



Explore.us Quick-Design Websites

Powered by  ITC

New best-in-class agency marketing platforms that help you build your brand, generate new prospects and expand your client relationships.

category	description	essential	advantage
Site Design + Development	Design Options (Featuring Agency Logo + Colors)	45	90+
	Home Page	●	●
	Lines of Business Pages	●	●
	About Us Page	●	●
	Team Directory Page	●	●
	Partners + Trusted Choice Pages	●	●
	Client Request Forms	●	●
	Contact Page	●	●
	Map + Directions	●	●
	Social Media Links	●	●
	Agency Blog Page	●	●
	Client Testimonials Page	●	●
	Testimonials Sidebar Widget		●
Customizable Landing Pages		●	
Site Functionality Optimization + Analytics	Mobile-Ready Design	●	●
	SEO Set Up	●	●
	SEO Reporting		●
	Google Analytics Set Up	●	●
	Google Analytics Reporting		●
	Social Media Integration		●
	Employee Email Hosting	25	50
	Client Connect Email Marketing System		●
	+ Contact Management		●
	+ Lead Capture		●
Site Content + Services	Website Content Library	●	●
	Social Media Content Library	●	●
	Email Content Library		●
	+ Design Templates		●
	+ Content Library		●
	Online Resource Center (Education-Training-Research)	●	●
	Monthly Group Coaching (Ask The Experts)	●	●
	Unlimited Online Customer Support	●	●
Quarterly Consultation	●		
Monthly Consultation		●	
	Set Up	\$499	\$1499
	Monthly	\$99	\$229



Brand.us Custom-Design Websites



Full-service custom platforms designed, developed, written, edited, managed and maintained entirely by our new professional team.

category

Site Design +
Development

description

- Design Options (Complete Agency Identity)
- Home Page
- Lines of Business Pages
- About Us Page
- Team Directory Page
- Team Member Pages
- Partners + Trusted Choice Pages
- Client Testimonials Page
- Client Request Forms
- Contact Page
- Map + Directions
- Social Media Links
- Agency Blog
- Team Member Blog Pages
- Customizable Landing Pages
- Customizable Widgets + Features

pro

semi-custom

pro plus

custom

Site Functionality
Optimization +
Analytics

- Mobile-Ready Design
- Complete SEO Set Up + Reporting
- Google Analytics Set Up + Reporting
- Employee Email Hosting
- Lead Capture + Management
- Email Marketing System
- Integrated CRM

Site Content +
Management
Services

- Professional Brand Assessment
- Professional Graphic Design
- Professional Website Copywriting
- Professional Blog Writing
- Professional Social Content
- Monthly Website Management-Enhancement
- Monthly Website Optimization
- Unlimited Online Customer Support
- One-to-One Customer Support
- Monthly Consultation

● According to program allowance.

Set Up
Monthly

From \$6999
From \$239

Custom
Pricing



Elevate.us

Online Quoting Websites

Powered by 

Beautifully-designed, full-service websites featuring integrated marketing and management systems for your agents plus online quoting and policy servicing for your customers.

category

Site Design + Development

Site Functionality Optimization + Analytics

Integrated Site Tools

Site Content + Management Services

Site Marketing

description

Professional Design Options
Branding Customization

Choice of 12 Pages:

- Home
- About Us
- Partners
- Customer Testimonials
- Contact Us
- Office Locations

Social Media Links
Insurance Blog

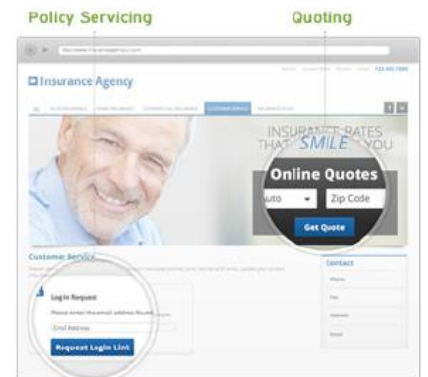
Mobile-Ready Design
Complete SEO + Quarterly Reporting
Google Analytics + Quarterly Reporting
Traffic Analytics Analysis

Consumer Quoting System
Agency Management System
Drip Email Marketing System
24/7 Self-Service Administration

Professional One-Time Site Copywriting
Professional Weekly Blog writing
Original Content Verification by *Copyscape*[®]
Quarterly Performance Meetings
Unlimited Online Customer Support
Easy-to-Use Website Editor
Dedicated Website Consultant
Personal Phone Support
Monthly Consultation



PROFESSIONAL DESIGNS OPTIMIZED MOBILE VIEWING



INTEGRATED PRODUCTS



Contact Us for Pricing Options.

Note: These full-service websites require agency presence or purchase of EZLynx[®] Rating Engine (priced separately).



Find.me

Search Marketing Programs

 In collaboration with **SNAP**
ONLINE MARKETING

New optimization and indexing services that help your agency rise to the first page of Google and other search results to reach new prospects.

category

Search Results Services

description

essential

advantage

pro

Google+ Local Business Page
*Creation /Enhancement of Your Google+ Local Page
 The Foundation of Your Search Marketing*

Keyword Optimization
Embedding of Critical Terms, Phrases, etc.

Categorical Optimization
Expansion to up to 10 Different Search Categories

Rich Media Optimization
Enhancement with up to 10 Images and 5 Videos

Expansion to **10** Total Directories
Including Bing, Yahoo and Others

Expansion to **40** Total Directories
Including All of the Above plus Yelp, Digg and Others

Quarterly Reporting
Comprehensive Outline of Performance

Quarterly Consultation
Recommendations for Improvement

	essential	advantage	pro
Set Up	\$249	\$499	\$949
Quarterly	\$149	\$349	\$599

why you want it

Google+ *Business* listings are among the most prominently displayed results on Page 1 – making these profiles a critical component in your efforts to reach today’s consumers. Like online versions of directory ads, *Business* pages are a free service featuring descriptive info, images, videos, reviews and links from local businesses. But *Insurance and Financial Information* is now the sixth most popular search category on the web – so your profiles must be optimized and updated regularly to provide your agency with optimal results. It’s the easiest way to *outrank national competitors* on a local basis.

Project CAP doesn’t just set up your Google+ account and call it a day. We provide a complete, perpetual program that helps ensure continuous elevation of your online presence – day after day after day. We begin by assessing current search results performance for each location, evaluating opportunities for improvement and developing a plan to get it done. Then we optimize your online assets to ensure you start moving up in search results almost immediately. Once your initial program has been executed, we’ll review quarterly activity, report our findings and provide recommendations for further enhancements.

It all adds up to higher rankings, improved visibility, more client prospects and increased revenue.

proud partner of 



Engage.me

Social Media Programs

In collaboration with **social5**

New social media services, tools and training that make the most of conversation marketing to help you grow your online brand *and business*.

category

Social Media Platforms

description

essential

advantage

pro

Custom Facebook Business Profile
Design or Enhancement of Your Facebook Page

Custom Facebook Tabs
Three Special Links to Your Website or Other Destination

Custom Twitter Business Profile
Design or Enhancement of Your Twitter Page

Custom Social Microsite | Mobile-Ready
For Managing Social Marketing Prospects and Programs

Third Social Channel Profile
Design or Enhancement of LinkedIn, Google+ or Other Page

Share Out Client Reviews App
To Collect and Promote Testimonials and Referrals

Social Media Content + Promotion

Weekly Facebook Posts
3-5 Social Posts Per Week

Weekly Twitter Posts
5-7 Social Posts Per Week

Weekly Third Channel Posts
3-5 Social Posts Per Week

Monthly Email Marketing
One Custom Message to Clients and Prospects

Monthly Blog Writing
Two Professionally Written Blog Posts

Monthly Social Marketing Promotions
*To Drive Client Reviews and Prospect Referrals
Includes Access to Special Incentives and Rewards*

Site Media Services

Initial Consultation
To Assess Current Social Presence and Goals

Online Customer Support
Via Email and/or Resource Center

Monthly Coaching Sessions
To Outline Promotions and Plans

● Available for \$249 set up fee

Set Up Monthly

**\$469
\$159**

**\$749
\$229**

**\$999
\$849**



Help.me Marketing Resource Packages

Special research, education, training, content and service resources designed to help you get the most out of your digital marketing programs.

These packages include basic participation in the new **TrustedChoice.com** consumer website and the Advantage package is also included in Project CAP's new website programs at **no additional cost**.

category	description	essential	advantage	pro
		bronze	silver	gold
Marketing Education	Introduction to TrustedChoice.com <i>Instructional Module Outlining Consumer Portal</i>	●	●	●
	Introductory Digital Marketing <i>First 7 Modules of Online Educational Program</i>	●	●	●
	Intermediate Digital Marketing <i>Second 7 Modules of Online Educational Program</i>		●	●
	Advanced Digital Marketing <i>Third 7 Modules of Online Educational Program</i>			●
	Ask The Experts Webinars <i>Monthly Group Training on Timely Marketing Topics</i>	●	●	●
Marketing Content	Web Content Library <i>Prewritten content for Auto, Home and Other Lines</i>	basic	inter	adv
	Social Media Content Library <i>Blog Posts, Tweets, Updates and Other Messages</i>	basic	inter	adv
	Email Content Library <i>Professionally Designed Messages and Campaigns</i>	basic	inter	adv
Marketing Services	Google+ Set Up <i>Professional Website Installation of Analytics -Alerts</i>			●
	Google+ Optimization <i>Professional Optimization of Google + Business Page</i>			●
	Initial Marketing Consultation <i>Including Q+A with a Digital Marketing Professional</i>	●	●	●
	Online Customer Support <i>Via Personal Email and/or Resource Center</i>	●	●	●
	Live Customer Support <i>From a Digital Marketing Professional via Phone</i>			●
	Set Up	\$0	\$249	\$349
	Monthly	\$0	\$49	\$149