

# Business Services to Jump-start Revenue for Small & Medium Business

powered by Key Practices, Inc

# Why the SMB Market?

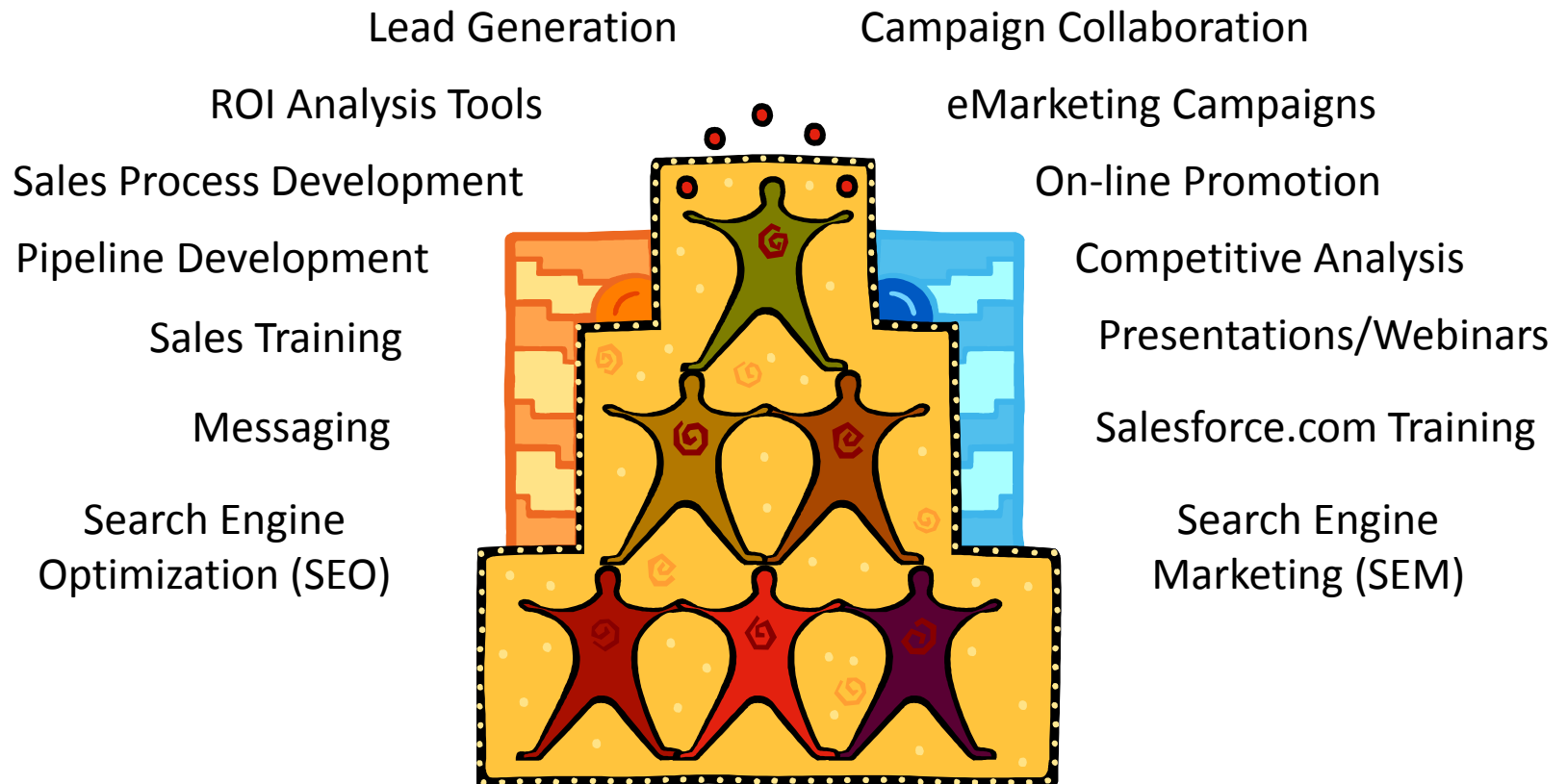
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- ▶ The Internet has changed the consumer with over 60% of searches for goods and services happen on the internet in Google, Yahoo!, and other search engine sites
- ▶ The Kelsey Group sees the “local search” segment growing from \$3.4 billion in 2005 to \$13 billion in 2010
- ▶ U.S. on-line population will reach nearly 200 million in 2008
- ▶ Most SMBs know the Internet could help them but don't have the time or know-how, or resources to manage and optimize their online and offline marketing and sales



# Integrated Sales and Marketing Programs

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# Why Key Practices?

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- ▶ We are experts in helping businesses finely tune their marketing and sales strategies, know how SEO (search engine optimization) works and how to convert clicks to sales
  - ▶ Cradle to Grave Inbound/Outbound Revenue Generation Programs
    - Key Local Search Practices
      - Search Engine Optimization Marketing (SEO)
    - Marketing Services from Key Practices
      - Promotion, Inbound, Outbound, Product Launch
    - Promotional Services from Key Practices
      - Spin Doctor; Press Releases; Media Contact
    - Lead Generating Sales Conversion Services
      - Sales Programs from Cradle to Grave
    - Savoir-faire Consulting
      - Event Planning and Services
    - Virtual Business Services from Key Practices
      - Website Development
  - ▶ Technical Services from the Piche' Group
    - ▶ Our "Computer Team" Keeps IT Real!
      - Practical advise, support, help 24 x 7



# Key Practices Programs

KP Program	Description	Cost
SEO – Local Search	Creation, inclusion, submission of an optimized business profile submitted to search engines for “local search” rankings (does not replace website, linked to existing website, optimized local search rankings for at least 1 key word phrase)	\$249 set-up fee, \$99 monthly, \$999 annually
SEM – Program Management	Research & creation of Key Word advertising programs SEM (Search Engine Marketing), daily, weekly, and monthly reviews along with reporting and click conversion reviews	\$499 set up fee and \$150 per month plus ad budget
Marketing for Promotion	Creation of optimized business profile as listed above also includes submission to key merchant destination sites (2 minimum, 5 maximum based on industry), 3 press releases (within 12 months), creation social network and blog, review of website content for optimizing sales message	\$499 set-up fee, \$150 per press release \$149 monthly, \$1,499 annually
Review (Creation) of Sales and Marketing Messaging	Competitive review of top 3-5 competitors, review of sales / marketing materials created by customer, creation of linking strategy, optimizing content and key words for the Internet, testing sales process, creating scripts for inbound calls	\$1,299 flat rate optimization \$2,499 for creation of content
Sales Force Automation	Sales tracking strategy for inbound and outbound business. License fee for technology is \$65 per seat. Training and set-up including integration to website.	\$499 flat rate plus per seat fees billed separately
Sales Planning	Building out sales scripts, creating tools for sales team, including (1) 20 slide presentation, value proposition, sales training 101	\$2,500 flat rate

# Make contact

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Key Practices, Inc.

333 Washington Blvd Suite 355

Marina Del Rey, CA 90292

Phone (800) 516-7841

<http://www.keypractices.com>

<http://www.keylocalsearchpractices.com>

<http://www.keybusinesslistings.com>

<http://www.servicesfromkeypractices.com>

