

# {Expert Marketing}

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Great Designs Superior Solutions

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**8/1/2011**

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# Expert Marketing Strategies

Zetta Technology Management offers whatever level of marketing services you need to ensure your website turns your traffic into leads and sales. You simply choose the level of services you need to ensure your website meets your goals.

## 1. Level 1 – Critique Only

- Our marketing strategist reviews the text of your website and provides suggested changes to strengthen your website's impact. It is up to you to decide which recommendations you wish to implement.

## 2. Level 2 – Website Edits


- Our marketing strategist edits your website to strengthen its impact. We provide you with the edited text for your approval. The final decision on your website copy rests with you.

## 3. Level 3 – Website Copy

- Our marketing strategist prepares all or a portion of the text for your website to ensure your site will drive in an abundance of business.

## 4. Level 4 – Marketing Oversight

- Zetta Technology Management can expand our marketing services beyond your website to cover all of the marketing for your business. Overseen by our chief marketing strategist, we can develop your strategic plan and help uncover innovative ideas that can separate your business from your competitors.
- We can create all of your advertising and promotion, and systematize and manage your sales. Zetta can also create and implement a



coordinated tactical plan. This ensures your website, and all other promotional actions, are integrated and work smoothly together to ensure your marketing goals are fully achieved.

## 5. No Marketing

\* **No marketing services.** If you've opted to not retain any of our Marketing Options, we will assume your businesses knows exactly what they want to say in their promotion and don't need any input from a marketing strategist. Ultimately, you will provide the final proofread versions of text copy for use on your website.

For more information and pricing concerning the various levels of marketing services we offer, call or e-mail our office. We also give free online estimates, which you can include during the "Request For Proposal" process to obtain estimated pricing information.