

*Just say*

# *Four Three Eight*

Just Say Four Three Eight

Too much on your plate? Just say Four Three Eight  
We help small organizations of all kinds, we don't hesitate  
From plumbers to non-profit, and bakeries too  
From associations to manufactures even restaurants that serve beef stew

Scroll away, check us out, download our pdf  
We do Websites, Merchant Sites, Social Media, SEO and AdWords, with great rates for all  
So don't worry, exhale, just say Four Three Eight and send us an email or give us a call





## *Website Design*

Website not mobile friendly or up to date?

Dealing with websites leaves you with an urge to put your hand on a hot plate?

It's ok Just Say Four Three Eight.

An organization's website is important for a number of reasons. It should be a space online that provides all the necessary information a person might need quickly. It should be well organized and interesting to look at. It may seem trivial to say, but websites are a reflection of the organization. If a store front is inviting and well organized, then so should their website. This builds confidence in the potential client of the abilities and preserved quality of the organization.

We build modern mobile friendly websites that invite people to your store, that encourages people to use your services, that recruits people to your cause. It calls people to action and serves as the hub for your organization's needs. Best part, you own the website, forever.

The websites we build are tailored to meet your organization's specific needs. You ultimately control how your website will end up looking, but rest assured, we build modern sleek websites as our default. Technically speaking, the websites are fully compliant to currently used standards, they are responsive, robust and mobile friendly. So yes, they look and work great on everything from a home computer to a smartphone. We also ensure that there is proper integration of your current (or forthcoming) social media within the site. We even build physical calls to action throughout your website, encouraging end users to get in contact with your organisation. What this means for example, if your organisation is based on sales, this creates warm leads.

In short, we build a personalized online space for people to get inford about your business.  
Lets work together and build something great.

### **Features:**

- Professionally designed responsive website
- Optimized for computer and mobile devices
- Domain name registration (first year included)
- Search Engine Optimized
- Company email
- Photo gallery (up to 30 photos)
- Video intergration (1 video)
- Contact form
- Google maps
- Social media intergration
- Technical support
- Landing Page
- Up to 20 pages

### **Additional Services:**

Hosting

Cost: \$20 /Month

Domain name registration

Cost: \$15 /Year

Cost: \$400 Setup fee + \$1600 Website (Hosting not included)

## *Search Engine Optimization*

SEO, KEI, CTR... Huh? What?

These are acronyms people throw around, but all they do is frustrate!  
It's ok Just Say Four Three Eight.

You want to give your web efforts the best chance to gain a higher indexing on Google. No one likes to be on page two. We put the effort in, using Google approved methods, so that your organisation is better connected with searches from meaningful prospects.

Search engine optimization involves evaluating your website to see if it meets all current web standards, Google organic search requirements, and navigational requirements. Following the necessary changes, we implement many SEO techniques to give your website the best chance to gain ground on organic search results. We do not use any techniques that Google has deemed unacceptable. We continue to monitor the gains made and make adjustments accordingly throughout the months.

This service is a monthly ordeal as constant maintenance and monitoring is necessary to maintain great search results for your website. However depending on the work required, initially there is usually an upfront cost. We do not have a standard price because SEO management can vary greatly from case to case; as some are more work intensive than others. In some cases websites can be too old, navigationally inefficient, or poorly coded to even be cost effective. If a website is deemed to need more work than what is cost effective, we will make recommendations accordingly. Our website packages do come with some level of SEO, and after a certain amount of time you have the option of continuing the service as a month to month service.

In short, we make it quicker for people to retrieve the information about your business on your website

### **Features:**

- Current website audit
- Deep competitive keyword analysis
- On-page optimization
- Off-page optimization
- Weekly ranking reports
- Weekly Google Analytics reports

Cost: Monthly, call for a quote

The logo for 438media.com, featuring the numbers '438' in a large, white, serif font, centered within a white, stylized, multi-pointed star or shield shape. The background of the entire page is a solid purple color.

438

## *Social Media*

Website not mobile friendly or up to date?  
Dealing with websites leaves you with an urge to put your hand on a hot plate?  
It's ok Just Say Four Three Eight.

In a nutshell, we handle Facebook, Twitter and Google+ for you.  
We post for you, we respond to people, we grow your followers.  
We help you curate your own great content.  
We get that content out to real people, in your own voice.

Whether you know the ins and outs of social media and why it's important or you've merely heard the term in passing, one fact remains that same social media is here to stay and it's been completely woven into the fabric of modern life. It's unavoidable, but that's nothing to be afraid of. For the first time, seemingly random people can connect with each other on a personal level. This presents an enormous opportunity for organisations, the ability to literally talk to your intended societal group. This however takes time and dedication, most of all it must be a genuinely personal voice. The realities of small organisations are there is little time available to run a successful Facebook or Twitter page. That's where we come in. We set up and monitor your social media accounts, and ensure there is a real voice behind what is posted. Because successful social media campaigns are personal, our dealings with you for this package is a partnership. We help you learn to curate good content for us, and we handle the rest. Simple.

In short, we grow a community around your business and clients encouraging loyal customers to advocate your brand. Lets work together and build something great.

### **Features:**

- Setup and optimize company social networking accounts (Facebook, Twitter, Google+)
- Daily content creation and posting (Basic only 2 weekly posts max)
- Increase friends and followers
- Relay and respond to customer compliments, complaints, an inquiries (Not included in Basic)
- Monthly creative meeting with Community Manager (Not included in Basic)
- Running one company promotion per month (Not included in Basic)
- Monthly Analytics

Cost: \$200 Setup fee + \$150/Monthly (Standard)  
\$200 Setup fee + \$75/Monthly (Basic)

\$10 Additional Tweet/Post (Per tweet/post)  
\$15 2 Additional Tweets/Posts  
\$20 3 Additional Tweets/Posts



## *Website Express*

You want a website, but money is tight?  
Repairs to your store front left your wallet a little light?  
It's ok Just Say Four Three Eight.

That's right, we offer our same great websites services in a budget conscious package. These websites, like their bigger sibling, are robust and mobile compliant. Yes these websites are still built for full social media integration. And yes, these websites are still very modern. The difference is you are limited to only one page, along with a few other limitations mentioned below.

Smaller does not mean less, you will always have our full commitment.  
In short, we build an efficient online space for people to get informed about your business.

It's important to consider the needs of your organisation. Having a web page for the organization is important, and full websites are great to through. But if the people you serve require only basic information, then this package if perfect. Also pairing Website Express with other services we offer creates a more rounded, and stronger online approach for your organisation.

### **Features:**

- Professionally designed responsive website
- Optimized for computer and mobile devices
- Domain name registration
- Search Engine Optimized
- Company email
- Video integration (1 video)
- Contact form
- Social media integration
- Technical support
- 1 page



Cost: \$50 Setup fee + \$438 Website + \$25/Monthly Hosting

## *Google My Business Express*

Knowing your business isn't on Google Maps gives you a little fright? Despite, your big sign offering superior service might, you still lose potential clients to competitors down the street because their phones said turn right? It's ok Just Say Four Three Eight.

A mix of Google Maps, traditional Google searches and other Google services are the de facto for people to find what they need. With access to Google resources literally at arm's reach at all times, it's no wonder more traditional directory assistances have been in decline for some time now. The question is, because people utilize this resource daily, how does an organization be a part of that? Enter Google My Business. In essence it looks like a Google+ page except it's embedded within Google maps and Google searches. It can be used in standalone form, or paired with a website if you have one.

We take your Google page, or create one for you, and highlight its presence for everyone using Google' tools in your service area. We achieve this by using targeted citations to steadily draw attention to your Google page thereby increasing its ranking. While we cannot guarantee a spot in the "7-pack" (the first 7 business listing on Google maps and Google search), overtime you will rank higher. We even track your ranking progress and provide you with these metrics for you to compare against your own growth and/or sales. No more buying more business listings praying they will bring growth, yet never provided anything to backup stated claims; when in reality they didn't do anything. You are not buying business listings on websites no one goes to. You are paying to steadily improve the placement hierarchy of your organization within services people actually use; Google built tools/apps and searches. In short, we activate, verify then boost people's direct access to your business.

If you have a limited budget, this service is the most direct way to see results. Google My Business Express at bare minimum offers organizations with little to no web presence to be embedded into and highlighted in many Google services. At best, if you have an SEO optimized website and consistent social media then this is a quick and easy boost to those efforts for proven overall customer growth.

### **Features:**

- Full Google My Business and Google+ profile set up (no social media posting/managing)
- 40 Premium citations
- Monthly stats and reporting
- Monthly citation maintenance and up keep
- 10 unique busniess descriptions for citations (we create)
- Monthly billing
- No Contract

Cost: \$200 Setup fee + \$125/Monthly

Additional Services: \$50 Rush service  
\$45 +20 Extra citatons  
\$75 +40 Extra citations

