



Our Big Goal Together



Isaiah 40:3:

To establish your company as the **#1 premium deck brand** on social media through **high-quality content**, **infotainment**, and **strategic growth**. No one should tell your story better. Helping customer feel that they "know you".

We want people to see your content and instantly say:

"That's the company I want to build my deck."

Monthly Strategy + Optimization

Each month we meet to:

- Review performance
- Study where leads came from
- Analyze what content made the biggest impact
- Adjust the strategy for the next month
- Plan shoots + new creative angles
- · Set growth goals

This keeps your brand evolving and always ahead of competitors.



Isaiah 40:3:

How We Measure Success

We focus on **measurable**, **business-driving results** — not vanity metrics.

Lead Source Tracking — Where Your Customers Come From

I'll show exactly which platform is driving inquiries, quotes, and booked jobs.

I'll track:

- Inbound messages from FB/IG/YouTube/Google
- Website clicks by platform I have multiple ideas for this one for tracking
- Call button taps if you run ads Or followers get to the level needed
- Form submissions tagged by source
- Lead quality (quote inquiries vs. general awareness)

Goal You will know precisely:

- Which platforms are making you money
- Which content types bring the most leads
- Where to scale next



Isaiah 40:3:

Social Media Performance — Becoming the #1 Deck Brand In Colorado

We'll measure what drives real business:

- Content reach + impressions
- Engagement rate
- Reel watch-time, saves, and shares
- Story engagement
- Website clicks
- New followers (qualified local audience)
- Conversion events (inquiries, DMs, calls)
- Clean up the 2 accounts you have

We highlight the content that positions you as:

- The premium choice
- The authority in deck education
- The most trusted storyteller in your space
- While the customers will get to know, like and trust you and your team!

QUOTE - Option 1



Isaiah 40:31

Foundation Package - \$3,000/month plus \$500 Set Up

Brand Strategy + Ideal Client Targeting

- Brand avatar development (ideal client clarity)
 - Full brand avatar (demographics, pain points, motivations)
 - Content angles focused on ideal customers (premium homeowners)
- Tone-of-voice creation for captions
- Social media branding setup (colors, themes, messaging)
- Messaging framework: the exact voice/style of the business

Content Production

- I'll provide the shot list each month
- You film with their phone and upload to Drive
- I Edit and post 20 posts/month
 - 8-10 reels
 - 8-10 photo/graphic posts
- Captions written for every post
- Hashtag + geo targeting strategy
- Story templates + weekly posting
- High-converting captions written for every post

Publishing

- Posting + scheduling to Facebook + Instagram + Youtube
- Comment monitoring (light)
- Monthly analytics review:
 - Top-performing content
 - Where customers are coming from (IG/FB/YouTube)
 - What is generating the most leads

\$2,500 a month and No Set Up charge. \$7,000 For 3 Months Save \$500 \$13,000 For 6 Months Save \$2,000

Head back to the website to get started or schedule a call with me to answer any questions.. FOLLOW.COOL/DDB

QUOTE - Option 2



Isaiah 40:31

<u>Premium Builder Package — \$5,500/month plus \$500 Set Up - </u>

(Everything in the Foundation PLUS)

Brand Strategy + Ideal Client Targeting

- Brand Identity + Messaging in Social apps to help create warm leads
- Tone-of-voice guide To help streamline online and in-person experience for clients
- Brand story + value messaging for ads and other marketing needs
- Content pillars developed around education, entertainment, and authority

Content Production

• Filming Day - I'll come to site to help get the shots needed 1x a month.

Growth & Lead Optimization

- Captions crafted for ranking + conversions
- Posting to FB / IG / YouTube Shorts Build on Pintrest to reach Women
- Community management (comments + messages)
- Google Business Profile posting
- Monthly reporting covering:
 - Lead source tracking (exact platforms generating inquiries)
 - Best-performing content
 - Growth strategy for next month

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FOLLOW.COOL/DDB

\$3,500 a month and No Set Up charge.
No Set Up charge.
\$9,500 For 3 Months
Save \$1,000
\$18,500 For 6 Months
Save \$2,500