

Smart Marketing

HOME OF THE HIGHLAND STORM
The Highlander

Introducing Smart Marketing

You spend a lot of time, money and effort trying to get peoples' attention.

Smart marketing uses the concept of compound interest to build your business. Year after year.

What are you doing once you have it?

Build your customer list.

Do you know who your customers are and what they need – now and in the future?

Build what each customer spends with you and how often.

Do you know why some people aren't your customers and what might turn them into buyers?

Build resilience, permanence and growth for your business income.

How would your business grow if you could reach two – or ten – times as many people, regularly?

Smart Marketing makes marketing accountable.

Marketing is not a cost. It's an investment in future revenue. If spending one thousand today got you ten thousand tomorrow, wouldn't you do that? And wouldn't you do that every day?

It goes far beyond advertising to build lasting relationships with customers.

The problem is seeing that return. If you can't, you don't know if your investment is paying off.

It integrates what you do online and offline, inside your business and out, to power your business forward.

Smart Marketing captures and grows the return on your investment.

Smart Marketing takes you from guessing to knowing. It ties your activities together, aiming your marketing strategically and monitoring what comes back.

It grabs customers as they zoom past and puts them in orbit around your business. Forever.

Turn first-time customers into regulars.

And regulars into references.

Find new markets in new places – and right here.

Keep every customer in orbit around your business. Forever.

Investing in growth

Smart Marketing is the difference between uncertainty and targeted results.

It starts with your revenue objectives and integrates three important elements of business growth: brand, marketing and customer relationship management.

Brand

First, we work with you to ensure your brand – everything from logos to how you answer the phone – reinforces your value to customers. We tell the stories that connect with each of your target markets and segments.

Marketing

Then, starting with your revenue objectives, we develop a strategic marketing plan to reach your goals. That means identifying the right time, place and pitch for your ads; creating images and text that move people to action; and ensuring every part of your marketing serves your revenue objectives, short and long term.

Customers

What ties Smart Marketing together is a customer relationship system that connects marketing to sales. Contacts are captured and followed-up with several tools to bring them closer to your business – and to a purchase. We measure and adjust everything regularly to maximize results.

Smart Marketing (Silver)

It's like having your own marketing department for a fraction of the cost
\$995/month + one-time setup

Your package includes:

Smart Marketing is the difference between uncertainty and targeted results.

It starts with your revenue objectives and integrates three important elements of business growth: brand, marketing and customer relationship management.

Strategy

Market segmentation: Defining the types of customers who are interested in your product
Messaging and brand story: How to connect with each type of customer, and the words and themes we will use to attract them
Customized marketing plan: How, when and where we will market your business to each type of customer
Branded email: An email address that's as professional as you are

Visibility

Copywriting and design
26 quarter-page ads in The Highlander
1/4 page ad in The Highlander Handbook

Online & Social Media

Strategic website design and management
Social media campaign design and management
2,000 monthly views on TheHighlander.ca

Database Marketing

Lead-capture system: To capture leads and keep them in orbit around you
Automated drip marketing: To keep in touch with leads until they are ready to buy
Retargeting campaigns: To bring visitors to your website back after they leave
Dedicated page(s): Separate page(s) set up to make your advertising campaigns more effective

Monthly Reporting

Smart Marketing (Gold)

Everything you need to build your business

\$1495/month + one-time setup

Your package includes:

Strategy

Market segmentation: Defining the types of customers who are interested in your product

Messaging and brand story: How we will connect with each type of customer, and the words and themes we will use to attract them

Customized marketing plan: How we will market your business to each type of customer

Branded email: email that's as professional as you are

+ Media plan: Where, when and how to advertise

+ Media planning & buying: All ad bookings done for you

Visibility

Copywriting and design

26 half-page ads in The Highlander

1/2 page ad in The Highlander Handbook

Online & Social Media

Strategic website design and management

Social media campaign design and management

2,000 monthly views on TheHighlander.ca

+ Video commercials on TheHighlander.ca and Facebook

Database Marketing

Lead-capture system: To capture leads and keep them in orbit around you

Automated drip marketing: To keep in touch with leads until they are ready to buy

Retargeting campaigns: Bring visitors to your website back

Dedicated landing page(s): Separate page(s) set up to make your advertising campaigns more effective

Monthly Reporting

Smart Marketing is the difference between uncertainty and targeted results.

It starts with your revenue objectives and integrates three important elements of business growth: brand, marketing and customer relationship management.

Smart Marketing (Platinum)

A serious program for serious sales growth. Guaranteed.

\$2495/month + one-time setup

Your package includes:

Strategy

Market segmentation: Defining the types of customers who are interested in your product

Messaging and brand story: How we will connect with each type of customer, and the words and themes we will use to attract them

Customized marketing plan: How we will market your business to each type of customer

Branded email: Email that's as professional as you are

Media plan: Where, when and how are we going to advertise

Media planning & buying: All ad bookings done for you

Visibility

Copywriting and design

26 full-page ads in The Highlander

+ 26 half-page ads in The Highlander

Full page ad in The Highlander Handbook

Online & Social Media

Strategic website design and management

Social media campaign design & management

5,000 monthly views on TheHighlander.ca

Video commercials on TheHighlander.ca and Facebook

+ Business Spotlight Video (3-4 min) running on Facebook, TheHighlander.ca and your own website

+ Search engine marketing campaign design & management

Database Marketing

Lead-capture system: To capture leads and keep them in orbit around you

Automated drip marketing: To keep in touch with leads until they are ready to buy

Retargeting campaigns: To bring visitors to your website back again

+ Newsletter marketing system & management: A done-for-you monthly newsletter to keep you in front of leads and customers

Monthly Reporting

Smart Marketing is the difference between uncertainty and targeted results.

It starts with your revenue objectives and integrates three important elements of business growth: brand, marketing and customer relationship management.

Smart Marketing (Online Only)

Everything you need to complete your marketing
\$1295/month + one-time setup

Smart Marketing is the difference between uncertainty and targeted results.

It starts with your revenue objectives and integrates three important elements of business growth: brand, marketing and customer relationship management.

Your package includes:

Online & Social Media

Targeted website(s)

Social media campaign design & management
5,000 monthly views on TheHighlander.ca

Video commercials on TheHighlander.ca and Facebook

Business Spotlight Video (3-4 min) running on Facebook, TheHighlander.ca and your own website

Search engine marketing campaign design & management

Database Marketing

Lead-capture system: To capture leads and keep them in orbit around you

Automated drip marketing: To keep in touch with leads until they are ready to buy

Retargeting campaigns: To bring visitors to your website back again

Newsletter marketing system & management:

A done-for-you monthly newsletter to keep you in front of leads and customers

Monthly Reporting

Smart Marketing (Silver) – Real Estate

It's like having your own marketing department for a fraction of the cost
\$995/month + one-time setup

Smart Marketing is the difference between uncertainty and targeted results.

It starts with your revenue objectives and integrates three important elements of business growth: brand, marketing and customer relationship management.

Your package includes:

Strategy

Market segmentation: Defining the types of customers who are interested in your product
Messaging and brand story: How we will connect with each type of customer, and the words and themes we will use to attract them
Customized marketing plan: How we will market your business to each type of customer
Branded email: Email that's as professional as you are

Visibility

Copywriting and design
10 full-page ads in the Real Estate Guide
12 quarter-page ads in The Highlander
1/4 page ad in The Highlander Handbook

Online & Social Media

Strategic website design and management
Social media campaign design and management
2,000 monthly views on TheHighlander.ca

Database Marketing

Lead-capture system: To capture leads and keep them in orbit around you
Automated drip marketing: To keep in touch with leads until they are ready to buy
Retargeting campaigns: To bring visitors to your website back again
Dedicated landing page(s): Separate page(s) set up to make your advertising campaigns more effective

Monthly Reporting

Smart Marketing (à la carte pricing)

Brand + Positioning Review & Update	\$1,495
Logo & Business Card Design	\$195
Marketing Plan Includes segmentation, messaging, sample copy, comprehensive media plan, schedule, budget	\$1,495
Website Design	From \$695
Copywriting	\$95/hr
Media Planning & Buying	\$45/hr
Social Media Campaign Management	\$295/month
Online Business Spotlight Video	\$995 + \$299/month
Online Video Commercials	\$200+ \$299/month
Search Engine Marketing Campaign Management	\$295/month
Monthly Reporting	INCLUDED
Customized Lead-Generating Offer	From \$495
Lead Capture & Management System	\$195/month
Automated Newsletter System	\$295/month
Automated Drip Marketing Campaign	\$295/month
Retargeting Campaign	\$295/month
Dedicated Landing Page	From \$295
Customized Content for Newsletters, Website, Social Media etc.	From \$99/month

Your Behind-the Scenes Smart Marketing Team

Bram Lebo

With 25 years' marketing experience ranging from start-ups to multinationals, Bram may be Haliburton County's most skilled marketer. His formal marketing qualifications include an MBA and Master of Business Informatics from the Rotterdam School of Management in the Netherlands, both of which provide international insights that work just as well with small business in rural environments.

Justin Tiffin

The Highlander's multimedia producer and media manager, Justin is expert at getting your message to the right people. Justin builds online campaigns that reach your targets. More importantly, he also knows how to capture those targets to build your client list over weeks, months and years.

Heather Kennedy

The Highlander's award-winning designer is at your disposal for top quality business cards and advertisements. As a graduate of Georgian College's Graphic Design program, Heather's knowledge of techniques and best practices ensures you always look professional. Heather creates ads that work and our clients have the sales to prove it.

Simon Payn

Author of *Always Connect* and founder of Ready to Go Newsletters, Simon is our go-to expert for designing and building online tools and campaigns that produce results. He's built a wealth of knowledge from serving thousands of marketing clients since 2007. Simon's expertise in direct marketing, online and off, has been key to some of our clients' most successful campaigns.