**Blue Collar
Digital Marketing**

2024

BLUE COLLAR
MARKETING

Marketing
Services
Overview

"Empowering Your Business Through Digital Innovation"

INDEX

COMPANY OVERVIEW

Blue Collar Digital Marketing is a specialized digital marketing firm dedicated to serving professionals. With a deep understanding of the unique needs of businesses , we provide customized marketing solutions designed to enhance your online presence, engage your clients, and drive growth. We are capable of assisting businesses of any size, but we have a passion for empowering smaller businesses with the tools they need to grow, which is reflected in our pricing. Our services include everything from designing and developing your website to on going SEO, web accessibility, reputation management, and lead generation, ensuring that your business not only reaches but exceeds its potential.

Mission Statement: Blue Collar Digital Marketing is dedicated to empowering professionals through strategic digital marketing solutions. Our mission is to help you connect with more clients, build a trusted online presence, and grow your business sustainably. We leverage our industry expertise and cutting-edge technology to deliver measurable results.

Social Media Management Services

Our comprehensive Social Media Management service is designed to help businesses grow their online presence, engage with customers, and drive meaningful interactions through carefully crafted strategies. Here's what we offer:

1. Content Creation & Posting

- **Custom Posts:** Tailored content for platforms like Instagram, Facebook, LinkedIn, and Twitter, designed to match your brand's tone and resonate with your target audience.
- **Product Launch Campaigns:** Seamless promotion of new products or services through multi-platform campaigns, combining compelling visuals, copy, and targeted ads.
- **Videos & Graphics:** Professionally designed graphics, short-form videos, reels, and animations to keep your social media fresh and engaging.
- **Weekly Scheduling:** We'll ensure consistent posting with a strategic calendar of content, keeping your followers engaged and informed.

2. Direct Messaging & Community Engagement

- **Direct Outreach:** Building meaningful connections through one-on-one direct messaging to potential leads, influencers, or collaborators.
- **Comment Management:** We actively respond to comments, messages, and mentions, ensuring prompt communication with your community.
- **Customer Support:** Handle inquiries and direct support issues via social media, boosting responsiveness and enhancing customer relationships.

3. Social Media Advertising

- **Ad Campaigns:** Develop and manage paid advertising campaigns on platforms like Facebook, Instagram, and LinkedIn to maximize reach and generate leads.
- **Targeted Ads:** We'll create customized ads designed to target your specific audience based on their demographics, behaviors, and interests.

4. Performance Tracking & Optimization

- **Analytics & Reporting:** We track the performance of each post, campaign, and interaction to measure engagement, reach, and ROI, providing monthly reports with actionable insights.
- **Content Optimization:** Using data-driven insights, we continuously refine your content and strategies to improve performance over time

5. Influencer Partnerships

- **Influencer Marketing:** Identify and collaborate with industry influencers to amplify your brand's reach and credibility. We'll manage these relationships to create authentic promotions that align with your brand.

6. Trend Research & Adaptation

- **Trend Monitoring:** Stay ahead of the curve with the latest trends in social media, ensuring that your brand is always at the forefront of conversation with relevant and fresh content.
- **Hashtag Research:** We identify the most effective hashtags for your industry to increase discoverability and engagement.

7. Social Media Audits

- **Platform Audits:** We analyze your existing social media accounts to identify gaps and opportunities for growth, ensuring your brand is making the most of its online presence.
- **Competitor Analysis:** Regularly monitor your competition and suggest strategic moves to outshine them in the digital space.

This holistic approach allows businesses to maintain a strong social media presence, build community engagement, and generate lasting relationships with customers. From daily posting to high-level strategy, our Social Media Management services are crafted to help you grow and succeed in the digital space.

AI CRM Workflow & Dashboard

Our **AI Workflow Solutions** serves as an advanced AI-powered CRM system, tailored to meet the specific needs of professionals and organizations of all sizes. This system streamlines administrative tasks and boosts operational efficiency through intelligent automation and data-driven decision support.

Key Features:

- **Automated Billing & Invoicing**: Reduces administrative workload by automating billing processes, ensuring accuracy, compliance, and timely payments.
- **Optimized Appointment Scheduling**: Enhances scheduling and rescheduling efficiency, allowing for smoother operations and better client satisfaction.
- **Client Communication Management**: Automates follow-ups, email campaigns, and client communication to ensure timely and consistent interactions.
- **Insurance and Payment Processing**: Automates intake and payment processes, speeding up workflows while reducing errors.
- **Data Security and Management**: Provides secure storage and easy access to important business records and data, ensuring industry-standard compliance.

Real-Time Analytics Dashboard:

The system comes with an intuitive **analytics dashboard** that provides real-time insights into key business metrics, such as:

- Invoice processing efficiency
- Billing accuracy
- Appointment booking rates
- Communication response times

This allows your business to monitor performance, optimize workflows, and make data-driven decisions that enhance overall operational efficiency.

This AI-powered CRM system is designed to transform your business operations, making them more efficient, reliable, and scalable.

Lead Discovery & Client Management

The **Lead Discovery & Client Management** service offered by Blue Collar Digital Marketing is designed to help business attract new client while also maintaining and strengthening relationships with their current clientele. This service addresses two key components critical to the growth of any business: discovering new leads and effectively managing client relationships.

Here's a more detailed explanation:

1. Lead Discovery:

- **Identifying Potential clients**: Through strategic marketing and analytics tools, Blue Collar Digital Marketing helps business identify and target potential new patients. This could involve using online advertising campaigns (PPC), optimizing profiles (such as Google My Business or , and social media strategies to attract leads who are actively seeking your services.
- **Tracking & Analytics**: Using tools like tracking phone numbers and online form submissions, this service helps monitor where new leads are coming from, such as which marketing channels (Google, social media, email, etc.) are generating the most interest. This allows practices to focus on the most effective methods of lead generation.
- **Lead Segmentation**: , Blue Collar Digital Marketing helps categorize leads based on their needs and behaviors, which enables more personalized outreach and communication. For example, potential patients looking for specific treatments or specialties can be targeted with relevant information or offers.

2. Client Management:

- **Nurturing Relationships**: Once a client highers your business, it's crucial to maintain a strong relationship. This service offers tools and strategies like email and SMS campaigns to keep

clients engaged, informed, and loyal. Blue Collar Digital Marketing helps with reminders for appointments, follow-up communications, and updates, ensuring that your clients feel cared for even when they're not in the office.

- **Automated Lead Nurturing**: Automated email or SMS sequences can be set up to send regular updates or special offers to leads or existing clients. This includes everything from appointment reminders to seasonal promotions, helping to keep your business top of mind for clients.

Virtual Assistance & Administrative Support

The **Virtual Assistance & Administrative Support** service offered by HG Smart Marketing focuses on streamlining and managing the essential but time-consuming back-office tasks for medical practices, allowing practitioners and their staff to focus on patient care. Here's a breakdown of what this service encompasses:

1. **Data Entry**: Accurate and efficient data entry of patient information, medical records, insurance details, and any other critical information that needs to be organized and maintained in your system.
2. **Appointment Scheduling**: This service handles patient appointment bookings, rescheduling, and cancellations. It ensures your calendar is always up-to-date and helps prevent double bookings or missed appointments.
3. **Billing and Invoicing**: The administrative support extends to managing billing processes, including generating invoices for patients, handling insurance claims, and ensuring timely payments. This also includes follow-ups on any unpaid invoices, making sure your practice's revenue cycle runs smoothly.
4. **Task Automation**: HG Smart Marketing may use certain automation tools (not AI-based) to help streamline administrative tasks, like automatic appointment reminders or follow-up emails, ensuring that patients are kept informed without requiring manual intervention.
5. **General Administrative Tasks**: Other tasks, such as handling phone calls, responding to patient inquiries, and maintaining communication with insurance companies, are also covered. Essentially, it serves as a virtual front and back office that ensures everything runs efficiently without burdening your staff.

GOOGLE MY BUSINESS SETUP & MANAGEMENT

The Power of Google:

Google is the dominant search engine in the United States, processing over 40,000 search queries per second. On mobile devices, 95% of searches take place on Google. 47% are focused on finding business owners. This makes having a strong presence on Google essential for any medical business looking to attract new clients and increase visibility.

What is Google My Business?

Google My Business is a crucial tool that allows businesses to manage their online presence across Google, including Search and Maps. For businesses, a well-maintained Google My Business profile is key to appearing in local search results and connecting with potential clients who are searching for healthcare providers in their area.

Overview of Our Service:

Details: We set up and manage your Google My Business profile to ensure that your business is easily found by local clients. This service includes optimizing your profile with accurate information, high-quality photos, and engaging content to attract more clients. Additionally, we offer tracking phone numbers to help you understand how many clients are coming from your Google My Business profile.

Expanded Process: We begin by setting up or claiming your Google My Business profile, ensuring that all information is accurate and up-to- date. Our team then continuously manages and optimizes your profile, including responding to reviews and updating content to keep your business visible and attractive to potential

WEBSITE-RELATED SERVICES

At Blue Collar Digital Marketing, we design and develop websites tailored to the unique needs of your business. Our website packages offer a choice of 5 different layout formats, ensuring that your site not only functions effectively but also reflects your brand's identity. Every website we design includes the following essential features

Web Chat: Engage with your visitors in real time, helping to convert them into clients.

- **SEO:** Choose from our range of SEO packages (including SEO in a Box, Growth SEO, or Premium SEO) to ensure your site ranks well in search engines.
- **ADA Compliance:** Our websites are built to meet WCAG 2.1 AA and ADA standards, utilizing AI-powered tools to ensure accessibility for all users. This includes continuous real-time monitoring and updates to maintain compliance over time.
- **Site Rebuild Every 3 Years:** Keep your website fresh and up-to-date with a complete rebuild every three years.
- Hosting/Maintenance: We provide reliable hosting and ongoing maintenance to ensure your website runs smoothly.
- **AI Chat Bot:** Automate interactions with your site visitors, providing instant answers to common questions and improving user experience.

SEO Packages

SEO In a Box:

Details: This package is designed to lay a strong SEO foundation for your website. It includes essential on-page optimization like title tags, meta descriptions, and image alt text to ensure that your site is ready to rank in search engines. Additionally, we implement Google Analytics and XML sitemaps to help search engines better understand your site's structure.

Expanded Process: We begin with a thorough website audit to identify any technical issues, such as broken links, slow page load times, or mobile responsiveness problems, which could hinder your SEO performance. Our team then optimizes your content by integrating relevant keywords into your site's structure, enhancing metadata, and improving content readability. We also set up Google Analytics to track visitor behavior and XML sitemaps to ensure search engines can easily index your site. This holistic approach ensures your website is not only optimized for search engines but also provides a better user experience, leading to higher organic traffic and better search rankings.

Growth SEO Packages:

Details: This comprehensive package goes beyond the basics, offering ongoing SEO management tailored to your business's needs. We continuously optimize your site, focusing on both on-page and off-page elements. Our approach includes regular keyword research, content updates, and backlink building to improve your search engine rankings over time. Expanded Process: We start by conducting in-depth keyword research to identify the most relevant and high-converting search terms for your business. Our team then optimizes your website's content and structure to target these keywords effectively. This includes regularly updating your blog and service pages with fresh, keyword-rich content. Off-page, we focus on building high-quality backlinks from reputable sources to boost your site's authority. We also manage your online reputation by monitoring and responding to reviews, and by promoting positive content about your business.

Advanced tracking and analytics allow us to monitor your site's performance and make data-driven adjustments to continuously improve your SEO strategy.

Premium SEO Package:

Details: This ongoing monthly program is designed for businesses that want to dominate local search results. It includes a full suite of local SEO services, from optimizing your Google My Business profile to managing local directory listings. Our goal is to ensure that your business appears prominently in local search results, attracting more clients from your area.

Expanded Process: We kick off with a comprehensive local SEO audit to assess your current performance in local search results. Our team then optimizes your Google My Business profile, ensuring all information is accurate, up-to-date, and enhanced with high-quality photos and engaging content. We work on building and managing local citations across relevant directories to improve your business's local visibility. This package also includes acquiring and managing local backlinks, which are crucial for improving your local search rankings. Additionally, we monitor local search performance and competitor activity, making adjustments as needed to ensure your business stays at the top of local search results.

WEB ACCESSIBILITY SOLUTIONS - ADA COMPLIANCE

ADA Compliance:

Details: Our ADA compliance services are designed to make your website accessible to all users, including those with disabilities. We use AI-powered tools to ensure that your site meets WCAG 2.1 AA and ADA standards. These tools provide continuous real-time monitoring and automated updates, making sure your website remains compliant at all times. This proactive approach not only helps you meet legal requirements but also protects your business from potential lawsuits related to accessibility.

Service Features:

- **AI-Powered Accessibility Functions:** A full suite of AI-driven tools to automate accessibility compliance ensures that your website meets WCAG 2.1 AA and ADA Section 508 standards.
- **Continuous Monitoring:** Real-time accessibility monitoring to detect and resolve compliance issues immediately.
- **Automated Remediation:** Tools that automatically adjust your website to correct common accessibility issues, maintaining compliance without manual intervention.
- **Accessibility Statement:** We provide a compliance statement that details the adjustments made to your website and serves as certification of your site's accessibility efforts.
  Legal Protection: By staying compliant, you shield your business from potential lawsuits, with our services providing an extra layer of legal defense.

Expanded Process: We begin by conducting a comprehensive accessibility audit to identify any existing issues that could hinder compliance. Our AI-powered tools then automatically adjust your site to meet accessibility standards. We continue to monitor your site in real time, providing ongoing support to ensure that your website remains accessible as standards evolve.

CHAT MARKETING PLATFORM

AI Chat Bot:

What is an AI chatbot?

An AI chatbot is an automated software application that uses artificial intelligence to interact with users in real time. It can understand and respond to text or voice inputs from users, simulating a conversation as if they were speaking with a human. AI chatbots are designed to handle a wide range of tasks, from answering frequently asked questions to guiding users through more complex processes, all while learning and improving over time.

Details: Our AI-powered chatbot is integrated into your website to provide real-time communication with your clients. This service automates responses to common inquiries, helping you manage client interactions more efficiently and increasing conversion rates. The AI chatbot can handle routine questions, such as appointment scheduling or basic information requests, allowing your staff to focus on more critical tasks.

Expanded Process: We set up the AI chatbot to seamlessly integrate with your website, ensuring it aligns with your business's specific needs. The bot is programmed to manage a variety of inquiries, freeing up your team to focus on more complex questions. The chatbot is available 24/7, ensuring that your business is always accessible to clients, regardless of the time or day. Over time, the bot learns from interactions, continuously improving its responses to better serve your clients.

REVIEWS & REPUTATION MANAGEMENT

The Importance of Reviews:

Online reviews have become a critical factor in consumer decision- making. For businesses, positive reviews not only build trust but also serve as strong recommendations that attract more clients.

Google reviews, in particular, hold significant weight as they account for 57.5% of all online reviews and are the most trusted by consumers. Studies show that 88% of customers read Google reviews to assess the quality of a local business before engaging with them, and 74% of consumers trust a business more if it has positive reviews.

Additionally, having a verified Google business profile with consistent reviews can increase physical visits by 58%, underscoring the direct impact reviews have on your business's growth.

Overview of Our Service:

Details: While we cannot generate reviews for you, we assist in creating and managing review campaigns designed to encourage satisfied clients to leave positive feedback. Our reputation management services focus on actively monitoring review sites, responding to feedback, and helping you maintain a strong online presence that builds trust with potential clients.

Expanded Process: We help you implement effective review campaigns by reaching out to satisfied clients through email and SMS, encouraging them to share their positive experiences on Google and other review platforms. Our monitoring tools keep track of reviews across major platforms like Google and Facebook, allowing you to respond promptly to both positive and negative feedback. We also provide templates for crafting thoughtful and professional responses, ensuring that your online reputation remains strong and credible. By maintaining a consistent flow of reviews, you not only boost your search engine rankings but also reinforce client trust and loyalty.

CLIENT-CENTRIC DASHBOARDS

Lead Management Dashboard

Details: Our Client Center functions as a comprehensive CRM (Customer Relationship Management) system designed to help you manage and track leads from initial contact to conversion, including booked appointments. It hosts all your leads and client contact information, creating a streamlined pipeline from lead to client.

The dashboard also handles scheduling and includes a calendar feature, making it easy to manage appointments directly within the system. Additionally, it facilitates communication, allowing you to send targeted email and SMS messages to leads, current clients, and clients who have fallen out of touch. This feature is particularly valuable for reintroducing past clients to your business, helping you maintain and grow your client base. The dashboard also tracks revenue, providing you with clear insights into your marketing efforts' ROI.

Expanded Process: When implementing the Client Center, our customer success team works closely with you to customize the dashboard's features to fit your business's specific needs. We begin with a thorough assessment of your business's workflow, ensuring that the system is set up to capture and categorize leads effectively. We then tailor the scheduling and calendar functions to align with your existing appointment management processes. Our team provides hands-on training and continuous support to ensure that your staff is comfortable using the system. Additionally, we assist in setting up communication templates for email and SMS, helping you maintain consistent engagement with your clients. Our customer success team remains available for ongoing support, helping with any adjustments or enhancements as your business grows.

AI-POWERED DASHBOARD

Overview: The AI-powered dashboard is a cutting-edge tool designed to optimize marketing efforts and maximize ROI for healthcare facilities. By leveraging advanced AI technology, this dashboard offers real-time tracking and analysis of all incoming clients from various marketing channels. Whether it's digital advertising, social media, or traditional outreach, the AI-powered dashboard integrates data from multiple platforms, providing actionable insights that empower healthcare providers to make data-driven decisions.

Details: The AI-powered dashboard is an advanced analytics tool that centralizes and monitors the performance of all marketing efforts. It captures and analyzes data from various sources, including:

1. Website Traffic
2. Social media platforms
3. Google My Business
4. "Near me" search results
5. Other marketing and referral sources

Additionally, the tool tracks communication methods such as phone calls, emails, and social media engagements, offering a holistic view of how different channels contribute to client acquisition.

Expanded Process:
 The AI-Powered Dashboard provides powerful features to keep business informed and in control of their marketing strategies:

- **Comprehensive ROI Analysis:** Track and compare the performance of all marketing channels, identifying which platforms yield the highest return on investment.
  Detailed Source Breakdown: View the exact source of each client lead, including when and how they were acquired.

Expense & Conversion Monitoring: Monitor how much you're spending on each advertising outlet and analyze which channels are most effective at converting leads into clients.

- **Data-Driven Insights:** Make smarter marketing decisions based on detailed, real-time data, ensuring your budget is allocated where it matters most.

AI-WORKFLOW SOLUTIONS

Overview: AI Workflow Solutions is an advanced AI-driven platform designed to transform and streamline the operations of business. By integrating seamlessly into existing workflows, this solution automates critical tasks, enhances operational efficiency, reduces human error, and allows business owners to focus on delivering exceptional client care.
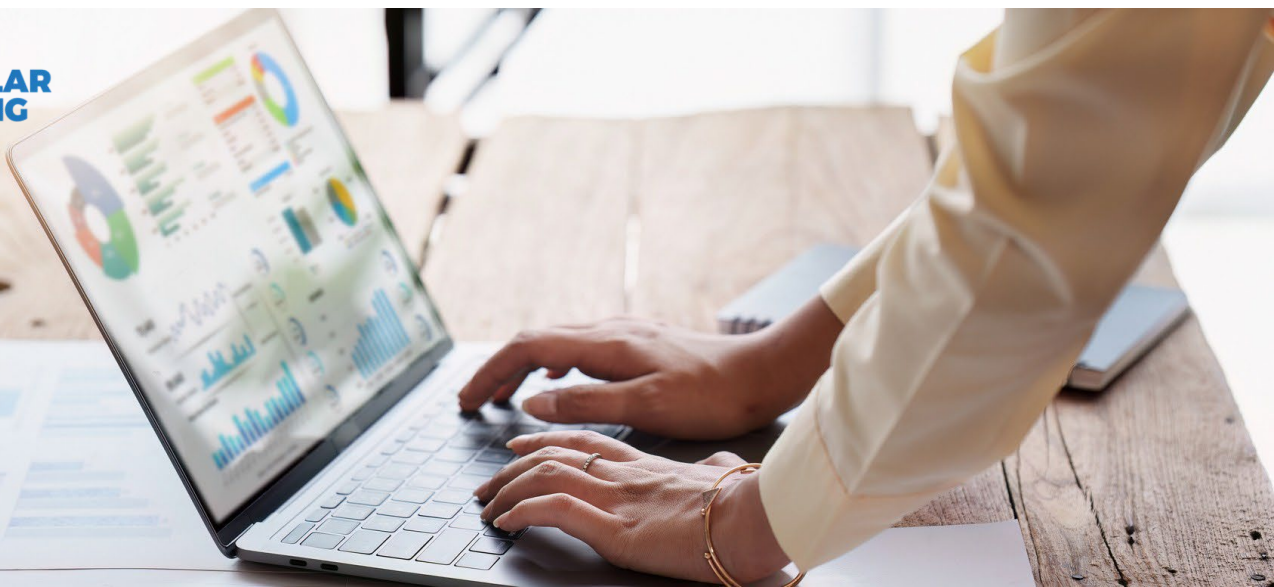
Details: Built on cutting-edge technology, AI Workflow Solutions adapts to the unique needs of any business owners provider, from small clinics to large businesses . The platform provides intelligent automation, real-time data analysis, and decision support across various administrative and clinical functions, making it a powerful tool for improving the efficiency and effectiveness of business operations.

Expanded Process:

AI Workflow Solutions integrates with your business operations to optimize key areas:

- **Automation of Billing and Coding**: Reduces administrative workload by automating the billing and coding processes, ensuring accuracy and compliance.
  Enhanced Appointment Scheduling: Streamlines the scheduling and rescheduling of appointments to improve efficiency and client satisfaction.
- **Streamlined Client Communication:** Facilitates client contact management and follow-ups, ensuring timely and effective communication.
- **Efficient Insurance Processing:** Automates insurance intake to expedite claims processing and reduce errors.
- **Secure Data Management:** Provides reliable storage and easy access to electronic records, ensuring compliance with industry standards.

AI Workflow Solutions is a transformative tool that redefines how healthcare organizations operate, driving efficiency and improving client outcomes.

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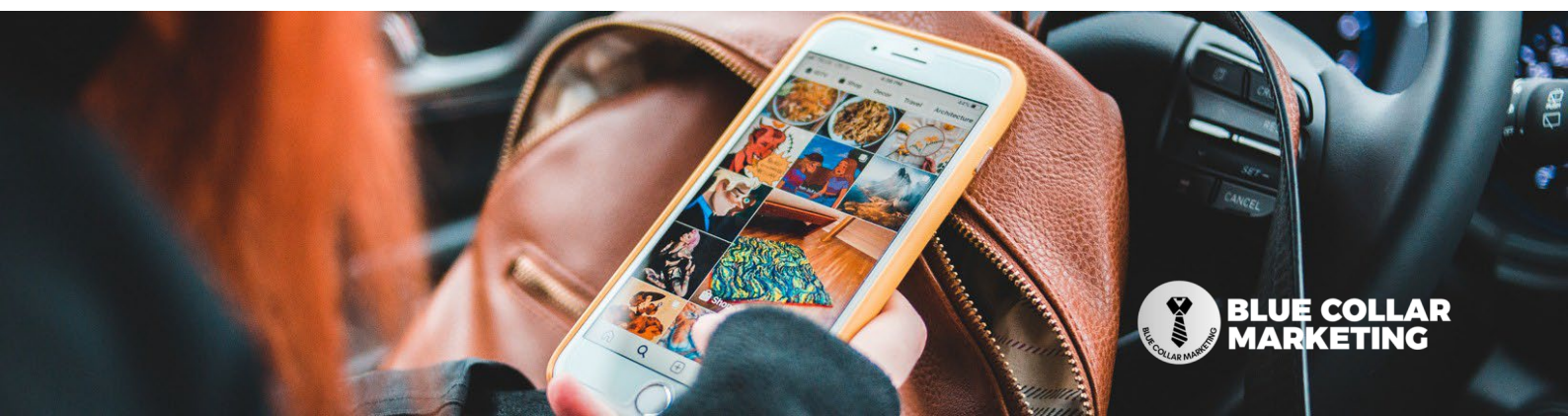
SOCIAL MEDIA MANAGEMENT

The Importance of Social Media for Business's:

Social media has become an essential tool in the industry, influencing how businesses engage with clients and share information. Over 80% of internet users aged 18-49 seek information on social media platforms, making it a critical channel for client education and outreach. Additionally, 60% of business owners believe that social media positively influences the quality of client care, and 71% of clients consider a business's social media presence crucial when choosing a serves provider. Platforms like Facebook, Twitter, Instagram, and LinkedIn are vital for building trust, engaging with clients, and maintaining a strong online reputation.

Social Media Management Services:

Details: Our social media management services help you maintain an active and engaging presence on platforms like Facebook, Instagram, and Twitter. We assist with content creation, post scheduling, and engagement analysis to ensure that your social media strategy effectively connects with your audience and supports your business's goals.

Expanded Process: We start by connecting your social media profiles to our management platform. Our team then works with you to develop content ideas, create posts, and determine optimal posting times based on your audience's behavior. We track engagement metrics, providing you with detailed reports to help you refine your strategy. Our customer success team collaborates with you to ensure your social media presence aligns with your business's objectives and resonates with your client base.

BLUE COLLAR MARKETING

24/7 CALL ANSWERING SERVICE

What is 24/7 Call Answering Service?

A 24/7 call answering service is designed to handle all incoming calls for serves providers at any time of day or night. This includes scheduling appointments, answering general inquiries, and directing urgent calls to the appropriate medical professional. These services are provided by trained and experienced call center agents who are knowledgeable in the procedures.

The Importance of Live Agents:

Having a live agent answer calls when your business is closed is crucial for maintaining smooth operations. It ensures that no client inquiry goes unanswered, which is vital for client satisfaction and retention. Live agents can schedule appointments, reducing the burden on front desk personnel who would otherwise need to return calls every morning. This allows your office staff to focus on other essential tasks, contributing to a more efficient business overall.

Details:

Our 24/7 call answering service ensures continuous support, capturing leads, scheduling appointments, and providing essential information to clients even outside of regular office hours. This service enhances the client experience by ensuring that they always have access to a live agent, which helps build trust in your business.

Expanded Process:

Our professional call center team is trained to manage a wide range of inquiries. We start by setting up a customized call-handling protocol tailored to your business's specific needs, including clear guidelines for handling urgent calls and routine inquiries. We also provide detailed call logs and reports, so you can monitor the service's effectiveness. Our customer success team ensures that the service integrates seamlessly with your existing operations and provides ongoing support as needed.

LEAD NURTURING CAMPAIGNS

What is Lead Nurturing?

Lead nurturing is the process of building and strengthening relationships with potential clients over time. trust and credibility are key, it's crucial to keep your services top of mind for potential clients as they make their decisions.

Why is Lead Nurturing Important?

Clients often need time to feel confident before choosing a provider. Lead nurturing helps you stay connected with these clients, providing the information they need to make informed decisions. This ongoing engagement not only builds trust but also increases conversion rates, making it a vital component of your marketing strategy.

Details:

Our lead nurturing campaigns engage potential clients and guide them through the decision-making process. We collaborate with your business to develop targeted email and SMS campaigns that include special offers and personalized messaging, helping to attract new clients and re-engage those who have fallen out of communication.

Expanded Process:

We begin by partnering with your business to create a tailored content plan. Our team manages the execution of email and SMS campaigns, ensuring timely delivery to maximize engagement. We monitor the performance of these campaigns and provide detailed reports, making adjustments to continuously improve results and strengthen client relationships.

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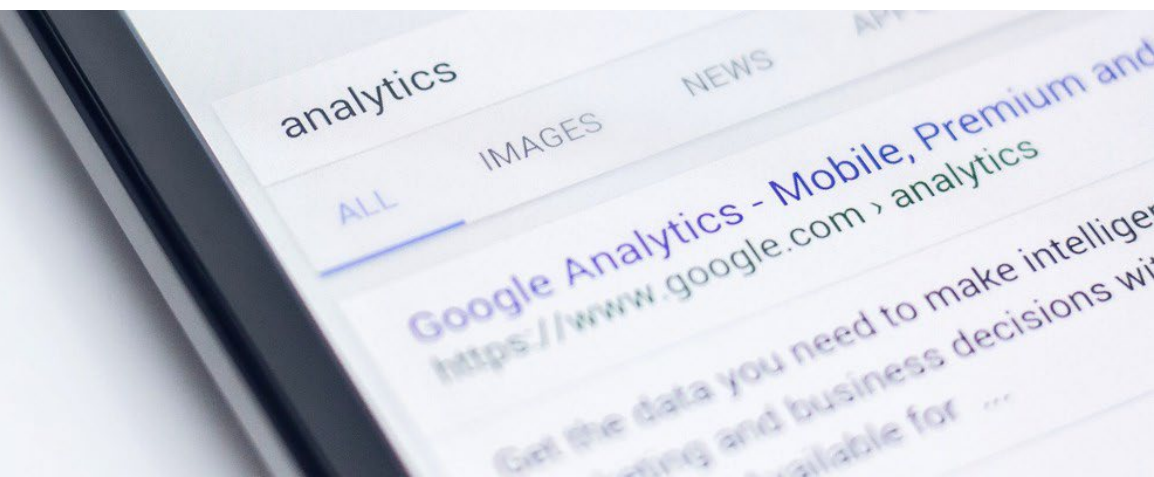
PPC CAMPAIGNS

What are PPC Campaigns?

Pay-Per-Click (PPC) campaigns are a form of online advertising where you only pay when someone clicks on your ad. These campaigns are designed to drive targeted traffic to your website by placing your ads in prominent positions on search engines and other platforms. PPC is highly effective because it allows you to reach potential clients actively searching for services.

How PPC Campaigns Work:

PPC campaigns involve bidding on specific keywords relevant to your business. When someone searches for these keywords, your ad may appear at the top of the search results. The cost per click can vary depending on the competitiveness of the keyword, but with proper management, PPC can deliver a strong return on investment by driving highly targeted traffic to your website.

Our Approach:

As Google affiliates, Blue Collar Digital Marketing collaborates closely with your business to design, secure, and manage PPC campaigns tailored to your goals. We start by conducting thorough keyword research to identify the most effective search terms for your services. Our team creates compelling ad copy designed to attract clicks and drive traffic. We continuously monitor and optimize your campaigns, making necessary adjustments to maximize ROI and ensure your advertising budget is used effectively. Our affiliation with Google keeps us up-to-date on the latest best businesses, ensuring your campaigns are always optimized for success. We also provide detailed performance reports, giving you insights into how your campaigns are performing.

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VIDEO ADS/VLOGS

The Power of Video Content:
Video content has become one of the most engaging and influential forms of communication, especially in the digital space. For businesses, videos and vlogs (video blogs) offer an effective way to connect with current and potential clients by providing valuable information in a visually appealing and easy-to-digest format. Videos can convey complex information more clearly than text, helping to build trust and establish your business as a thought leader in the industry.

Our Video Ad and Vlog Services:
Details: Blue Collar Digital Marketing provides comprehensive video ad and vlog production services tailored to your business's needs. From scripting to production, our team creates professional videos that showcase your expertise, highlight client success stories, and promote your services.
We handle everything from concept development to editing, ensuring that each video resonates with your target audience.
Expanded Process: Our process begins with a collaborative strategy session where we discuss your goals, target audience, and key messages. We then move on to scriptwriting and storyboarding, ensuring that the content aligns with your business's brand and objectives. During production, we handle all aspects, including filming, lighting, and sound, to create a high-quality final product. Once the video is ready, we assist with distribution across relevant platforms such as your website, YouTube, and social media channels to maximize reach and engagement. We also provide performance analytics to measure the effectiveness of the videos and adjust strategies as needed for future campaigns.

READY TO ELEVATE YOUR PRACTICE?

At Blue Collar Digital Marketing, we're dedicated to helping business owners like you connect with more clients, build a trusted online presence, and achieve sustainable growth. Our tailored digital marketing solutions are designed to meet the unique needs of your business, ensuring you stay ahead in today's competitive landscape.

Let's Work Together to Drive Your Success.

Whether you're looking to optimize your online profiles, enhance your website, or expand your reach through targeted campaigns, we're here to support you every step of the way.

Get in Touch with Us Today:
- Phone: 877-411-HGSM (4476)
- Email: Info@HGsmartmarketing.com
- Website: www.hgsmartmarketing.com

To learn more about our product package bundles and pricing, please contact us directly.

Join the many business owners who trust Blue Collar Digital Marketing to empower their businesses. Together, we can achieve more.

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Choose your package

Essentials Package
Basic Website, Web Chat, SEO in Box,
ADA Compliance, Call Lead Tracking, Site Rebuild Every 3
years, Hosting/Maintenance, AI chat Bot

$399
per month

Pro- Suite
Custom Website, Web Chat, SEO in
Box, ADA Compliance, Call Lead Tracking, Site Rebuild
Every 3 years, Hosting/Maintenance, Lead Tracking
Dashboard, Google My Business, AI Chat Bot

$599
per month

Elite- Suite
Custom Website, Web Chat , SEO in
Box, ADA Compliance, Call Lead Tracking, Site Rebuild
Every 3 years, Hosting/Maintenance, Lead Tracking
Dashboard, Google My Business, Blog Post, Social Media,
24/7 Call Answering, Premium SEO,Review and Reputation
Management, Offsite SEO, AI Chat Bot

$1599
per month

Our pricing is designed to be clear and competitive, offering flexible packages that cater to the unique needs of your practice. **We believe in providing value-driven solutions that ensure you get the most out of your investment.**

A La Carte Offerings

24/7 Call Answering **$299/mo**
$299 deposit (180 min per month, $2.50 per additional minute)

Google My Business . . . . **$399 + $49/mo**
$399 deposit payment + $49/mo.

AI-Powered Dashboard **$4700**
$300 deposit + 400/mo. for 11 months

AI Workflow Solutions **$4700**
$300 deposit + 400/mo. for 11 months

Review Management **$99/mo**

Offsite SEO **$99/mo**