

# Digital Marketing & Web Solutions

Helping brands make an impact through innovative marketing built on real relationships.





# Who We Are

**Impactful marketing. Innovative solutions. Real relationships.**

MYC Media is your national creative agency providing full-service marketing to businesses looking to expand their brand's reach and make an impact. Our offerings provide customers with access to diverse marketing tools in one location. And thoughtful service, built on real relationships, is at the heart of our business because we genuinely care about your success.

Our advantage is our people. Each MYC team member is dedicated to delivering quality work. We are not afraid to ask questions and adjust to meet your brand goals. When relying on us for a custom wrap or when contacting a designer for a new website, you can trust our team to explore the right options for your business. In our line of work, it's not enough to say that we offer quality service with great customer care – we already do that. We stand out among our competition because we don't make excuses, we just get the job done.



# What We Do

**Helping brands make an impact through innovative marketing built on real relationships.**

MYC Media and its divisions are dedicated to brand and team success by providing the best tools to foster growth and innovation for our customers and our staff. By fostering growth opportunities and the chance for any creative idea to be heard, our team is able to provide the best and most strategic support to meet your company's needs. We believe in our relationships and a no-excuse approach to achieve greater success.



DESIGN



WEB



PRINT



CAR WRAPS



PROMO  
PRODUCTS



DIGITAL  
MARKETING





# Our Competitive Advantage

With a variety of digital marketing services available, let us help you select the right option leverage for your specific business goals.

Our goal is to create a lead generating engine that **funnels** leads through different avenues, providing insight on what best works for you. Using design, web, print, content and video marketing, our team builds robust funnels that help **increase brand awareness and increase leads**, while helping businesses advance in their industry, online.

- **Market Research & Content Strategy**
- **SEO, Social Media, & Digital Advertising**
- **User Experience & Engagement Analysis**
- **Analytics, Reporting, & Conversions**

# Some of Our Clients



Google

GIORGIO ARMANI

DEWALT



Hilton



LA TOUR  
CN  
TOWER



3M



LiUNA!



CHELSEA  
Hotel  
TORONTO



Tim Hortons

# Products & Services

## Branding & Development

- Website Design & Development
- Professional Logo Design
- Branding, Creative Design, & Printing
- Custom Video Production
- Professional Content Writing
- Business Blog Management
- Web Hosting Services
- Email Services
- App Design & Development
- Web Maintenance
- E-Commerce

## Grow Your Business

- Online Marketing
- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)
- Social Media Marketing
- Email Marketing
- Online Reputation Management
- Lead Tracking
- Relationship Management Marketing
- Marketing Automation Funnel Development
- Paid Social Ads Management
- ERP Business Solutions



Web Design & Development



Search Engine Optimization



Digital Marketing Services



Social Media Marketing

A person is working on a laptop. The laptop screen displays a wireframe design for a mobile application, featuring various UI elements like buttons, text boxes, and a list. The person's hand is visible, interacting with the laptop. In the background, another person's hand is visible, holding a pen and pointing at a tablet. The overall scene is dimly lit, with a focus on the laptop screen and the text overlay.

# Web Products & Services

# Hosting Options

**Choose a hosting option that best suits your business's goals.**

Our hosting service includes 24/7 proactive hardware and software monitoring, daily backups, and 99.9% guaranteed up-time. Our service differs from other companies by means of optimized performance analysis. We fine-tune your account to ensure your website is fast and reliable. We also only host solutions that we have developed or have been fully analyzed by an MYC employee.

STANDARD	ADVANCED	CUSTOM
Cent OS Operating System 2 GB storage 100GB bandwidth Shared IP address SSL Certificate - 256 bit encryption (DV) Control panel with FTP Unlimited email accounts with webmail PHP, MYSQL and Softaculous included	Cent OS Operating System 10 GB storage 500 GB bandwidth Shared IP address SSL Certificate - 256 bit encryption (DV) Control panel with FTP Unlimited email accounts with webmail PHP, MYSQL, and Softaculous included	Cent OS Operating System Up to 100 GB storage Up to 1TB bandwidth Dedicated IP address SSL Certificate - 256 bit encryption Control panel with FTP Unlimited email accounts with webmail PHP, MYSQL, and Softaculous Included
<b>Starting from \$360 Annual</b>	<b>Starting from \$490 Annual</b>	<b>Starting at \$999 Annual</b>

\*The hours quoted are estimates and are not guaranteed. The quote is based on information provided from the client regarding project requirements. Actual cost may change once all project elements are finalized or negotiated. Final invoice will not be based on the estimated hours, but the actual hours worked on the project.



# Website Packages

We offer customized web packages that you can scale to suit your business's needs.

## STANDARD

1-3 pages  
Premium WordPress theme included  
Variety of templates to choose from  
Customized styling to match your brand  
2 Consultation hours included  
Custom contact form with floating contact button  
3 Stock Images included  
5 hours of web design included \*  
15 hours of web development hours included \*  
Delivered in 7-10 business days

Starting from  
**\$1,999**

## PREMIUM

Up to 5 pages  
Everything in Standard Package  
2 custom design concepts of home and inner pages  
Content writing for up to 5 pages with SEO focus  
Initial SEO setup  
Sitemap submitted to Google Search Console  
Google Analytics integration  
5 stock images included  
10 hours of web design included \*  
25 hours of web development hours included \*  
Delivered in 15-20 business days

Starting from  
**\$3,499**

## ADVANCED

For websites that require more than 10 pages  
Everything in Premium Package  
Detailed online strategy  
Wireframing and high-end web mockups  
Content writing with SEO focus  
Lead time will be based on functional requirements

Starting at  
**\$4,999**



\*The hours quoted are estimates and are not guaranteed. The quote is based on information provided from the client regarding project requirements. Actual cost may change once all project elements are finalized or negotiated. Final invoice will not be based on the estimated hours, but the actual hours worked on the project.

# Website Features

Wondering what's under the hood of your website?

FEATURE	INCLUDED	DETAILS
Smart Contact Forms	✓	Custom contact forms with automatic replies and redirect to "thank you" pages, capture and save form submissions on the backend so you don't miss any leads.
Spam Control	✓	When it comes to security and spam, we take the right measures to keep your site protected with Wordfence and Recaptcha services.
SEO Integration	✓	Whether you are ready to start SEO or not, we install the basics to start off in the right direction.
Site Optimization	✓	Optimizes the speed of your website for better user experience and ranking.
Staging, Backup, & Restore	✓	Scheduled monthly backups of your site and database to give you a peace of mind.
Google Analytics	✓	We set up Google Analytics from the start to monitor the performance of your site, track visitors, and to get an understanding of how your visitors are engaging with your site.
Premium Theme	✓	We include premium theme as part of the quote because it comes bundled/preloaded with premium plugins that will benefit the website.

\* These features and plugins are for new website packages.



**cPanel**

**WordPress**

**Wordfence**  
Securing your WordPress website

**Contact Form 7**

**Google Analytics**



# Website Implementation Process

Website implementation depends on the amount of content required, functionality, and complexity of your website. Each phase varies. A detailed time frame is provided after phase 1 is complete.



\* These features and plugins are for new website packages.

# Ongoing Site Maintenance

Keep your site safe and running at optimal performance with added features.

It is important to remember that costs don't end once the website is built.

There are other factors equally important in ongoing costs that help your website function. Think of WordPress maintenance like car maintenance; not only is there an initial purchasing cost, you also require regular servicing. To ensure the longevity of your website, invest in quality care that adds value.

For as low as **\$20/month\*** have your website updated and error-free. We offer stress-free maintenance that ensures seamless navigational experiences for your customers and clients.

Monthly maintenance services included are:

- Site Backups
- WordPress CMS Updates
- Theme Updates
- Plugin Updates
- PHP & Server Monitoring
- Staging Site Testing
- Security Monitoring

\*This monthly offer is only valid on a 1-year subscription basis. Site maintenance required without a subscription will be billed hourly at our standard development rate.



*Keep your site updated, safe and secure*

**\$20/month\***



# Web Rates

Do you prefer customized options where you can pay-as-you-go?

SERVICES	COST	DESCRIPTION
Web Design	\$125/hr	Web graphic design (page styling, favicons, web images, banners, sliders, buttons, ads, etc)
Web Development	\$95/hr	Site development that include HTML, CSS, Javascript or CMS such as Wordpress
Content Writing	\$85/hr	Custom page or blog post content written with SEO in mind to drive traffic to your site
Site Updates	\$95/hr	Custom coding or plugin configuration, image, text or modular changes
Support	\$95/hr	Technical support rate for domain, email, hosting or site issues
Email Marketing	\$95/hr	Setup and creation of email templates with customized graphics and copy
E-commerce add-on	\$500/setup	Cart, checkout, shipping integration, payment gateway, and up to 5 products included
Stock Photos	\$15-25	Cost of each stock image will depend on total number of images (\$25 each or 5 at \$15 each)

A person's hand is visible on the left, typing on a laptop keyboard. The laptop screen displays a website design or analytics dashboard with various charts and a smartphone icon. In the background, another person's hands are visible, one holding a pen and the other gesturing. A clipboard with a document featuring a line graph is on the desk in the foreground. The entire image has a dark, semi-transparent overlay.

# Search Engine Optimization (SEO)

# Our SEO Services

**Over 80% of people performing searches on Google, stop at page one of online search results.**

Having a new, attractive, and functional website is best served alongside key optimization and back-end analytics, so visitors engage with your website! SEO is the process of helping search engines index your website in order to rank you in its engine for future customers to find you.



**Keyword  
Research**



**Content  
Research**



**Content  
Writing**



**Graphic  
Design**



**Promote  
Share**

# Strategy & Implementation

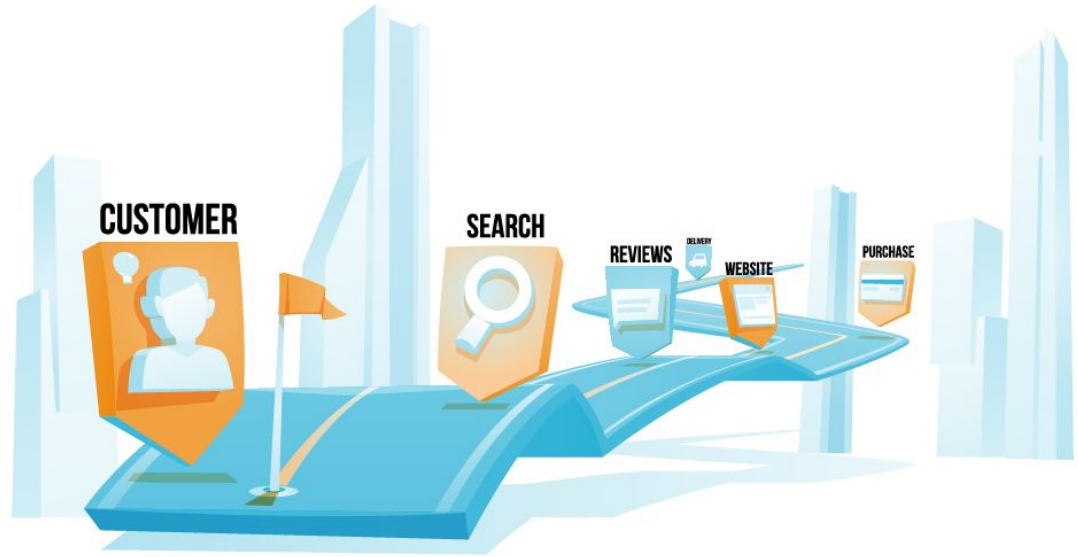
**We utilize the latest backend tools to analyze your website and add value to your business.**

We use

- Descriptive analytics
- Key technologies
- Targeted campaigns
- Market research
- Data analysis

To create

- Cohesive brand strategy
- Positive consumer engagement
- Measurable results



**MOZ** **ahrefs**  **woorank**

  
Google Data Studio  **crazyegg**  **heatmap**



# How it Works

**Understanding the process doesn't have to be complicated.**

## **On Page SEO Optimization**

- Full On-Page SEO Optimization
- Page Titles, Meta descriptions
- URL+ALT-Images Optimization
- Keyword Research
- Keyword Density
- Geographic targeting and H tags

## **Local Search Engine Optimization (SEO)**

- Full Business NAP and Citation Audit
- SEO Optimized NAPS on Listing Sites
- Custom Directory Citation Building
- Video, Photo Creation and Citations
- Review Outreach (your clients and customers)
- Social Media Listings Citations

## **Link Building**

- In-Content Link Building
- High Quality Multi-Layered Links
- Directory And Third-Party Links
- Guest Blogger And Outreach
- Private Network Posts
- High Authority Backlinks

## **Blog/Content Writing**

- High Quality Articles
- Topic Ideation And Research
- Full Seo Optimization
- Clean Html Formatted
- Unlimited Revisions

# SEO Packages

**Strong search engine optimization requires ongoing monitoring and adjustments to work well.  
Our monthly fee covers all aspects of data analysis, reporting, and optimization.**



SEO Service Packages	Starter	Accelerated	Custom
Initial SEO Setup Charges (with competitor analysis and site report)	\$800	\$1,150	\$1,500
Number of Keywords Defined & Tracked (primary keywords)	5 Terms	10 Terms	15 Terms
Monthly Reporting & Analysis	Included	Included	Included
Web Development, Content Creation, & Site Optimization	Up to 4 hours	Up to 8 hours	Up to 16 hours
SEO ongoing monthly retainer	\$600/month	\$1,200/month	\$1,900/month

A person is working on a laptop. The laptop screen displays a digital marketing dashboard with various charts, graphs, and a mobile phone icon. The text "Digital Paid Advertising" is overlaid in the center of the image. In the background, another person is visible, holding a pen and looking at a tablet. A clipboard with a document is on the desk in the foreground.

# Digital Paid Advertising

# Digital Paid Advertising

Paid advertising targets future business

Your brand can benefit in a number of ways

- Capture business at every stage of the buying journey
- Those who don't convert can be retargeted
- Maintain constant control of your ad campaigns
- Receive quicker results compared to SEO
- Results are expressed in easy to read formats
- Advance and increase brand awareness
- Ads are successful regardless of budget
- Engages traffic with your website
- Garner greater conversion rates

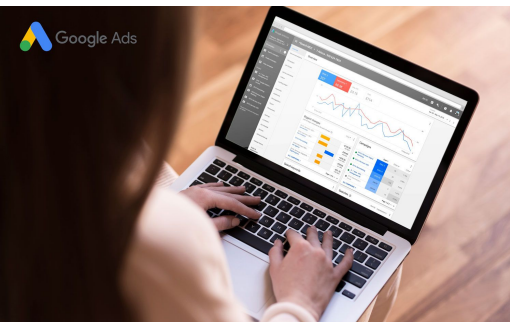




# Google Ads

**Reach your target audience at every step of the user's journey.**

There are a variety of Google Ad types such as Search, Display, Shopping, Video, Smart, and Discovery. Each one needs to be set up with the right audience, budget, keywords, location, and marketing proposition. Although it is an ongoing cost, we use this opportunity to manage, monitor, optimize, and refine the site for your ads. Then, we provide weekly and monthly reporting to see how effective the ads are performing to ensure we are maximizing conversions and minimizing ad spend.



Select a campaign type ?

Search



Reach customers interested in your product or service with text ads

Display



Run different kinds of ads across the web

Shopping



Promote your products with Shopping ads

Video



Reach and engage viewers on YouTube and across the web

Smart



Reach your business goals with automated ads on Google and across the web

Discovery



Run ads on YouTube, Gmail, Discover, and more

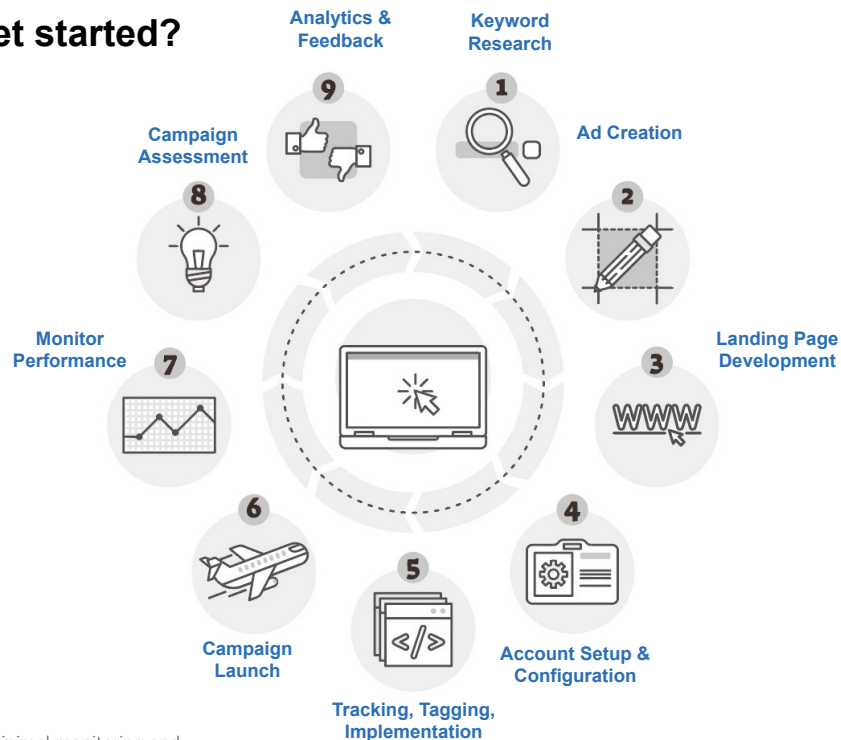
# Digital Paid Advertising

## Ready to get started?

We charge a flat rate of 15% of the ad spend to a maximum of \$500/month. Regardless of the **channel** you wish to advertise on, our setup cost includes creating the campaign, text copy ad, defining parameters, monitoring and reporting performance of the ad during the campaign cycle. Regardless of the campaign channel we reach a digital audience.

Digital Paid Advertising Example	AdSpend
Monthly Budget	\$500
Setup Costs (Create campaign)	\$250
Monthly Reporting	Included
Ongoing costs	\$75/month *

\*Digital Paid Advertising varies from campaign type and provider, and while some campaigns require minimal monitoring and optimization time, others may require more. An accurate cost for optimization and monitoring will be provided at the proposal stage.



A person is working on a laptop. The laptop screen displays a smartphone interface with various app icons. Overlaid on the image is the text "Social Media Marketing (SMM)".

# **Social Media Marketing (SMM)**

# Social Media Packages

Our packages are designed to meet your strategy goals.

Our social media strategies are designed around your B2B or B2C offering by leveraging the right platforms to help you grow.

## Our packages include:

- Market research
- Content research
- Strategy analysis
- Profile optimization
- Graphic design
- Posting strategy
- Content writing

Starter	Pro	Accelerator
Strategy Interview 2 post per week Account Set Up (1 platform) Banner Creation Content Strategy Monthly Reporting Up to 4 hours per month	Everything in Starter 3-4 posts/week 1 story/week (1-2 Platforms) Social Media Strategy ( \$250 Value) Monthly Reporting Up to 9 hours per month	Everything in Pro 5-6 posts/week 2-3 stories/week (2-3 Platforms) Social Media Strategy ( \$199 Value) Weekly Reporting Up to 12 hours per month
Starting at <b>\$395/month</b>	Starting at <b>\$750/month</b>	Starting at <b>\$1,250/month</b>

# Social Media Add-ons

Do you prefer customized options where you can pay-as-you-go?

SERVICES	COST	DESCRIPTION
Account Setup	\$125/platform	Account set up, banner, description and profile creation
Social Media Posts	\$100	Includes content copy, design, and relevant hashtags.
Social Media Style Guide	\$250	5 Instagram templates, 5 Facebook templates, and 5 story templates for your team to use.
Social Media Strategy	\$199	Identify social media goals, set KPIs, review content gaps and create a mix of content that is perfect for your organization
Account monitoring	\$150/month	Spam Monitoring, responding to comments, inquiries and interaction.
Blog writing	\$80/hr	Up to 600 words of content writing for any post that support your objectives.
Chat Bot	\$250	Chat bot installation and customization creating introductory message for our business.
Photography	\$180/hr / \$400/day	Up to 100 guaranteed shots, Includes 5 edited final images (up to 4 hours - one location)
Video Content Creation	\$150/hr	Editing and recording options available



**We look forward to hearing from you.**



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