

 Digital Marketing Plan for \*\*\*\* \*\*\*\* Salon

June 12, 2012

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Meeting Your Needs

\*\*\*\* \*\*\*\* Salon (full name withheld for privacy) needs more than just random website visitors to distinguish itself from its competitors; it needs an engaged, growing audience. High-quality content – created and added to your website on a consistent basis – will give this upscale salon the tools it needs to build a stream of interested prospects and make more sales. Content creation services will help (name withheld) to:

* Create fresh, compelling content to establish your authority as a leader in your niche
* Gain credibility among your visitors, entertain them, and persuade them to buy
* Build a list of interested prospects and communicate with them intimately via email

Without a collection of high-quality content and an intelligent strategy to publish it, (name withheld) risks losing its prospects – and their business – to more engaging competitors.

Delivering Results

Here’s what my services will deliver to help (name withheld) enjoy a thriving online following:

* A long-term content creation plan to engage prospects
* Compelling, consistent content to build your credibility and prospects’ trust
* A list of leads that eagerly awaits your next post to social media

Recommendations for Your Company

Working with me will allow your salon to obtain the quality content and strategy it needs to overcome the challenges listed above. If hired, we’ll break the project down into the following content creation services:

Development of a Long-Term Content Creation Plan

I’ll start by analyzing your current content and how you’re distributing it. Then, with your unique needs in mind, I’ll create a detailed strategy to give your prospects a stream of fresh content so you can gradually build authority in your niche.

Ongoing Content Creation and Publishing

I will put your long-term digital marketing strategy into action, creating targeted and optimized content according to our previously agreed upon publishing schedule. Then, after proofreading each piece of new content, I’ll publish it on your website and/or social media platforms to engage new visitors.

Why Use My Services?

To earn consistent revenue, (name withheld) needs to establish long-term relationships with its customers. I’ll personally create the high-quality content you need to establish and build those valuable connections, then strategically publish it to make the most impact on your website traffic.

Next Steps

It’s really easy to get started. Just send an e-mail, describing the particular services you’re looking for: copywriting, content marketing, blog management, B2B/B2C marketing campaigns, newsletters, ad copy or something else entirely. I’ll e-mail you back with a time estimate, custom quote and any further questions I may have. After receiving payment, we’ll either schedule a consultation (depending on the package), or I’ll get to work.