FUNDED GROWTH initiatives

We enjoy collaborating with Manufacturing Extension Partnership (MEPs) to provide these 5 individual programs as part of grant funded initiatives to drive business growth.

Our programs provide extensive design and development expertise in each of these five individual categories; **eCommerce Website, WordPress website, SEO, Sales,** and **LinkedIn Social Media**. These programs are offered individually, or combined, based on grant funding opportunities..

LinkedIn Social Media

A strategic approach to establishing a comprehensive business profile on LinkedIn as a key aspect of a company's digital presence. LinkedIn's robust B2B successes provide a strong foundation for the iterative use of LinkedIn content on other social media channels, like Facebook, and to a much lesser degree, Instagram and TikTok.

The **DELIVERABLES** of this program include:

- Assessment Report
- Development of LinkedIn Company Page
  - Optimized images
  - Content collaboration with client
- Optional development of Facebook Business Profile
  - Optimized images
  - Content collaboration with client
- 12 Short Post Content Calendar including
  - Content creation
  - Images
  - 8 weeks of posting
- Training
  - Posting to LinkedIn
  - Updating Business Profile
  - Interpreting LinkedIn Dashboard Analytics
  - Organic Brand Building on LinkedIn/li>
  - Content calendar methodology and utilization across all social media channels

ADDITIONAL PROGRAMS AVAILABLE

eCOMMERCE WEBSITE

A 3-Part eCommerce Website Upgrade Development Plan to:

- Assess Existing Resources
- Recommend Design, Content, Navigation Aspects, and Cart Functionality
- Implement the Recommendations

WORDPRESS WEBSITE

A Website Development plan to:

- Assess Existing Resources
- Recommend Design, Content, and Navigation Aspects
- Implement the Recommendations

SALES

A 3-Part Perfecting Your Sales Pitch Plan which includes:

- Company Brochure/Sell Sheets
- Capabilities PowerPoint
- 15 Minute Sales Pitch

SEO

A strategic SEO approach which includes:

- Comprehensive website audit
- Google Ranking Assessment
- Recommendations for copy, image and page title updates
- Implementation of findings