



# Book of Services

A stylized illustration of a rocket launch. A blue rocket with a white circular window is launching upwards, leaving a thick orange trail of fire and a large plume of white, puffy clouds. To the left of the rocket, a blue crane is positioned on a blue, wavy landscape. The background is a light grey gradient.

Voyager Edition

Digital Business Consultants - Web, Mobile & Marketing



virteom

APPLYING INTELLIGENT  
TECHNOLOGY AND BEST  
PRACTICES TO GROW  
YOUR BUSINESS



# LOST?


Tired of building websites that don't bring in leads? Are you looking to have a mobile app or business web portal created and don't know where to start? Virteom has created a simple process to get you moving in the right direction by creating technology and workflows that produce results.

Let's Get Started...



# EXPLORE

Just like an archaeologist or a treasure hunter, before we can find what makes you special, we need to uncover the value you provide to your customers. Who is your buyer, why do they buy from you, and why don't they buy from you? The Discovery Booster is the very first engagement we'll have with your organization to build out a blueprint for success.

Need a new website or mobile app? Start here. 



This step is required for all new customers.



Step  
**1**

### DISCOVERY

1. Leadership Cross Analysis: identify goals and gaps within your organization as it relates to the project.
2. Buyer Persona Clinic: help us understand who your buyers are and why they purchase from you.
3. Customer Journey Clinic: lay out the flow of the website or app, based on buyer personas and how they will interact with you.

Scan with Phone Camera





Writing your own content?  
Skip this step.

Step  
2

## CONTENT BOOSTER

Creating content for your website can be tedious, after all you are the expert in your company but not necessarily a writer. Virteom has a content extraction process where you are interviewed by us about your services and what makes you great. We voice record our interview and then extract and transcribe your interview into specific web pages to make building your site faster and easier. \*

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\*This is for up to 18 hours of time, Additional hours will be billed at \$150.00 per hour. This includes up to 10 pages of content. Additional pages can be purchased at a separate cost.



## Step 3

### LOGO BOOSTER

Brand is one of the most important pieces of value you can add to your company. Branding glues your content together in a professional manner and gives your potential buyers more confidence that you are a reputable company. Our "Create Team" will develop a unique logo that represents your company's vision and mission to set you apart from the competition! \*

Love your logo?  
Skip this step.



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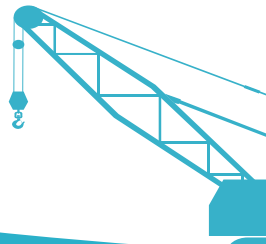
\*Note: You will receive 5 logo design concepts to choose from. You may request up to 3 revisions. Once final comps are received no further logo revisions can be submitted.

# DEVELOPMENT

Now that our exploration phase is over, it is time to start building. We will take what we learned in the exploration/discovery phase and apply that to the design and development of your new website or mobile application on our RocketSites platform. RocketSites was created to save costs, reduce production time and maintenance of your technology.



**RocketSites**  
.com







Step  
4

## WEBSITE DEVELOPMENT

Virteom will build and power your new website on our CMS platform, RocketSites. The developers will take the chosen design, and format it to match your brand standards – loading in your logo and color scheme. The developers will code the layouts of your web pages and place the content on up to 10-pages.\*

If you're only building a mobile app, skip this step as a custom estimate is needed for mobile apps.

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\* Note: This package includes up to 35hrs of estimated labor. If more hours are needed, they may be purchased at an additional cost. This does not include any content writing or custom design. If you would like our team to write your content, please choose the Content Booster add-on. If you would like custom art design work, see the Website Design Booster.

# DEVELOPMENT ADD-ONS

In some cases, our clients choose to add one or two custom options to enhance the websites we develop for them.



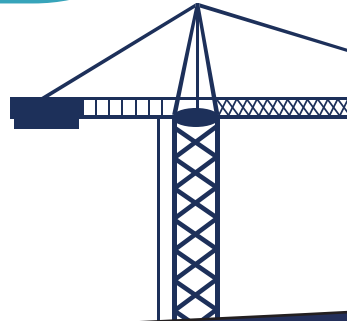
This is an optional item you can add on.

Step  
**5**

## WEBSITE DESIGN BOOSTER

This booster includes up to 5 different design comps from 5 different artists to choose from. Once a design is chosen, you can request up to 3 rounds of revisions. The final design comp will include one homepage design and one internal page layout design. More page layout comps can be purchased at an additional cost, but typically is not needed.

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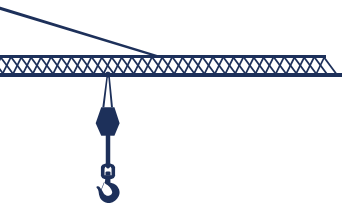


This is an optional item you can add on.

Step  
6

## E-COMMERCE BOOSTER

Snap on an e-Commerce shopping cart to sell your products or services online. If you would like to enhance your RocketSite and create more revenue for your business, the e-Commerce Booster is a great addition to your website. This booster includes up to 10 products that can be added to your site. You can add as many products on your own once the site is live or ask about additional fees for more than 10 products.



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# 3,2,1

## Ready for Take-Off

Now that your site is ready to go live, you need a digital marketing plan, a sales plan and modern technology to help automate and nurture the leads your website brings in.

This is the moment you break away from your competitors and do more than just launch a new website. Now it's time to start generating leads and grow your business with our sales and marketing automation software, TouchConvert, and digital marketing services we call Boosters.





# touchconvert

Lucky for you we've invented TouchConvert, a marketing and sales automation platform to connect to your RocketSite and give it the boost you need.

Combining TouchConvert, RocketSites and our marketing boosters you've got a turnkey marketing solution ready to grow your business and make you a superhero from out of this world!



Already have a website you love? No problem, start here and snap these services onto your existing website.



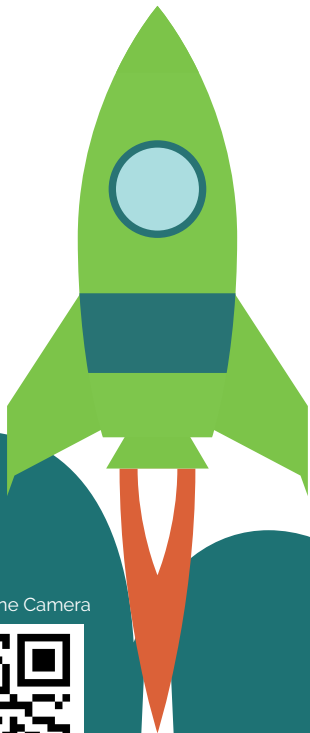
This is a monthly subscription. A yearly commitment is not needed.

Option  
1

## TOUCHCONVERT BOOSTER

Boost your business with our sales and marketing automation software, TouchConvert. It is a powerful yet simple CRM, email and drip marketing tool to convert leads into customers and keep the ones you have!

Connect it to your website forms and automatically drop leads in and add them to email and drip campaigns. This allows your sales team to get on the same page.



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Option  
2

## RHYTHMIC MARKETING BOOSTER

One of the secrets to business success is rhythm and cadence. Have Virteom work with you to create the perfect 6-month marketing plan full of tactics and goals that align with your business vision.

Once the roadmap is in place the assigned team will be able to execute a marketing initiative that alleviates all the chaos and confusion that comes with digital marketing.\*

Start with the reason  
"Why" when it  
comes to what you  
sell.

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\* This package includes up to 17 hrs of consultation time with our marketing experts.



This is a monthly subscription. A yearly commitment is not needed.

Option  
3

### SEO BASIC BOOSTER

Our team will run a standard SEO scan of your site each month. This scan will reveal technical issues that can affect your organic search engine rankings. Virteom will use up to 1hr a month to fix the basic SEO issues to keep your website running at optimal performance.

If major site repair issues are identified, we will notify you. Those repairs are outside of the scope of this basic booster and can be added on separately.



Option  
4

### SEO BLITZ BOOSTER

Our team will conduct an in-depth SEO Scan of your website and fix as many issues as we can to help you organically rank better. Virteom will then correct the errors that are not current best practices evaluating site structure, images, content, relevance and any issues that Search Engine algorithms deem pertinent to your rankings. This is 10 hours of expert monitoring of your site's ability to rank and get you noticed.

This service is recommended semi-annually for best results.

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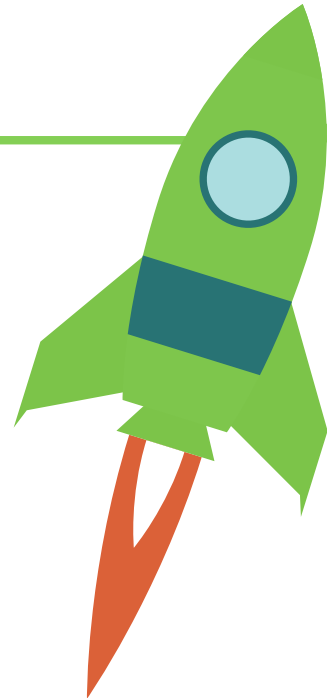


Option  
5

Minimal  
commitment is 3  
months to maximize  
results.

### AD BOOSTER

Our team will create an online ad campaign to attract local customers looking for your service. We will create ads to promote your service and run ads to a targeted geography based on your needs. Includes: Phone Call Tracking, Unlimited Email Support (no phone support), Conversion Tracking and Integrated Website Forms.\*



\*Phone Call Tracking only included in 3 months or more of service. The objective is to supply our team with metrics from buyers and drive more leads to your site in a shorter period of time. Note 40% Virteom fee included).

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Our Best Seller!  
Subscribe anytime.

Option  
6

## SONIC MARKETING BOOSTER

Once every 2 months we will conduct a 1hr video interview with you. We'll record 6-8 two-minute videos with you and transcribe the content into blog articles that we'll post alongside the edited video. A social media post will be generated from the blogs and articles released weekly. This package covers many facets of digital marketing in one, with minimal time needed from you.\*

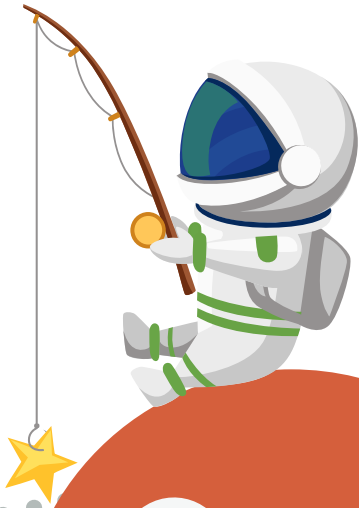
Final Deliverable:

1. Up to eight videos released every 60 days
2. Up to eight blog articles released every 60 days
3. Social media posts released on each article
4. One Email blast every 60 days to your clients

Scan with Phone Camera



\*Note: The sonic marketing boost requires a 12-month commitment. If you would like to go month to month, an initial 90-day commitment is required. Email blasts require at least one subscription to TouchConvert Marketing Automation Platform.



Subscribe anytime. No yearly commitments required.

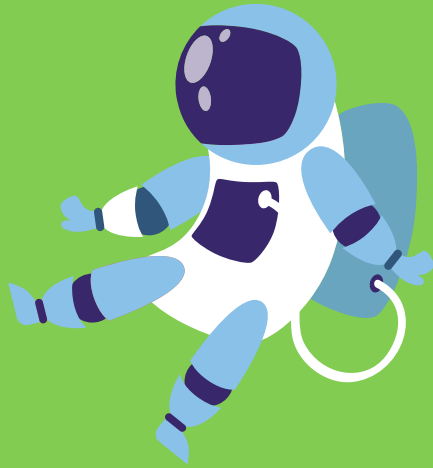
Option  
7

### EMAIL BLAST BOOSTER

Our team will work with you to create 1 email blast per month to promote your new blog or major announcement, product or new service offering. Utilizing our TouchConvert sales and marketing platform as the vehicle to deliver your email blast, our team will reach out to you once a month to obtain the topic for the email blast along with a list of email recipients for the campaign.

Scan with Phone Camera





Subscribe anytime. No yearly commitments required.



Option  
8

### SOCIAL MEDIA BOOSTER

Our team will promote up to 8 social media boosts per month to your social media platforms. This can be in the form of the following: \*

1. An action the customer will take when they get to your site.
2. An incentive that you will provide.
3. A prize they can win.
4. A survey they can fill out.

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\* This package includes posting of the social media entries and does not include building the landing pages and content on those pages to be promoted. Please see our Blog Booster for content creation.

Be proactive with your website health. This package will keep your tech running smoothly.



Option  
9

### MAINTENANCE BOOSTER

Keep your website running smoothly with 1 hour of custom care by our technical specialists. Fixes to structure and adjustments that make sure your site is ready when your customers need it most.

Ask about volume discounts. The more hours you purchase the less it costs per hour in maintenance.

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Option  
10

## HOSTING

**Basic** - Basic marketing websites that do not include ecommerce. (Does not include email management)

**e-Commerce** - Advanced hosting to power an e-Commerce website and marketing site.

**SaaS** - Advanced hosting platform to power SaaS, Mobile applications and progressive apps.

Hosting is a requirement for websites to run each month.

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## Option 11

# All-In-One Marketing Booster

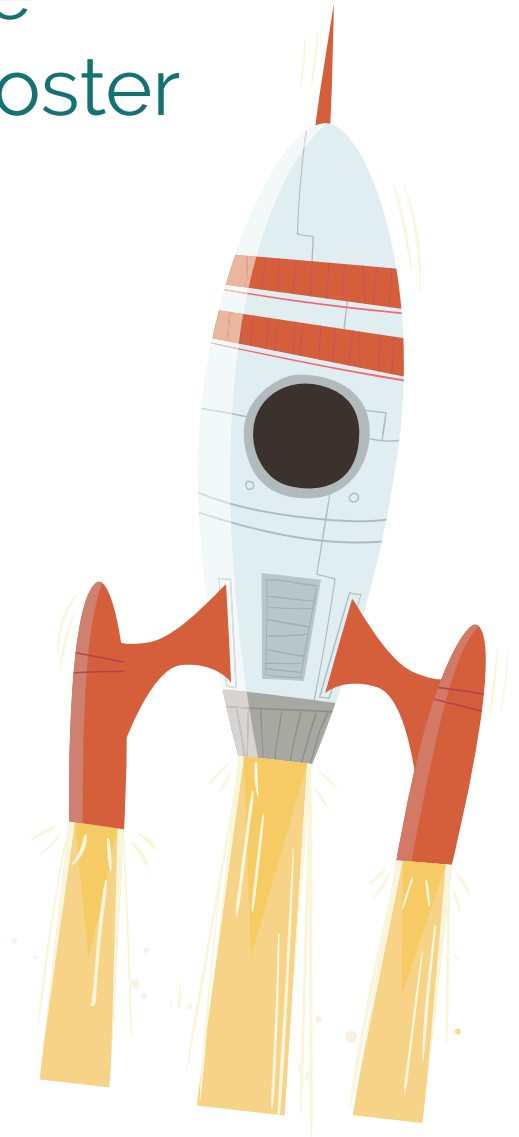
Don't want to think about how to glue all of our products together to make an effective marketing plan for your business? Then this product is perfect for you.

Marketing in a box, marketing in a capsule, marketing in an escape pod, whatever you want to call it, this is the one, the all in one solution that produces results for you.

If you are looking for an all in one marketing solution that covers every facet of the digital marketing spectrum in one, then this is the solution you've been looking for.

This package covers everything from video creation, production, YouTube posting, blogging, social media posting, and a local ad campaigning to drive leads to your business.

What's the advantage of this solution? Our team only requires 1hr of your time every two months to create a useful engaging digital marketing campaign that produces results.



### *Final Deliverables Include:*

1. An in-person video interview, where you come to our video studio every other month for an hour. In that video interview, we create 6 to 8 two-minute videos.
2. Video pre and post-production work on the video interviews where we add your logo, the title of the video and ending credits to the videos which include your website address and phone number.
3. Once the videos are produced, they are taken over to our content writers, who then write blog articles on each video.
4. Blog articles are posted weekly for the next two months in between your interview with us.
5. Social media posts are posted on your social media networks to drive traffic to those videos and articles
6. Your videos are posted to YouTube and also embedded in your blog articles to create more engaging long-lasting traffic and lead generation.
7. A local ad campaign with a 30-mile radius around one of your chosen location is launched to drive more traffic to the rich content we've created on your site, enhancing and increasing conversion rates. If you require a larger footprint for advertising, separate estimations can be made.

*A minimum of 4 months of commitment is needed.*

*Due to the nature of this product, cancelations must be in written notice 60 days prior to the final cancelation date.*

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