

2014 Media Kit - Digital Marketing - Keeping It Simple

What MyJoeCard.Com can do for your business:



I. At MyJoeCard.Com [\(info\)](#):

- A. **Listing on the Website:** geo-tagged, Google-mapped, linked, search-optimized with logo, with an easy-to-use control panel for updating your offer/info.
- B. **Premium Logo Rotation + Right Column Ads:** logo branding in left column – top-tier rotation, and text ad rotation in right column (for better promotions).
- C. **Tremendous ‘off-site’ asset for SEO:** There’s strength in providing value without hassle.

II. Logo-Branded Cards (“The Little Billboards That Never Expire”[®]):

- A. **The Best Promotional Product Ever:** Awesome cards with your logo and info on them that save people money at hundreds of places (and growing):
 1. The cards grow in value everyday as we grow,
 2. The cards never expire, and allow repeat use,
 3. Your logo/pic/image as well as contact info, website address, email, etc.
- B. **Make It Your Network:** When you order the logo-branded cards - it is like we have built the entire network JUST FOR YOUR BUSINESS.
- C. **Best Marketing ROI - Period:** Know anything else more usable, relevant and valuable that has a longer shelf life? We can't think of one either. How many cards would you like?

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III. Email Updates to 40,000+ Subscribers*:

- A. **Standard Email Ads:** your logo (linked), business name (linked), phone #/location and small blurb about your company + your promotion. We put you in the email blasts (currently twice monthly) keeping our 40K+ email subscribers up to date on latest news.
- B. **Premium Email Ads:** as above, but we create a larger ad for you leveraging graphic content (logo/pics) with professional copywriting to cast a wider net.
- C. **New Member Announcement / Blog Write-Up:** with this one, it is all about your company. First we do an in-depth write-up about your company and post it at our blog site with cross-linking and multiple links to your website. Then we craft a New Member Announcement for an email blast that is about your business – without other businesses.
- D. **Digital Asset Creation:** All email blasts and new member announcements are then listed in our 'Latest News' section for proper indexing by major search engines. The reposted email announcements are SEO'd for building link strength impact.

**Subscribers for our original market(Kansas City). Numbers for new markets will be related at periodically at predetermined thresholds.*

IV. Digital Strategy / Development Services / Organic SEO / Social Media:

- A. **We build great websites:** Check 'em out and ask our clients: midamericaradon.com, etterchiropractic.com, h2m2.com. Digital Strategy to drive the call or sale, with a custom-coded site architecture built with the future in mind (I.e. Microdata, Google Authorship, Proper Digital Assets, Page Load Speeds, et al.).
- B. **And great mobile sites:** Check 'em out and ask our clients: midamericaradon.mobi, etterchiropractic.mobi, h2m2.mobi (as above).
- C. **Copywriting - we write great industry-specific copy for your site:** This is where the rubber meets the road – great original, industry specific copy for your website – hand-crafted with the ideal combination of readability, reading-level, flow and importance delivered with a world-class knack for search engine optimization.
- D. **We can update/optimize your current website:** If you are not ready to update your site, we can craft a digital strategy to maximize your current digital assets.
- E. **Strategy for your brand at all social media:** Google+ business pages, Twitter profiles, Facebook business pages, Instagram, Pinterest, LinkedIn business pages et al.

Call 913-271-2955.