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INNOVATION WITH IMAGINATION

WHO WE ARE

Alan + Company Marketing, LLC (**A+C**) is a unique coalition of developers, marketing gurus, designers, corporate leaders, creators, and innovators who are united by a shared entrepreneurial spirit and passion for storytelling through branded media. With decades of combined experience across a number of highly competitive industries, **A+C** helps brands create powerful messaging to reach a wider, more diverse, and more qualified audience.

WHAT WE DO

Building (or Growing) Your Brand

What does your brand stand for? Consistent messaging and aesthetic are essential to any brand or campaign.

Growing Your Audience

Using a combination of SEO, SMM, PPC, and other fun acronyms, we help brands to reach more people.

Generating Leads & Conversions

Organic reach is great, but what about sales? Our in-house strategies are all but guaranteed to tickle those phone lines.



ORGANIC REACH



Local SEO

Don't overlook your local SEO, even when you're targeting a national or global audience.



Content Marketing

Search engines are getting better at assessing quality, but our content is highly researched and designed to generate backlinks and featured snippets.



Social Media

"Meet them where they live," as the saying goes. Social platforms like TikTok provide some of the best opportunities growing an audience.

CALL TRACKING

Many brands continue to rely on inbound calls as one of their primary ways of generating revenue, even with online shopping being bigger than ever.

About two-thirds* of all consumers have called a business, brand, or company in the past 30 days.



Technology

i.e. CallRail, CallTrackingMetrics



Data Tracking

Inbound calls, repeat callers, referrals, etc.



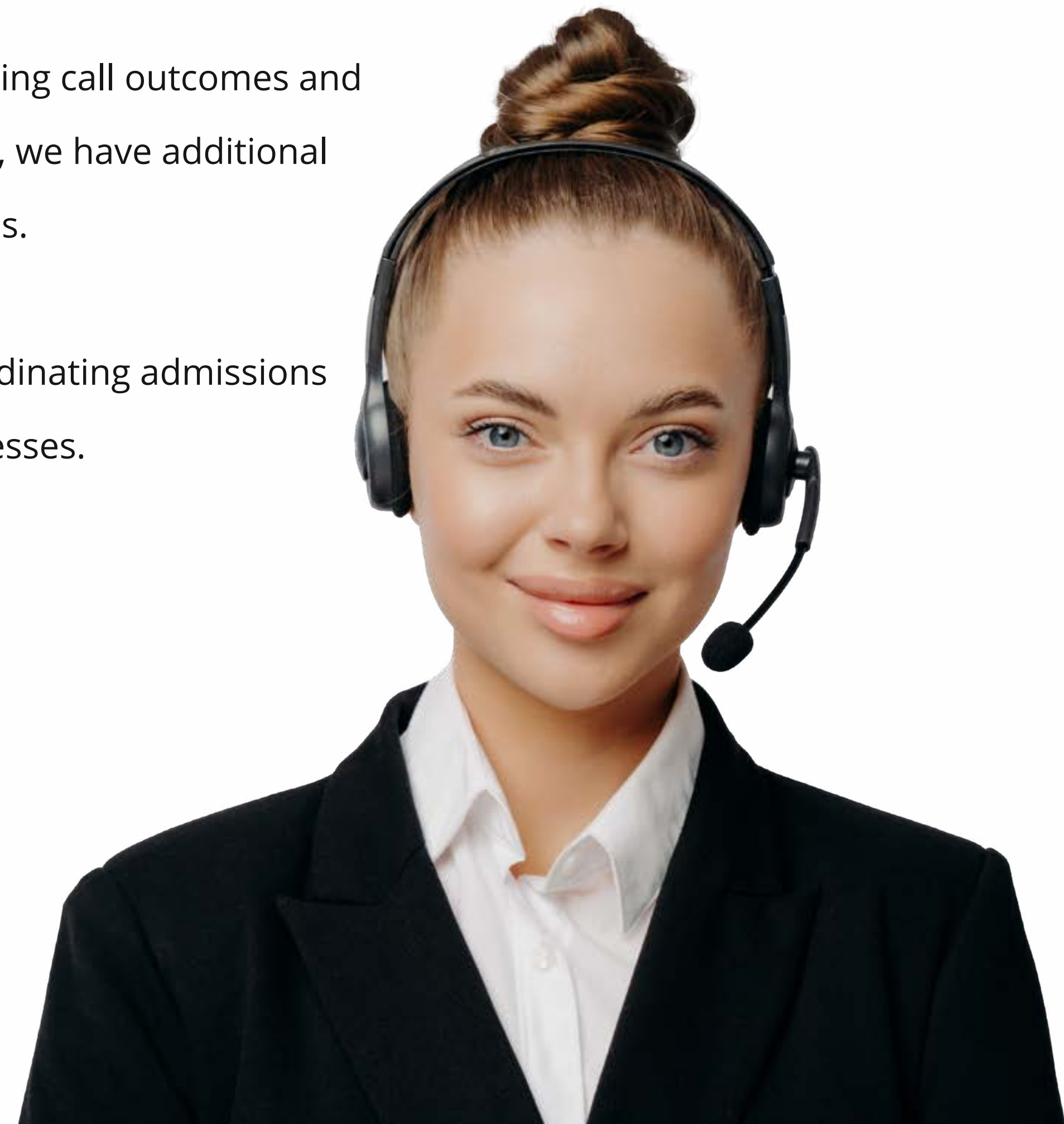
Analysis

What generates leads? Are there missed opportunities?

ADMISSION TRACKING

We can even help track your incoming calls, including call outcomes and admissions. For those in the **healthcare industry**, we have additional services* to help you attract (and close) more leads.

We also assist with building client databases, coordinating admissions with medical teams, and streamlining intake processes.



* Ask about partnering with *Never Alone Recovery*.



SOCIAL MEDIA



Sharable

"You *have* to see what just came up on my feed..."



Relevant

Through years of data collection, we know what audiences are looking for.



Empowering

A message your followers can really believe in.



Engaging

Dropping a thumbs-up can be instinctive... with the right content.



Memorable

People will remember how your post made them feel.

PAID ADS & PPC



Facebook Ads

The biggest social platform in the world continues to be the best channel for paid advertising.



TikTok Ads

Whether you love it or hate it, TikTok can fast-track the growth of your brand and audience.



Instagram Ads

You can use all of your branded media as well as user-generated content in Instagram ads.



Google AdWords

AdWords is the cherry on the sundae, a powerful complement to SEO and organic reach.

AND THERE'S MORE

Creative

- Branding
- Web design
- Ad design
- Video content
- Merchandise



Development

- Webmasters
- WP tuning & maintenance
- Plugins & theming
- Web & mobile apps



Business

- Training & coaching
- Organizational hierarchy
- Market research
- Efficiency analysis
- Identifying business opportunities



Note: These services are excluded from most of our plans and may require a separate contract or agreement.

WE GET RESULTS



RESULTS

Many of our clients are looking for more inbound phone calls. We deliver that.

This chart contains data pulled directly from a client’s Google Analytics account and shows as much as a **9x increase in call volume** over the initial 6 months of the contract.

Our sophisticated content marketing and SEO strategies result in significantly better **organic reach** and **brand visibility**.

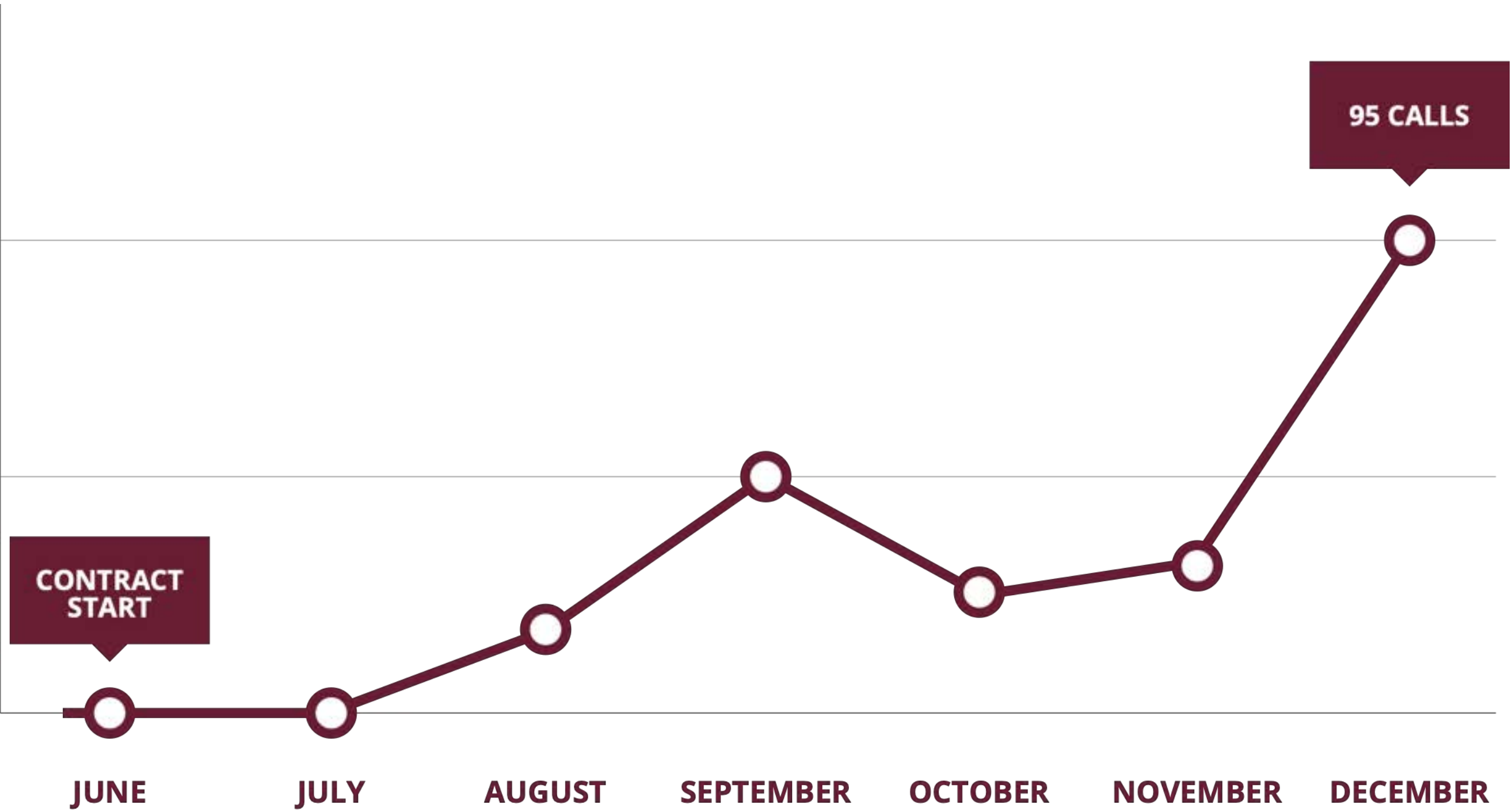


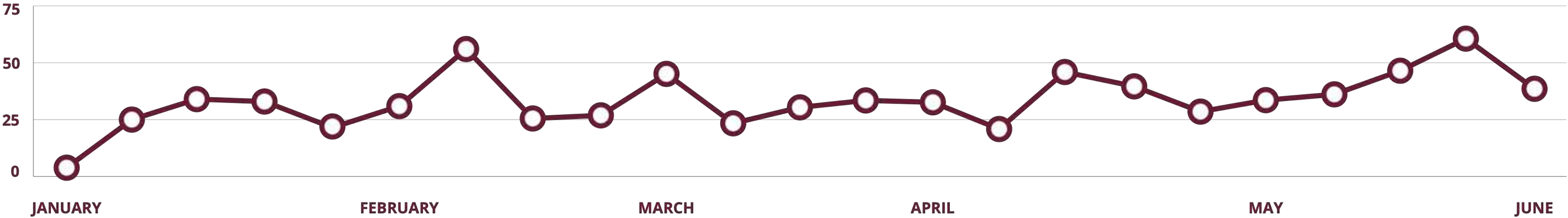
Chart re-created using real data.

RESULTS

Through the combined power of website and blog content, social content, custom graphic and web designs, audience and market research, growth consulting, and so much more, we can build **comprehensive, self-perpetuating conversion funnels** that gain momentum over time.

We recognize that the work we do for our clients today will eventually make **A+C** obsolete as our optimized content continues to generate leads long after the contract ends.

The chart below is a week-by-week breakdown over a 6-month period showing the average number of weekly calls. In addition to the natural waxing and waning of lead generator, there's a **clear upward trend**, bringing an average of 3 calls per week at the start of January to between 40 and 60 calls by June — or as much as a **20x increase**.

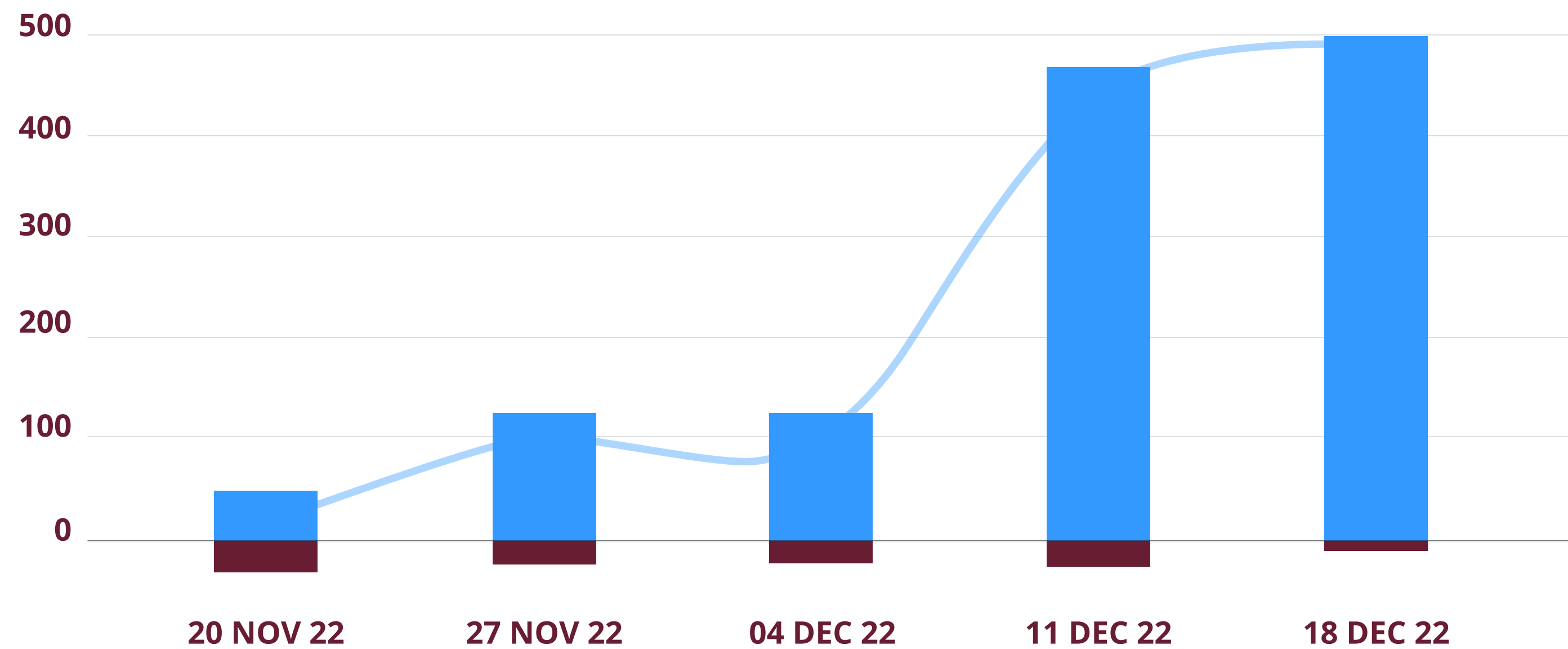


RESULTS

Let’s face it: Most of us practically live on social media. But at A+C, we’ve cracked the code — we know what audiences want to see on social media.

In the chart provided here, you’ll see data from a four-week holiday marketing campaign on social media, which shows a mind-blowing increase from a baseline of 47 page likes to an average of **almost 500 new page likes per day**, which breaks down to a **10x increase in audience growth rate**.

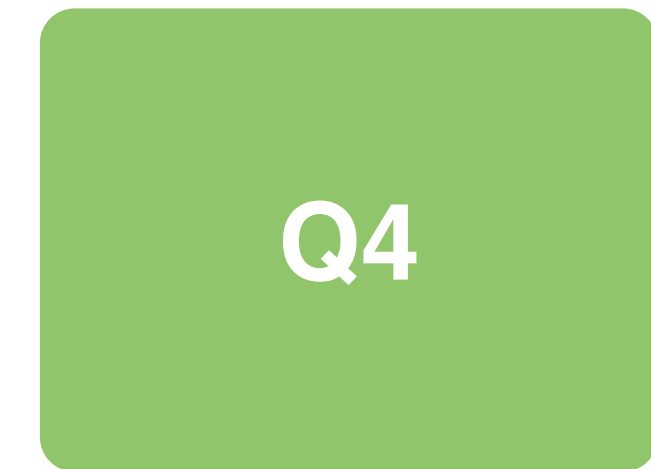
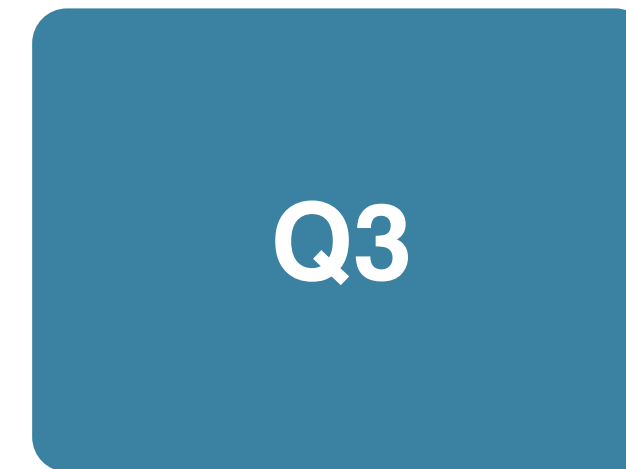
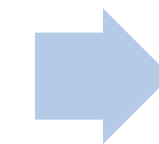
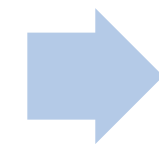
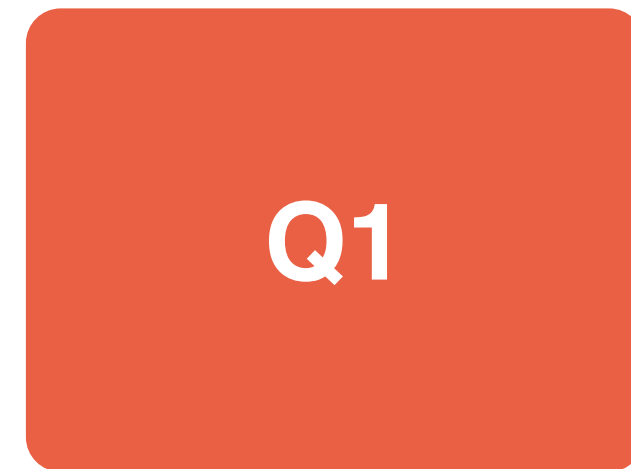
(Note the *decrease* in followers lost as well.)



WHAT HAPPENS NEXT?



TIMELINE



A 12-month contract breaks into four phases, beginning with our initial **marketing blitz** and the **ramping up of our services**.

(This includes establishing strong local and organic search strategies, content marketing, social media posts, and call tracking.)

Q2 is built on the results of Q1. However, we generally expect to turn our focus toward **organic SEO** and potentially launching **paid advertising**.

In Q3, we look for missed opportunities by **analyzing months of data**. We're also on the hunt for fruitful partnerships and collaborations.

By perfecting your **conversion funnel**, we're able to track your audience through each touchpoint on the buyer's journey. We also maintain our SEO, PPC, and social media efforts.

Leveling Up (WK25-WK40)

Several months of data have turned the campaign into a lead-generating, brand-building machine. We've got a really good sense of what works (and what doesn't) for the client's brand.

But just as things are getting comfy, we begin looking for exciting partnerships and other brand opportunities.

Initiation (WK13-WK24)

By this period, we're crunching numbers and analyzing brand new data generated through our campaign, making this one of the most exciting phases of our contract!

We're identifying increases in organic reach with SERP and blog performance. Patterns and trends are becoming clearer, allowing us to continually refine, iterate, and improve our campaign.



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Roadmap

Social Media

Content Marketing

Data Analysis



Ramp-Up (WK3-WK12)

In the next phase, we really begin ramping up our services. This includes diving deeper into historical analytic and marketing data.

In addition, we draw from years of industry experience and marketing success to build an initial marketing strategy. This includes but is not limited to establishing a cadence for content, tracking KPIs, and making campaign improvements in real-time.



Rinse & Repeat (WK41+)

Let's return to the data, diving deeper into the analytics than ever before.

Our year's end report provides a fuller picture of the past year's growth. Meanwhile, we're continuing to test and refine our campaign.



Onboarding (0-14D)

This is our initial ramping-up period during which we obtain access to relevant online accounts. Meanwhile, we're setting up other things behind the scenes so we can begin offering our services.

DELIVERABLES

Monthly

- Check-in call
- Website/blog data
- Social media reach

Quarterly

- Progress report
- Paid ad campaigns
- Keyword rankings
- Social media audience

Annually

- Year-end report

EXECUTIVE SUMMARY



PAIN POINTS



User Experience

A poor user experience is off-putting and makes the audience less likely to engage with your brand.



Reach

Especially in competitive industries, the secret to organic reach is in the quality of your branded media.



Reliability

In short, there's a distinction to be made between getting results and getting *consistent* results.



Brand Image

Does your brand accurately represent your business? More importantly, can you leverage branding to drive engagement?



Scalability

Many companies fail when attempting to scale because they don't have an underlying marketing infrastructure.

OUR SOLUTION



Infrastructure

Years of working with clients across industries has made us well-versed at marketing infrastructure. We can help scale your business while avoiding many of the pitfalls of scaling.



Compliance

Many of our current and past clients were in the substance abuse and mental health treatment industries, which has made us pros at using appropriate nomenclature to describe sensitive health-related services.

re: We know HIPAA.



Reliability

Our methods result from thousands of hours spent finding, testing, and perfecting our arsenal of marketing techniques. Our unique, flexible approach keeps clients renewing their contracts again and again.



CONTACT US TODAY