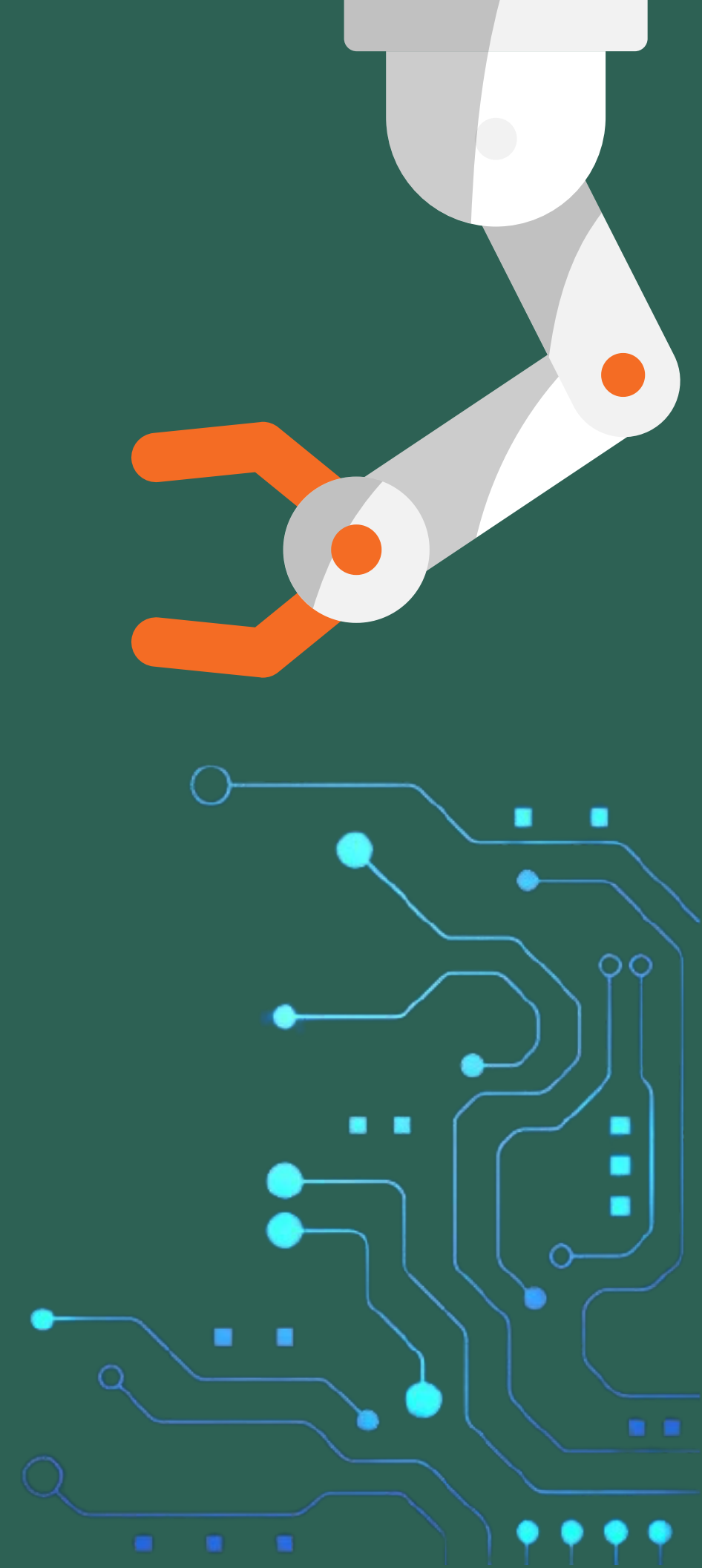




# LeanSummit Solutions Service Packages

<https://www.leansummits.com/>



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# LeanSummit Solutions - Growth Marketing Agency



LeanSummit is a growth marketing platform that allows you to achieve unified customer experiences by enabling you to design, optimize, and track every contact along the journey

# Basic Marketing Plan

Clients at this tier are advised to focus on building a foundational online presence by regularly engaging with social media platforms and optimizing basic SEO elements on their website.

Basic Marketing Plan		
Competitor Analysis	Backlink Analysis	Essential Social Media Management (1 Platform):  Provides access to basic social media posting on one platform.  <b>Instructions:</b> Regularly share relevant content and engage with followers to establish an initial online presence.
Website Technical and SEO Audit	Basic SEO Optimization	
Content Gap Analysis	Keyword Architecture (Keywords/ URL Mapping/ Current Ranks/ Volume/ KD)	
OffSite SEO	<b>Monthly SEO Reports/ Google Traffic Reports</b>	

# Advanced Marketing Plan

Clients in this tier are encouraged to take advantage of the more sophisticated marketing tools and strategies provided, such as leveraging personalized email campaigns and targeted advertisements to reach a broader audience.

Advanced Marketing Plan		
Competitor Analysis Website Technical and SEO Audit Content Gap Analysis Keyword Architecture (Keywords/ URL Mapping/ Current Ranks/ Volume/ KD) Backlink Analysis Technical/ OnSite Optimization OffSite SEO	Advance Content Creation Targeted Ad Strategies Email Marketing Campaign Management	Social Media Posts Management Includes: scheduled posts, engagement analytics, and content calendar management across multiple platforms. <b>Instructions:</b> Optimize posting times based on analytics, plan content themes, and leverage engagement data to refine strategies.
		<b>Monthly SEO Reports/ Google Traffic Reports</b>



# Premium Marketing Plan

Clients at the premium tier are guided on how to utilize advanced analytics tools, conduct A/B testing for optimization, and benefit from personalized support from an assigned account manager.

Premium Marketing Plan		
<b>Everything Included in Advanced Marketing Plan:</b> Competitor Analysis Website Technical and SEO Audit Content Gap Analysis Backlink Analysis Keyword Architecture Technical/ OnSite Optimization Advance Content Creation Targeted Ad Strategies Email Marketing Campaign Management OffSite SEO	Comprehensive Analytics Integration	Comprehensive Social Media Management Influencer partnerships, paid promotions, and in-depth analytics.  <b>Instructions:</b> Collaborate with influencers, run targeted paid campaigns, and use detailed analytics for strategic decision-making.
	A/B testing	
	Dedicated Account Management	
	<b>Monthly SEO Reports/ Google Traffic Reports</b>	

# Content Marketing Plan

Utilizing data-driven strategies and buyer persona insights, we craft valuable content to engage and build trust with your target audience, positioning your brand as an industry thought leader through consistent, high-quality content delivery.

Content Marketing Plan		
Competitor Analysis Website Technical and SEO Audit Content Gap Analysis Keyword Architecture (Keywords/ URL Mapping/ Current Ranks/ Volume/ KD)	Create Buyer Personas Setting Up Content Marketing KPIs Robust Content Strategies Create Content Calendar Advanced Content Creation Strategic Content Distribution	Social Media Content Management
		Comprehensive Analytics
		<b>Monthly KPI Reports/ Google Traffic Reports</b>

# Account Based Marketing Plan

Account-based marketing fosters collaboration between marketing and sales teams, focusing on identifying and targeting key accounts with tailored campaigns. This approach ensures a unified effort in guiding each account through the sales pipeline, enhancing engagement both before and after lead conversion

Account Based Marketing Plan	
Connector Campaign (Managed w/data) Connector Integration with CRM Email Campaign Set Up Email Campaign Management Forensics	Intent Signal (Sales Intel + Data Purchases/ Acquisition) Campaign Performance Optimization CRM Integration
	<b>Monthly Campaign Performance Reports</b>



# Email Marketing Plan

Email marketing services empower you to engage effectively with both prospective and current customers, enhancing brand recognition and credibility. This strategy broadens your reach, facilitates direct audience interaction, boosts website traffic, and ultimately drives sales

Email Campaign Management Plan	
Email Template Design	Campaign Performance Analysis
HTML Build Out	Campaign Performance Optimization
Email List Management	CRM Integration
Email Campaign Set Up	<b>Monthly Campaign Performance Reports</b>
Email Scheduling	

# Website Development Plan


Opting for our website development plan ensures a cutting-edge, user-friendly online presence, tailored to meet your unique business goals. This approach not only enhances user engagement but also drives growth and strengthens your brand's digital footprint.

Website Development Plan	
Business Model Creation	Maintenance (Website)
IA (Information Architecture)	CRM Integration
Page Rewrites (UX + Content)	Web Analytics (Website)
Development (Website)	SEO CRO (One Funnel - Requirements)
Project Management (Website)	Hosting & Dev-Ops (Website)

# Get in Touch with Us

Let's keep the communication lines open and the insights flowing!

## CONTACT US

 (847) 875-8627

 <https://www.leansummits.com/>

 [lss\\_operations@leansummits.com](mailto:lss_operations@leansummits.com)





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THANK YOU