

INVIGO COMPARISON REPORT

JUST A FEW OF INVIGO MARKETING SYSTEMS' AMAZING FEATURES

We do everything every other "basic-grade" SEO Company/Consultant out there does so we won't list what you already expect us to do. But we will list many of the exclusive features that no one else offers in one package.

SEE HOW WE STACK UP
AGAINST THE COMPETITION

SEE SAMPLES
OF OUR WORK



Select Competitors



Never any "Sly" Contracts Signed

There are NEVER any contracts to sign or obligations to continue our services. Our detailed, crystal-clear monthly reporting shows you your ROI while we do the work. The decision to continue working with us is always yours, with no time constraints or hidden penalties if you should decide to move on. In fact we Urge you to cancel if we haven't over delivered on our promises month after month. Most companies will ask you to sign a long contract. As a business owner ourselves we HATE contracts and would never get you to sign one. We put our work to the test month after month, giving you measurable and trackable results.



A Double-Edged Sword Of Exclusivity...

There is absolutely no way anyone can make more than one company number one for the same set of keywords within a certain industry in a defined geographical area.



Saying they will is a pretty clear indication the same company will say anything to get your business. It has to make you wonder if you should believe anything else they tell you.

Invigo Marketing Systems will only work with one client per industry in any given geographical area.

We feel that it's unethical to market for competing clients in the same area. We can only make one client number one and we will not compete with ourselves in the process. It's just not good business – which explains why we're still so surprised by how many companies we see making this claim every day.

This decision severely limits our potential profits. That's ok. Anything else is a lie.

This devotion to quality and exclusive relationships with our business clients, coupled with the quality of our work — all of it crafted to meet what search engines have been looking for and rewarding all along — naturally don't come cheap. We do have to eat, after all.

But — you can't put a price on truly effective results-driven SEO and Internet marketing done the way Invigo Marketing Systems does it for you. And doing it any other way simply won't get you the results you need.

However, do remember the client exclusivity we offer — the only way the work we do can be done honestly — is a double-edged sword.

It's great when you're the one working with us and not so great if you wait too long and one of your direct competitors locks us up in your area ahead of you.



Unmatched Support

We provide unlimited support for all of our clients. Using Skype, Chat, Email, Phone or Even Text messaging, we're always there and willing to help where we can, or consult on your next big project.



White Hat Totally Above Board Search Engine Optimization

Even major online retailers such as J.C. Penney and Overstock.com, who each spend a considerable amount of money buying advertising from Google, were recently slapped – kicked way down in the rankings – for utilizing tricks to get back-links and other rankings Google considers too far outside the box for their listings.



That's why you need someone you can trust to handle your SEO and online marketing needs. Someone with online marketing experience who understands the unique needs of your business. Someone who can bring you a steady growing flow of high-quality new customers. Someone who isn't going to cut corners on the quality of their work just to keep their prices artificially low, possibly earning you lower rankings or de-listing. Someone who has a constant ongoing interest in generating a solid growing ROI from every dollar you spend on your marketing.



PPC + Facebook Ads Management

Invigo Marketing's PPC (Pay Per Click) Management allows you to Place Extremely Effective Online Ads that Result in Sales.



PPC ads are the advertisements you see along the right and top portions of search results pages. Each time a potential client clicks on an ad the company is charged a fee that can vary anywhere between 1 cent and 25 dollars depending on the niche.

PPC advertise campaigns include many steps, the first starting with a bid on keywords that you believe your target audience would type into the search bar. For example, if you were selling "Real Estate Services in Vancouver" then you might bid on that key phrase and get charged a previously agreed upon fee for each person that clicks through to your website.

The secret, of course, is to outsmart your competition by bidding on terms that show up higher on the list while still paying less to get them there. This is done through a series of methods, most notably choosing relevant keywords and creating enticing ad copy.



Copywriting Services

As marketers, we all know the first impression is the most important part of the sales process. Just like the first handshake, the landing page on your website is the initial ice breaker. Everything is riding on that content to push potential customers through your front door. Your content must answer questions, solve problems, and instill hope; all the while motivating the reader to seek more of your services.



Here at Invigo marketing we employ a team of professional copywriters that have extensive experience with producing original, gripping content. Our writers will comb your website, source your competition, and hammer through prose until you end up with a money sucking sales page that your readers can't help but follow through on.

Here are Some of The Advantages of Using our Copywriting Services :

- We provide 100% original sales pages that speak to your readers emotions until they are itching to click on your "Buy Now" button.
- Your sales page will be maximized for the search engines without affecting its seamless flow. Your content will be informative, entertaining, and optimized for the most up to date Google algorithms.
- We pair you with writers who already have intimate knowledge of your field.
- Our writing team will not quit until you tell them to. Your satisfaction is the most important part of the writing process, and we will re-hash your content until it exceeds your expectations.
- We Use a Time-Tested System for Consistently Creating Effective Sales Pages

Our simple methodology starts with a clear understanding of what our clients want to convey to their readership. We spend the majority of our time in the research phase; speaking with our clients, researching the competition, choosing effective keywords and clearly identifying the goals of the project



Link Building

Link Building- One of the most important things you can do for your website is link building. This shows the search engines that your website is popular and relevant enough for other high ranking sites to link with it. Effective ways to consolidate links to your website include: blog participation, link exchanges, article marketing, press release distribution, document sharing, as well as participating in social bookmarking sites.



Social Media Marketing

Social Media Marketing- A recent study reported that 40% of web visits take place on social networking platforms such as Facebook, Twitter, and LinkedIn.



While promoting your services through these avenues can require a huge investment of time, they can eventually pay off with massive profits. Social proof is the name of the game with social media marketing, so the best thing you can do is give more value to your friends and fans than you ask for in return. s

This will gain trust, build rapport, and make your target audience more likely to purchase your product or service in the future.

At Invigo We build CUSTOM Facebook, Twitter and Youtube pages and drive targeted followers and "Likes" to your social media accounts. Bets of all it's included.

Google places (Maps) optimization

When it comes to Google places "getting in before the flood" is an understatement.





Especially now, as it is still in its infancy, there are many ways a business can get noticed on Google Places with a fantastic return on their investment.

Like all SERPs (search engine results pages) being any where other than the first page is the equivalent to not being seen at all, so a successful Places campaign means one thing and one thing only - getting your website on the front page!

Here are a few of the many avenues we take to get you there:

- We introduce your website to Google and take all the necessary steps to get it accepted into their listings
- We identify all the keywords that have the highest amount of searches in your area
- We build a highly targeted backlinking campaign directly to your places page>
- We submit your site to dozens of relevant directories with high page ranks to exponentially increase your web presence
- We run campaigns to have your website cited on other relevant websites in your area
- We create avenues for customers to submit reviews of your product or service online
- We track the progress of your campaign on a hour to hour basis with proprietary software, analytics, and conversion tracking
- We keep you in the loop during every phase of the process. You can choose your own level of involvement as you watch your website climb through the rungs and glue itself to the first page of the local search results.



Automated follow up E-marketing

Prospect List As a Corporate Asset – The Money is In an In House List.

In the world of Internet marketing, it's been shown that each and every name on an email list of prospects that are interested in what the online marketer is selling is worth \$1-3 per MONTH by reaching out to them again and again and again.

Imagine what that means to someone who pro-actively builds a list of 10,000-20,000 targeted prospects!

Now – keep in mind that marketing statistics show clearly that every name on the average local business owner's list is worth \$10-\$20 in lifetime value (often much more).

As part of our basic monthly service, Invigo Marketing Systems will customize a list-building campaign for your business that will turn browsers into buyers with a 24/7 salesperson who will do it all for you.

Be very careful of any company who offers any marketing services – online or offline — without a list-building mechanism as part of that service. No matter how much



traffic they promise to deliver, regardless of whether or not they actually fulfill that promise ... you're wasting that traffic and your hard-earned money without a way to capture prospects on a list and properly follow up with them, before the traffic hits



SMS Text Message Marketing

The text message advertising market is one of the fastest growing marketing mediums worldwide. Like the internet before it, it has unprecedented power and potential to reach its intended market with an immediate message or call to action. Through the use of "short codes" and associated "keywords" clients of Invigo create opt-in databases. Invigo provides its clients and partners with access to cutting edge technology and innovative ways to manage and market to their opt-in databases.



Mobile Marketing

Here's how important Mobile is to your business:



- Canada's wireless carriers now offer coverage to more than 99 per cent of Canadians.
- Advanced wireless networks that support handsets such as smartphones and Internet sticks are available to 96% of Canadians.
- At the end of March 2011, Canadian wireless phone subscribers numbered 24.7 million.
- There are 285.6 million mobile subscribers in the United States. Stated another way, that's 91% of the population! CTIA (Very similar stats in Canada)
- Mobile devices will pass PCs as the access device of choice by 2013. Gartner
- One-third of mobile searches are tied to local. Google
- Mobile search will represent 20% of all search traffic by 2012. RBC Capital Markets
- \$2.2 billion of physical goods will be purchased via mobile device in 2010. ABI Research
- Mobile retail to reach \$12 billion by 2014. Juniper Research
- 27% of U.S. mobile web users have clicked on a mobile ad. ABI Research
- 53% of mobile users would share their location to receive more relevant ads. Mashable
- Mobile coupon redemption is 10x that of traditional coupons. Borrell Associates
- Hilton Hotels sees "seven digits a month" in mobile revenue. USA Today

- 36% of people are interested in receiving grocery coupons on their mobile phone. Compete.com.

Need We Say More..

Face It: It ain't going to change. Everyone has a Smart phone. Even Google makes them, more and more people are searching for local businesses on their phones. The window of opportunity is closing, and you need to get on it fast.

- TV Ads are dead, with things like PVR's and Tivo's people don't even watch the commercials anymore.
- Radio doesn't give the response it used to,
- Print ads are dying,
- Consumers are carrying their phone books in their pockets,
- Yellow Pages are dying a slow and painful death.
- Billboards and bus benches are a thing of the past.

At Invigo we're Experts in Mobile Ready Websites, Iphone, Android and Blackberry App Development, Mobile Marketing Strategies, Text Message Marketing, Click to Call lead captures, facebook ads, PPC and more.

We stay on the cutting edge and Build businesses online. When you integrate a solid SEO campaign with all these strategies you're competitors won't know what hit them.



Conversion optimization

The basis for **Conversion Optimization** Getting traffic to your website is only half the battle. Once you get them there you need to turn those visitors into customers.

Just as the name implies, CO is a carefully calibrated scientific approach for generating the most possible conversions per visitor. The end goal is to make your site and your sales copy as appealing as possible while promising to teach your viewers something new, solve a problem, or satisfy a desire.



Conversion Optimization is Part Psychology and Part Trial and Error.

For most internet marketers it takes years to master the ins and outs of conversion optimization. What works for one customer base may not work for another, and even the best salesman can stumble when trying to decode the subtle psychology of a successful landing page.

With our conversion optimization services we will help you construct the best possible landing page for your target audience and systematically configure your landing page for the highest conversion rates in your field.



Google web analytics

Google web analytics helps businesses understand the behavior of their online audience. It allows them to assess where their visitors are coming from, what they are doing once they are there, and why they did or didn't purchase their products or services.



These are the types of questions that are answered with the help of analytics. When you know what motivates your target audience and how they behave once they are on your site you can design a conversion optimization system that brings you the highest conversion rates for your efforts.



A/B Split Testing (Landing Pages)

Invigo Marketing offers custom solutions for Split Testing Including:



- Analytics reporting
- Usability analysis
- Landing page optimization
- Strategic positioning of calls to action

Our specialists will implement a combination of "split testing" tools to determine which conversion techniques are the most effective for your specific campaign.

We will use proprietary software to monitor your visitors browsing patterns and determine which text, images, titles, and videos carry the most appeal for your target audience. We will then leverage those strong points and carry them throughout the entire sales page, refining the pitch until it converts at the highest rate possible.



Info Product Development, Membership Sites and Product Launch Campaigns

Invigo has the experience and expertise to launch products, consult with potential authors, speakers and/or trainers to bring to life their vision. We've completed numerous Paid membership sites, books, cd's, dvd's, and online video training programs that can be implemented and fulfilled automatically leaving you to do what you do best. Develop more training programs. Let Invigo take care of all product launch needs.



Video Marketing & Sales Presentation Videos

Online video increases brand awareness, drives online engagement and creates viewer action leading to more inquiries and more sales. We include a complete CUSTOM 90 Second video presentation of your business that bring the branding strength of video together with the direct response power of the Web to form a potent marketing vehicle for businesses of all types.



Brand Reputation Management

It's with this method that Invigo marketing has been able to keep a clean reputation through 10 years of successful business.



When you work with our brand management team we will apply our experience directly to your own company's needs,

combating the negative feedback should it arise, and leaving those who read it knowing your side of the story.

When it comes to negative feedback it's not "if" it is "when." This isn't a negative outlook on business; it's just one of the inevitable realities that come with success.

A successful business man once said: "When they are trying to bring you down it's probably because you are doing something right." When that happens to you we will be right there to help get you back to your feet again. As with all of our programs, managing your reputation is included.

ADDITIONAL SERVICES



Website Design or Redesign

We employ a team of designers and conversion specialist that will help you take your vision to the next level, based on a solid internet marketing strategy.



We don't charge extra for minor enhancements like most outfits do. We include this in our services. We put all of our emphasis on bringing in leads so you can close more deals or sell more products and services.



Internet Marketing Training and Consultation

We're experts in teaching your staff to do the work themselves. Contact us to get more information.



Real Estate Specific Lead Generation

We work with Realtors, brokers, mortgage professionals, inspectors to fine tune their online marketing. Contact us to get a 15 minute competitive analysis.

