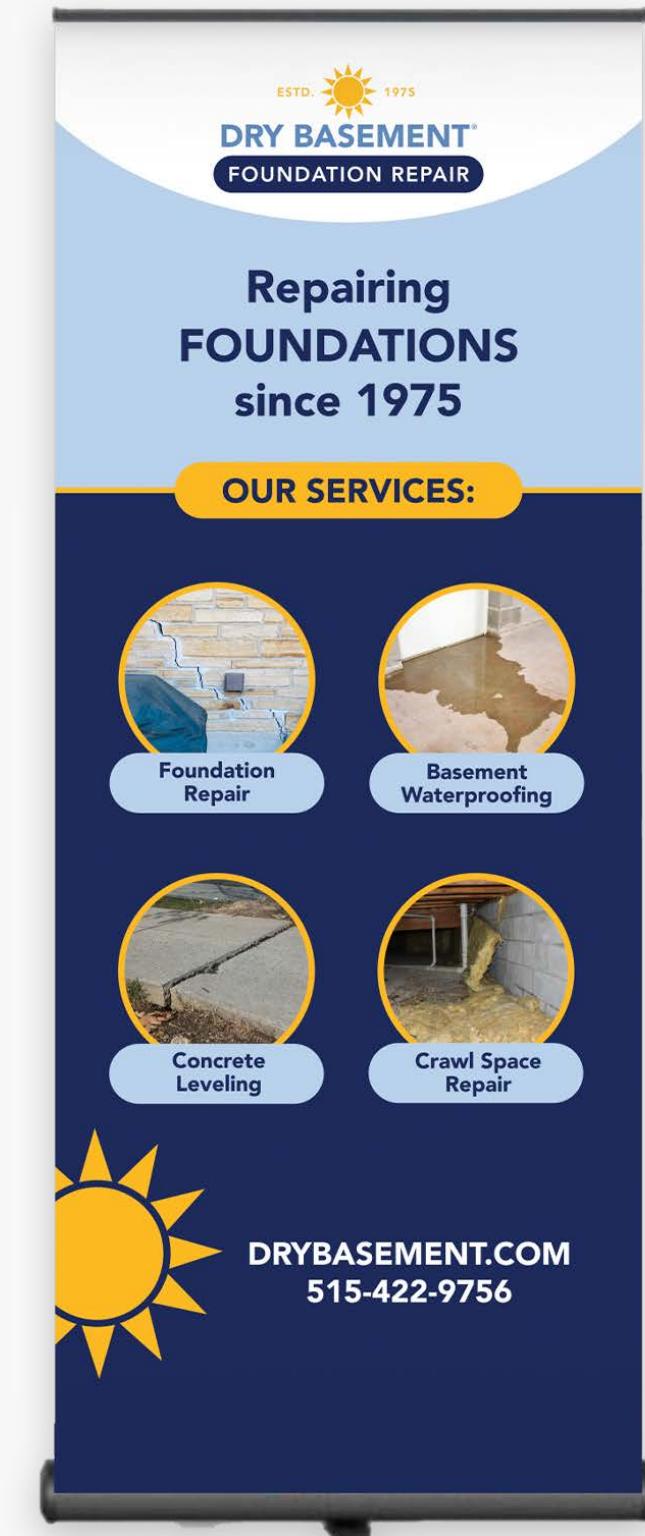
**MDH FOUNDATION REPAIR**

108 5th Street  
Daphne, Alabama 36526

# Grass Roots Marketing

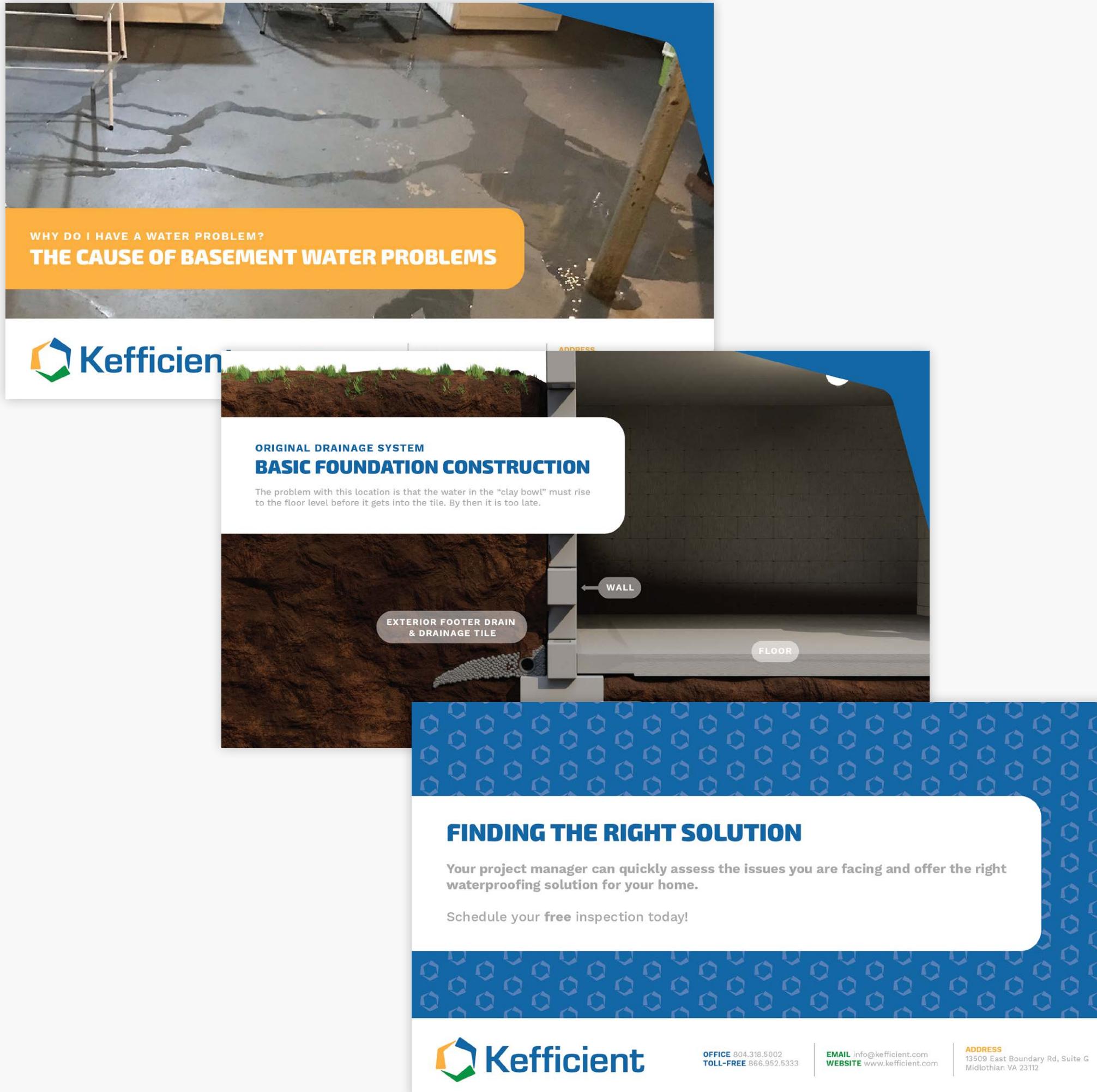


# Trade Shows



A large, curved trade show banner for Indiana Crawl Space Repair. The background is blue. At the top left is the company logo 'Indiana Crawl Space Repair'. At the top right, a white box contains the text 'FREE INSPECTIONS AND ESTIMATES!' and the website 'www IndianaCrawlSpaceRepair.com'. The center of the banner features a 3D rendering of a two-story house with its crawl space visible. Dashed lines point from the house to three circular images: 'BOWING WALL REPAIR', 'BASEMENT WATERPROOFING', and 'SAGGING FLOOR REPAIR'. To the right of these images is a vertical column with the heading 'Sagging Floors or Bowing Walls?'. It contains 'BEFORE' and 'AFTER' images for 'SAGGING FLOORS', 'BOWING WALLS', and 'LEAKING WALLS'. At the bottom, the company logo is on the left, and the text 'FREE INSPECTIONS! 317-893-7016' and the website 'www IndianaCrawlSpaceRepair.com' are on the right. On the far right, a vertical column with the heading 'Wet Basement or Crawl Space?' contains 'BEFORE' and 'AFTER' images for 'WET BASEMENT' and 'CRAWL SPACE'. The bottom right corner of the banner also contains the company logo and contact information.

# Sales Presentations



**WHY DO I HAVE A WATER PROBLEM?**  
**THE CAUSE OF BASEMENT WATER PROBLEMS**

**Kefficient**

**ORIGINAL DRAINAGE SYSTEM**  
**BASIC FOUNDATION CONSTRUCTION**

The problem with this location is that the water in the "clay bowl" must rise to the floor level before it gets into the tile. By then it is too late.



**EXTERIOR FOOTER DRAIN & DRAINAGE TILE**

**WALL**

**FLOOR**

**FINDING THE RIGHT SOLUTION**

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

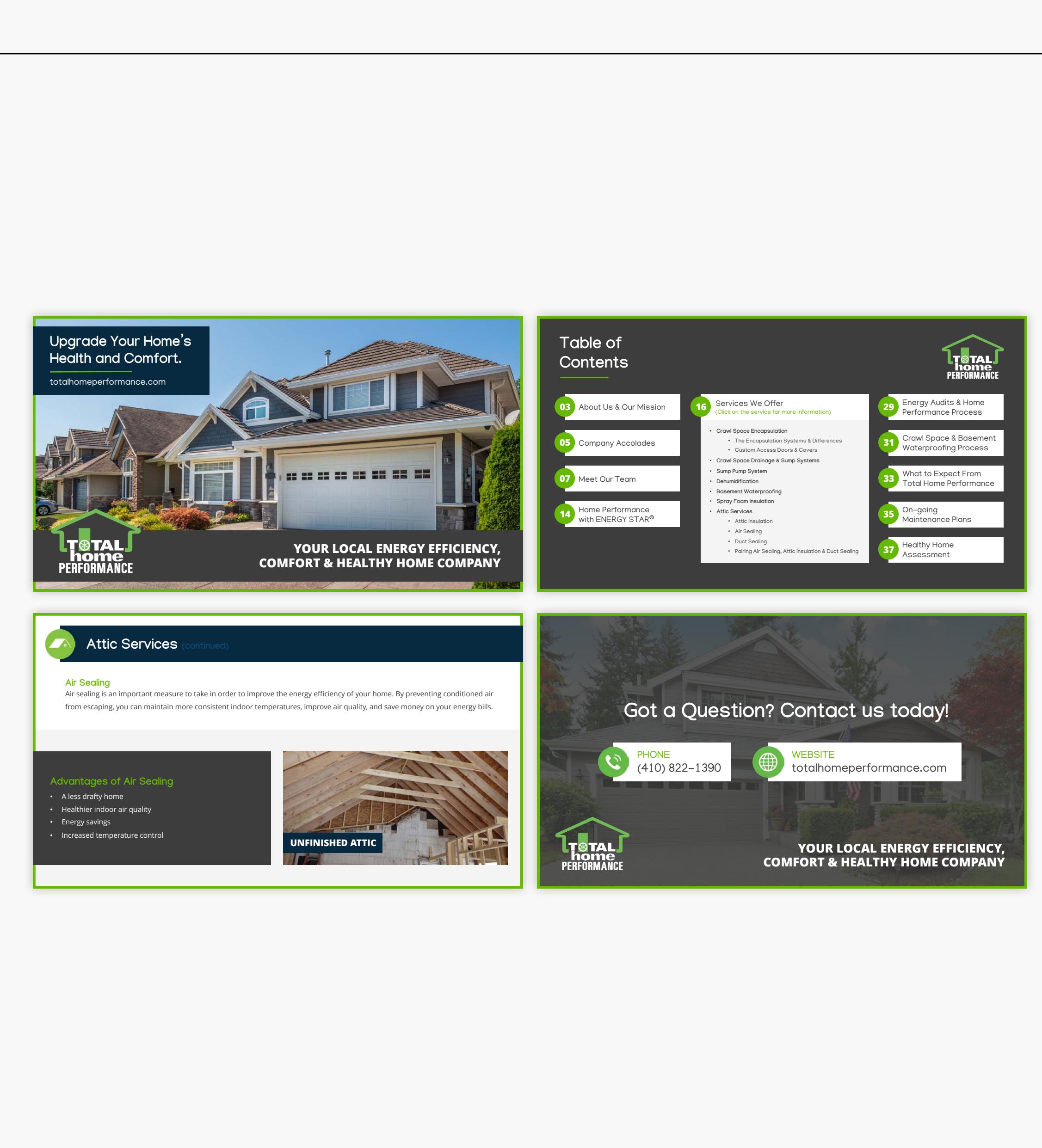
Schedule your **free** inspection today!

**Kefficient**

OFFICE 804.318.5002  
TOLL-FREE 866.952.5333

EMAIL [info@kefficient.com](mailto:info@kefficient.com)  
WEBSITE [www.kefficient.com](http://www.kefficient.com)

ADDRESS  
13509 East Boundary Rd, Suite G  
Midlothian VA 23112



**Upgrade Your Home's Health and Comfort.**  
[totalhomeperformance.com](http://totalhomeperformance.com)



**TOTAL home PERFORMANCE**

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

**Table of Contents**

- 03** About Us & Our Mission
- 05** Company Accolades
- 07** Meet Our Team
- 14** Home Performance with ENERGY STAR®
- 16** Services We Offer (Click on the service for more information)
  - Crawl Space Encapsulation
    - The Encapsulation Systems & Differences
    - Custom Access Doors & Covers
  - Crawl Space Drainage & Sump Systems
    - Sump Pump System
    - Dehumidification
    - Basement Waterproofing
    - Spray Foam Insulation
  - Attic Services
    - Attic Insulation
      - Air Sealing
      - Duct Sealing
    - Piping Air Sealing, Attic Insulation & Duct Sealing
- 29** Energy Audits & Home Performance Process
- 31** Crawl Space & Basement Waterproofing Process
- 33** What to Expect From Total Home Performance
- 35** On-going Maintenance Plans
- 37** Healthy Home Assessment

**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](http://totalhomeperformance.com)

**TOTAL home PERFORMANCE**

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

# Billboards

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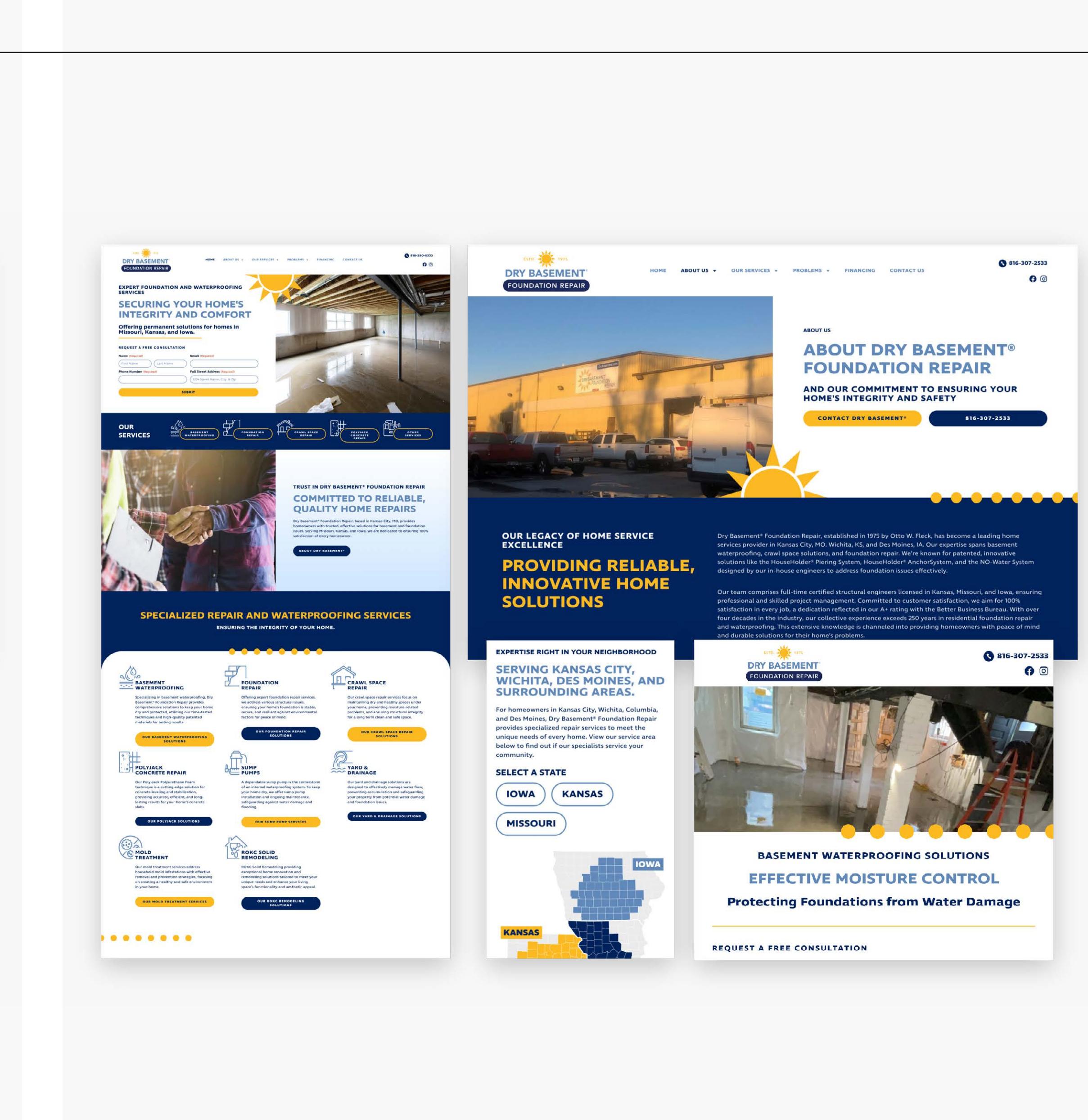
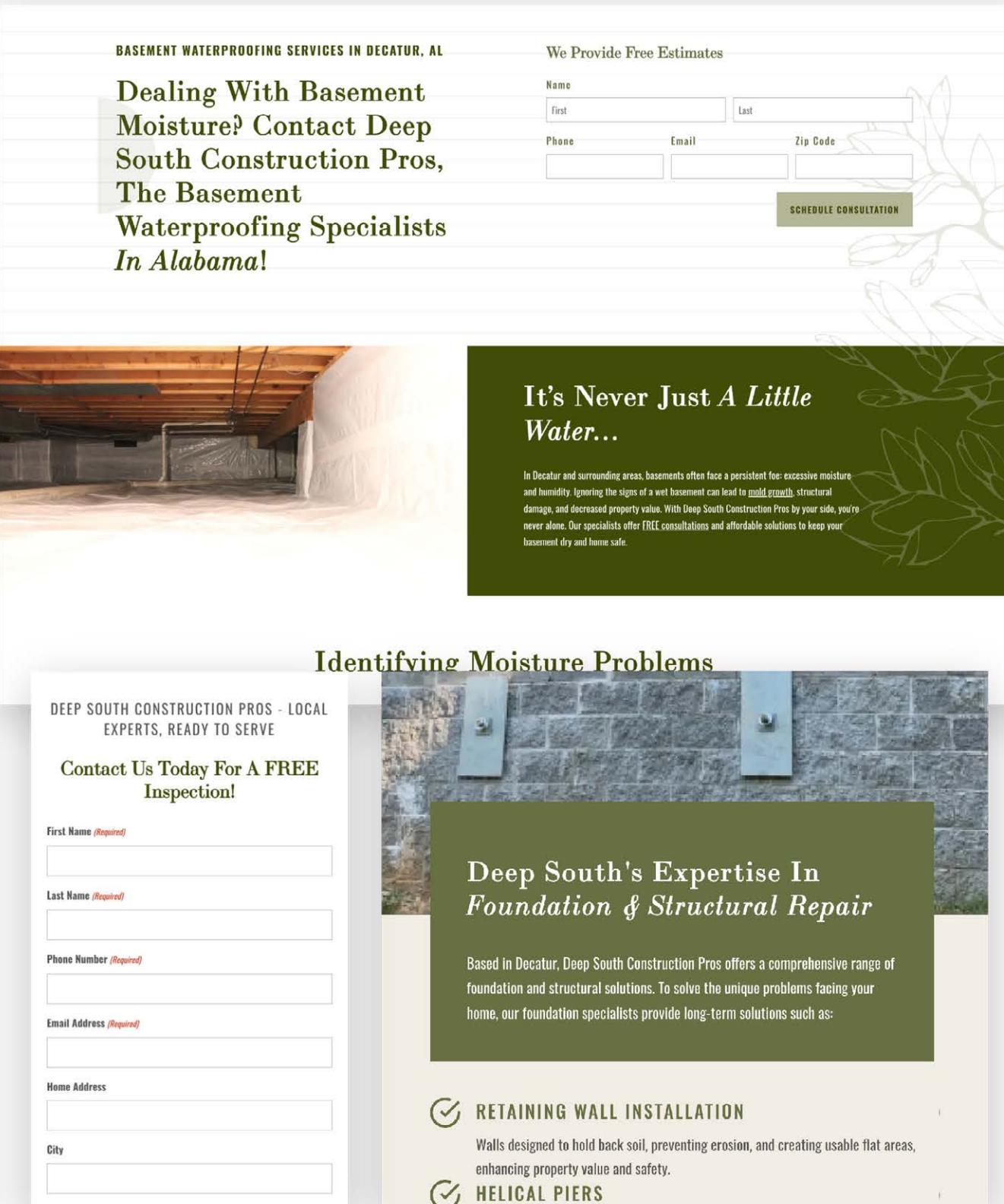
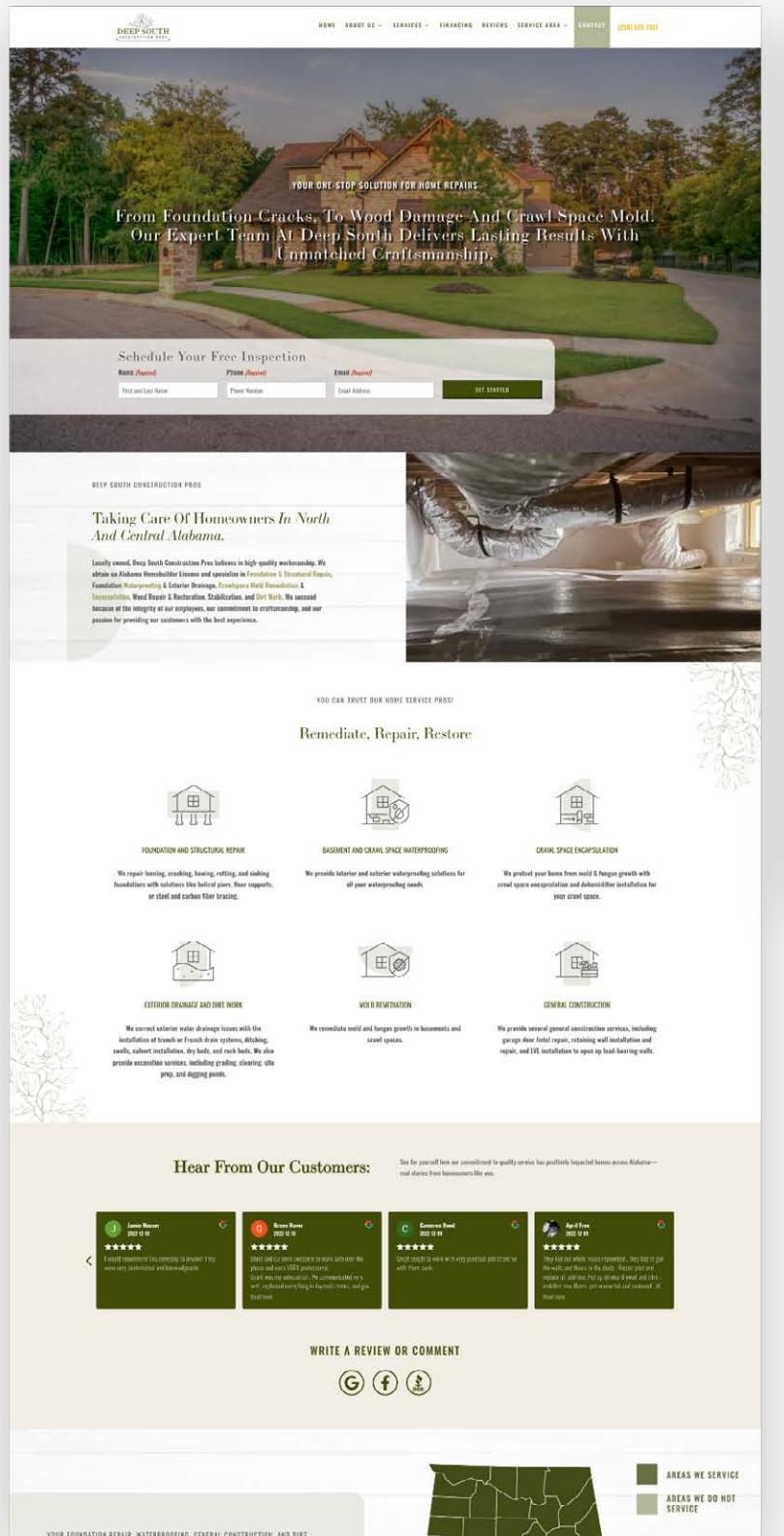


# Vehicle Wraps

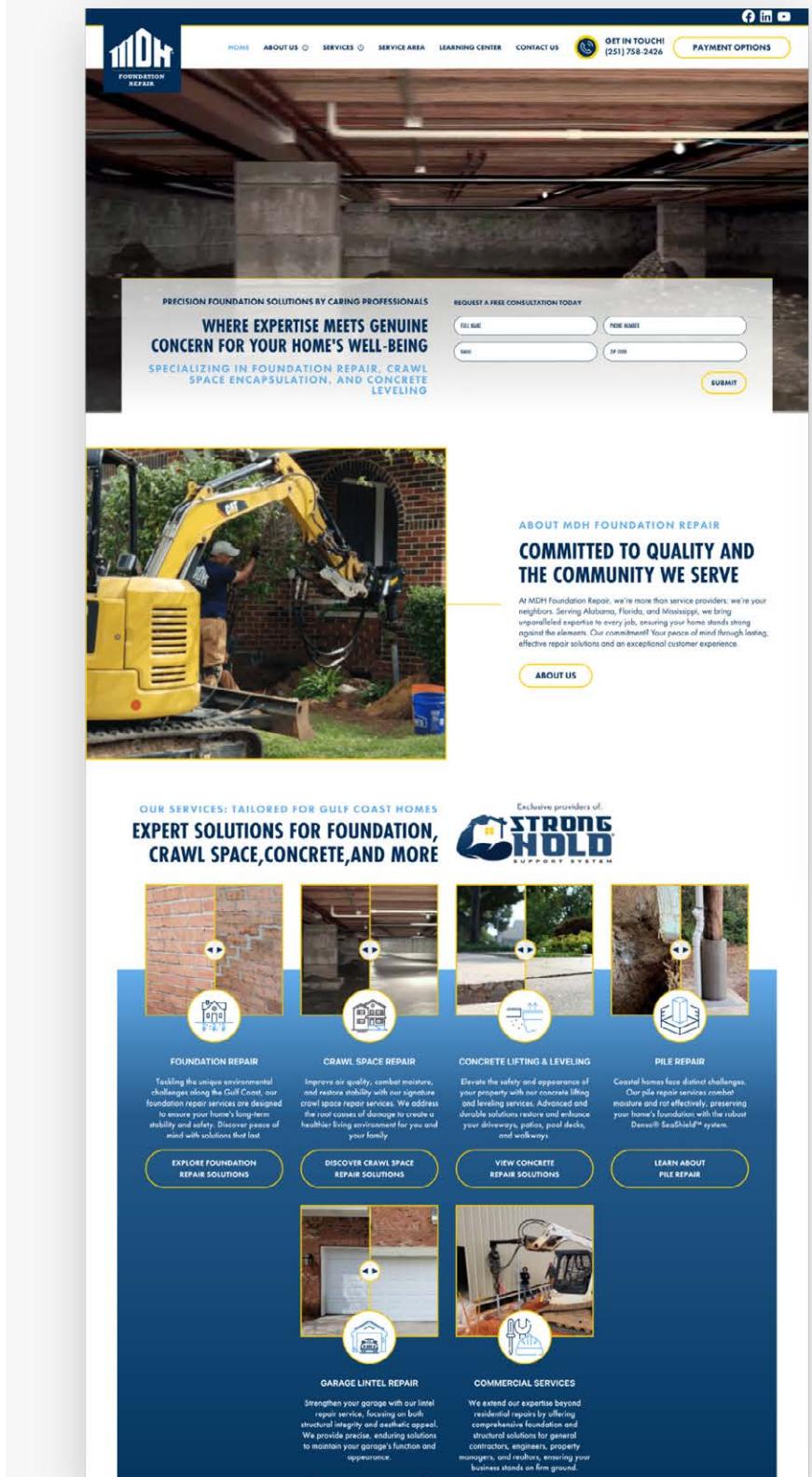
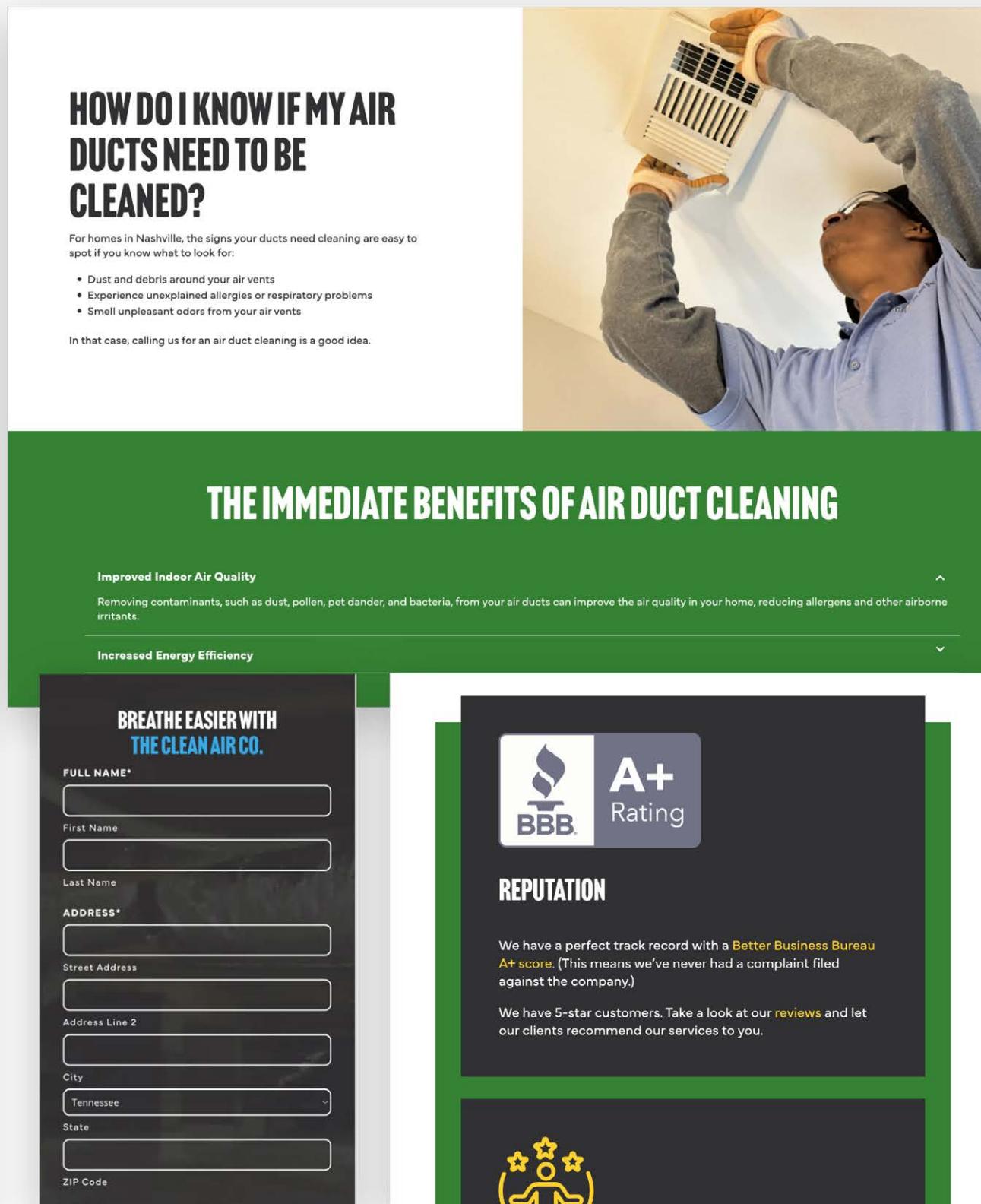
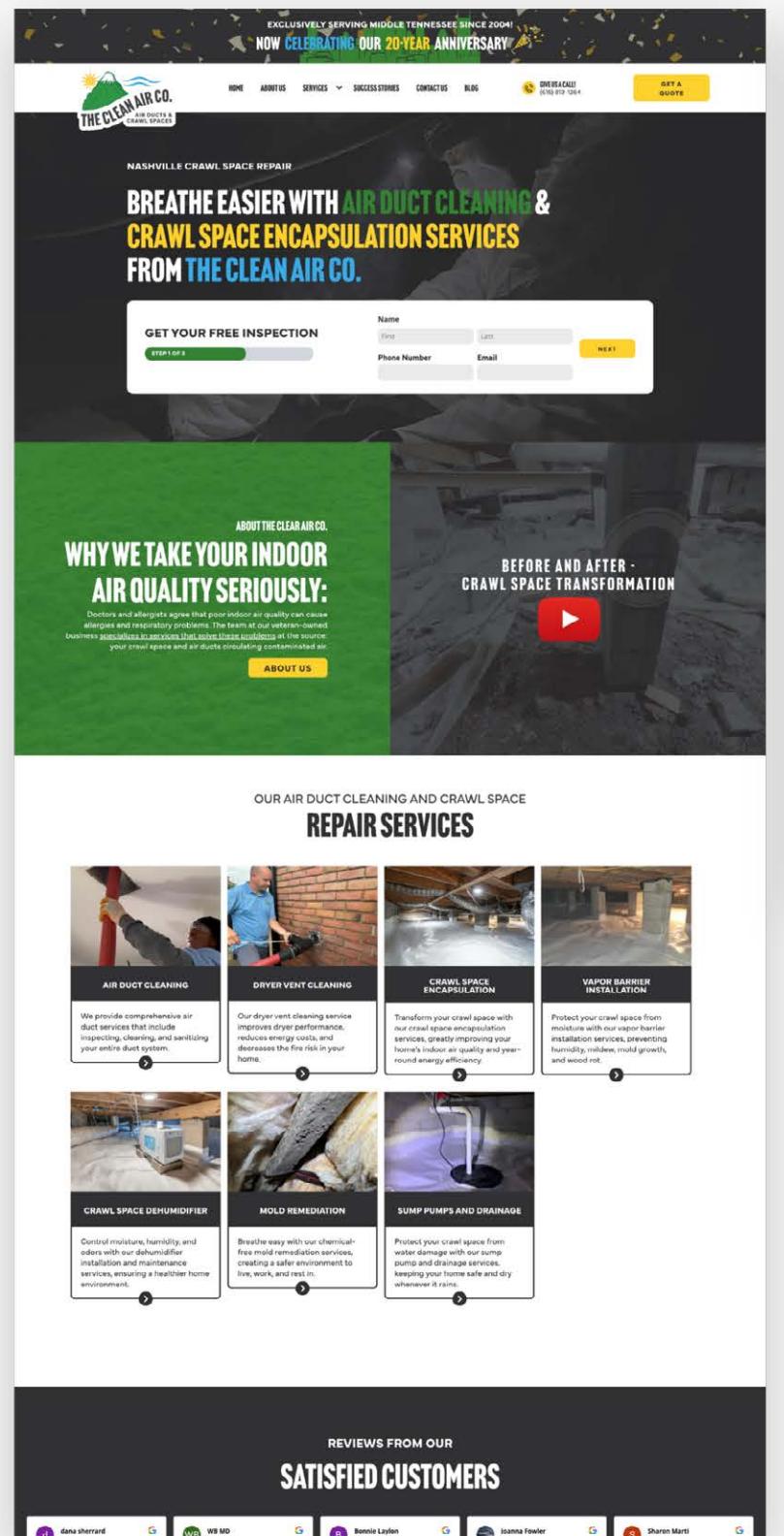
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# Website Design



# Website Design



# Social and Meta Ads

**PROTECT YOUR BIGGEST INVESTMENT.**



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

**BASEMENTS PLUS**  
FINISHING + WATERPROOFING



**SCHEDULE YOUR SUMP PUMP MAINTENANCE!**

**BEFORE** 

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

**AFTER** 

**KEEP YOUR BASEMENT SAFE AND DRY**

**5 Signs Your Roof Needs Replaced**



**Schedule a Free Inspection!**

**ARMOR EXTERIOR SOLUTIONS LLC**

**Wind or Storm Damage**

**Leaking Roof**

**HAUNTED CRAWL SPACE?**

- Pests
- Mold
- Moisture

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

**THE Basement Doctor**

**Say Our Name Three Times...**

**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

## Package 1: Ignite (Foundational SEO)

**\$2,200/month**

Ideal **\$1M - \$3M companies** with one location, who want to establish a strong online foundation and consistent brand momentum.

### Outcome Snapshot

You get indexed correctly, locally positioned, and content with the must-have technical fundamentals in place

### Monthly Deliverables

#### 1. Money Page Optimization (1 core service page/month)

- Improve titles, headings, copy clarity, FAQs, internal links, and conversion elements
- Goal: strengthen your “money pages” that actually generate leads

*6 Month Commitment  
Requirement For All Packages*



2. **1 Blog Post / Month (educational, search-driven)**
  - Written to match homeowner questions and “symptom to solution” searches
  - Built to support service pages with internal links and topic relevance
3. **Indexing and Technical Health Check (monthly)**
  - Crawl and indexation review, sitemap and AI sanity, canonicals, key errors
  - Fix or flag issues that block ranking growth

# SEO Package Pricing

## Package 1: Ignite *(Foundational SEO)*

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### One-time setups

- GA4 + Search Console setup and linking
- SEMrush setup + baseline audit (visibility + competitor rank)
- Core Website Vitals (speed and UX starting point)
- Google Business Profile optimization (services, photos, Q&A structure, categories)
- Local SEO (NAP consistency groundwork and map pack position)
- Schema foundation (Local Business + Service)
  - **Positioned correctly:** schema helps systems understand you and can support enhanced display eligibility where applicable

### What success looks like

Cleaner index coverage and fewer technical blockers that hurt visibility, early movement in impressions and clicks for service topics, and improved GBP ranking for local search.

# All SEO Packages

Each package includes and builds on the foundations put in place with our Ignite package.

Program Elements	Accelerate	Expand	Dominate	Pinnacle
<b>Best-Fit Revenue</b>	\$3M to \$6M	\$5M to \$10M	\$8M to \$20M	\$15M+
<b>Monthly Investment</b>	\$3,400	\$4,500	\$6,600	\$8,600
<b>Blogs Per Month</b>	2	3	4	6
<b>Geo Or Service Pages Per Month</b>	1	2	3	4
<b>Pillar Pages Per Month</b>	Not included	Not Included	1	2
<b>Schema Level</b>	Enhancements (monthly)	Expansion	Expansion (carry-forward)	Comprehensive Stack
<b>Backlink Strategy + Monitoring</b>	Not Included	Included	Included	Included
<b>Link Building Execution</b>	Not Included	Not Included	Hyper-local 5 to 6 per month	Premium 6 to 8 per month
<b>Ai Discovery</b>	Not Included	Not Included	Monthly check	Weekly or high-frequency
<b>Cro + Hotjar + Testing</b>	Not Included	CRO audit + Hotjar basic ongoing	CRO Lite + 1 A/B test per month	Hotjar reporting + CRO Pro + 2 A/B tests per month
<b>Competitive Entity Analysis</b>	Not included	Not Included	Not Included	3 to 5 Competitors

# SEO Package Pricing

## Package 2: Accelerate *(Local Growth)*

**\$3,400/month**

Ideal for **\$3M - \$6M companies** growing in their services, that want more map pack, and local brand awareness

### Outcome

Brand expansion into nearby cities and neighborhoods with consistent GBP activity, relevant content and a stronger local footprint.

### Monthly Deliverables

#### 1. Money Page Optimization (1 core service page/month)

- Improve titles, headings, copy clarity, FAQs, internal links, and conversion elements
- Same as **ignite package**, but compounds faster due to content increase.

#### 2. 2 Blog Posts / Month (educational, search-driven)

- Mix of service, education and high-intent homeowner questions
- Always supports local visibility and service page rankings via internal links.

#### 3. 1 Geo or Service Area Page / Month

- Location-targeted page built to rank for “near me” and city service searches
- Geo pages require meaningful messages and proof, not templated clones



# SEO Package Pricing

## Package 2: Accelerate *(Local Growth)*

---



### Monthly Deliverables Cont.

#### 4. Google Business Profile optimization (monthly)

- Photo cadence, posts, Q&A, services updates
- This is where local visibility compounds

#### 5. Schema enhancements and internal linking (monthly)

- Structured data used for clarity and eligibility, not as a ranking hack
- Internal links connect new content to priority service and location pages

#### 6. Local tracking and optimization loop (monthly)

- SEMrush tracking plus Google Search Console and GBP insights to identify what is moving and what needs attention.

#### What success looks like

Increased local (map pack) presence and rankings across your services/service area, and more qualified organic leads.

# SEO Package Pricing

## Package 3: Expand *(Strategic SEO Growth)*

**\$4,500/month**

Ideal for **\$5M to \$10M companies** adding new cities or services, needing authority or structure, and want to improve user experience.

### Outcome

This is the “grow up” tier. You move from posting content to building an actual brand ecosystem with user insights, internal structure, and online authority signals.

### Monthly Deliverables

#### 1. 3 Blog Posts / Month

- Deeper “how, why, when” content to build authority on specific topics.

#### 2. 2 Geo or Service Pages / Month

- Supports expansion, “near me” searches, and multi-area visibility

#### 3. Internal linking and topic silos (monthly)

- Connect related topics, strengthen priority pages, create clear topical clusters

#### 4. Homeowner concept mapping and conversational keyword alignment

- Align content to the way real homeowners ask questions, including long-tail and voice-style phrasing
- Helps modern search systems understand relationships between topics



# SEO Package Pricing

## Package 3: Expand *(Strategic SEO Growth)*

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### 5. Backlink strategy and monitoring

- Monthly visibility report plus targeted outreach plan
- Focus on quality, relevance, and local credibility

### 6. CRO audit (initial) + Hotjar UX tracking (basic ongoing)

- Identify drop-off points and improve conversion paths
- You get traffic and you improve what that traffic does

### 7. Schema expansion

- Used to improve page clarity and structured understanding
- We keep expectations realistic on rich result visibility

### What success looks like

More keywords showing across multiple services and areas, improved engagement and conversion signals on priority pages, and additional authority lift.

# SEO Package Pricing

## Package 4: Dominate *(AI Optimized Expansion)*

**\$6,600/month**

Ideal for **\$8M** to **\$20M** companies in competitive markets, who want to become a regional authority.

### Outcome Snapshot

You stop “doing SEO” and start owning categories. This tier builds a content hub system, pushes local authority, and improves conversion performance alongside rankings.

### Monthly Deliverables

- 1. 4 Blogs / Month (answer-first formatting, strong internal linking)**
- 2. 3 Geo or Service Pages / Month (hyper-local relevance and proof)**

### **3. 1 Pillar Page / Month**

- A true “hub” page that organizes subtopics, FAQs, and internal links

### **4. Advanced website mapping + funnel keyword strategy**

- Awareness to action keyword coverage so you win the entire search journey



# SEO Package Pricing

## Package 4: Dominate *(AI optimized Expansion)*



### 5. AI discovery hygiene (monthly check)

- Confirm major crawlers are not accidentally blocked and site resources load correctly
- This supports discoverability, it does not guarantee placement in any specific AI tool

### 6. Core Web Vitals monitoring (quarterly)

- Targets speed, stability, and mobile experience improvements

### 7. Hyper-local link building (5 to 6 links/month)

- Manual outreach and credibility-based sources
- Not spam directories

### 8. CRO Lite

- Ongoing UX reviews plus **1 A/B test/month** on CTAs or forms

### What success looks like

Stronger local ranking and coverage, more organic reach on pillar pages, and higher conversion rates.

# SEO Package Pricing

## Package 5: Pinnacle *(Ultimate Market Domination)*

**\$8,600/month**

Ideal for **\$15M+** companies with multi-location or category leader goals, who want to be the default choice in the region.

### Outcome

This is a full authority machine: volume + structure + competition displacement + CRO.

### Monthly Deliverables

**1. 6 Blogs / Month (high-output authority building)**

**2. 4 Geo or Service Pages / Month (multi-market expansion)**

**3. 2 Pillar Pages / Month (category hub building at scale)**

**4. Voice-style readability and Q&A hub development**

- We optimize key pages to answer clearly and directly, matching how homeowners and assistants ask questions

**5. Competitive entity analysis (3 to 5 competitors)**

- Identify content gaps, structural advantages, and authority plays

**6. Full-funnel keyword strategy**

- Broad coverage across awareness, consideration, action, and brand defense



# SEO Package Pricing

## Package 5: Pinnacle *(Ultimate Market Domination)*



### 7. AI discovery hygiene (weekly or high-frequency checks)

- Crawl and accessibility checks for major bots and indexation patterns

### 8. Comprehensive schema stack

- Structured data used for clarity and eligibility where applicable

### 9. Hotjar reporting + CRO Pro

- UX insights plus 2 A/B tests/month on trust elements, forms, CTAs, and page layouts

### 10. Premium backlink campaign (6 to 8/month)

- Manual outreach and higher-authority placements

**Clear definition required internally for what qualifies as “premium”**

### What success looks like

Ownership over categories, broad reach in keyword rankings for services, strong local footprint in multiple service areas, and measurable lead volume improvement.

# SEO Package Pricing

## A la carte (Add on) Options

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- **Additional Blog Post:** \$475/post
- **Geo Page Creation:** \$475/page
- **Technical SEO Audit & Fixes:** Starting at \$1,100
- **CRO Review & Optimization:** Starting at \$1,100
- **Google Business Profile Management:** \$500/month
- **Backlink Building:** Custom pricing based on strategy
- **Heatmapping (just tracking, no management):** \$250/month
- **Citation Management:** \$250/month

# 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 Template (Double-Sided): \$500 (up to 10 employees, each additional \$25)
- Letterhead (8.5 x 11, Full Color): \$250
- Business Envelope (#10): \$250

### Brochures & Flyers

- Trifold Brochure (8.5 x 11 Folded): \$1,250
- Bifold Brochure (11 x 17 Folded): \$1,500
- 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): \$750
- Postcard (5.5 x 8.5, Double-Sided): \$750

### Other Marketing Materials

- Pocket Folders (9.5 x 12, Full Color): \$1000
- Yard Signs (18 x 24, Full Color): \$250
- Door Hangers (Double-Sided, 4.5 x 11): \$500
- Booklet/Catalog: \$2500 (up to 16 pages, each additional page \$75)
- Sales Presentations: \$2500 (up to 16 slides, each additional slide \$75)
- Backdrop Displays: \$1750
- Pop-Banner: \$500

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

# 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!**