

## OMC ADVERTISING

P.O. Box 166, ZEPHYR COVE, NV 89448

(714) 483-7667

CONTACT@OMCADVERTISING.COM



### The Basics of Internet Marketing:

1. Build a website to showcase your services
2. Market the website
  - a. Buy traffic (via Google Adwords or other venues of pay-per-click marketing)
  - b. Perform SEO (Search Engine Optimization) in order to rank high in the search engines
  - c. Perform social marketing (Facebook, Twitter, etc.)
  - d. Perform traditional advertising (print ads, radio, direct mail, etc.)
3. Service your customers when they call

If you are interested in building your own landing page and generating your own leads, you should read the book [How To Generate Leads](#) by Christian Blake. It's available at Amazon. The book reveals the essential elements that must be on a landing page in order to convert a website visitor into a potential lead. Follow the guidelines he outlines for building a landing page and you'll be well on your way to generating your own leads. And you don't need to own a Kindle in order to read his book; simply download the "Kindle Reader" for your specific device (free to download and install).

### OMC Advertising Services

**Cost: \$750** (\$375 setup + \$375 for the first month) **No contract required!**

The \$375 setup fee covers the following: keyword research for your industry, building a landing page for your services, and preparing for the monthly SEO work. The \$375 monthly fee covers our monthly SEO work.

**Pros:** The benefit to our services is that it's very low cost, and we handle everything. Your job is to answer the phone and service your customers when they call.

**Cons:** OMC Advertising maintains ownership of the website. (If you are looking for new customers, our service is the perfect match for your business. If you are looking to become an internet marketer, our service is not a match for your needs.) Additionally, SEO is a long, slow process - you will not see results for a minimum of 8 months. If you want instant results, we can purchase highly targeted PPC traffic (at an additional cost).

**SEO:** We perform consistent monthly marketing (SEO) on the landing page and promote your services while you focus entirely on managing your business. Over time, our SEO work will payoff in the form of organic visitors from the search engines.

**Paid traffic:** Until the SEO work starts producing results, we can purchase PPC traffic. That means your phone can start ringing with new customers the very first day we complete your landing page.

**No contract:** Our service agreements are on a month to month basis. If you're unhappy after the first month of service, you can cancel our agreement.

If you have any questions or would like to get started, please call (714) 483-7667.

Christopher Ortiz

**LOCAL INTERNET MARKETING THAT MAKES YOUR TELEPHONE RING**

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The alternative to our services is to own your own website and either perform the monthly marketing yourself or hire an outside SEO firm. We encourage you to call around and get quotes for (1) building a website and (2) for performing monthly marketing for the website. The price to build a website will range from \$500 to \$5,000. Monthly SEO services will range from \$1,000 per month to \$10,000 per month.

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