



From Lead To Loyalty.
WE EMPOWER BUSINESS SUCCESS.

BUSINESS-MINDED FIRM +DIGITAL POWERHOUSE



WE EMPOWER BUSINESS SUCCESS

Located in South Florida since 2008, our expertise in the digital realm is focused on amplifying your brand's impact, expanding your market share and boosting your revenue.

WHAT SETS US APART?

35 Years of Technology, Sales, Finance and Operations Expertise ranging from Start-Ups to Fortune 100's

BOOST ALL-IN-ONE CRM & BUSINESS SUITE

VITAZA Digital's all-in-one platform seamlessly captures and nurtures leads, ensures successful closings, streamlines processing, and fosters post-sales loyalty. Elevate your business operations with a turnkey business solution designed for precision and growth. Consider this your "business-in-a-box".



BEAUTY+WELLNESS



SPORTS+FITNESS



REAL ESTATE+
HOME SERVICES



BUSINESS+FINANCIAL
SERVICES

VITAZA DIGITAL IS THE **PREFERRED MARKETING PARTNER**



CRYSTAL CAPITAL
CONSULTING

*A Boutique Investment Banking Firm
Ranked #16 Out of 750 Firms in 2022*



GAYA VENTURES

*A Private Equity Firm
Specializing in Beauty+Wellness*



CORPORATE[™]
CAPITAL DIRECT

*A Lending Firm That Provides
the Inside Edge for Business Funding*

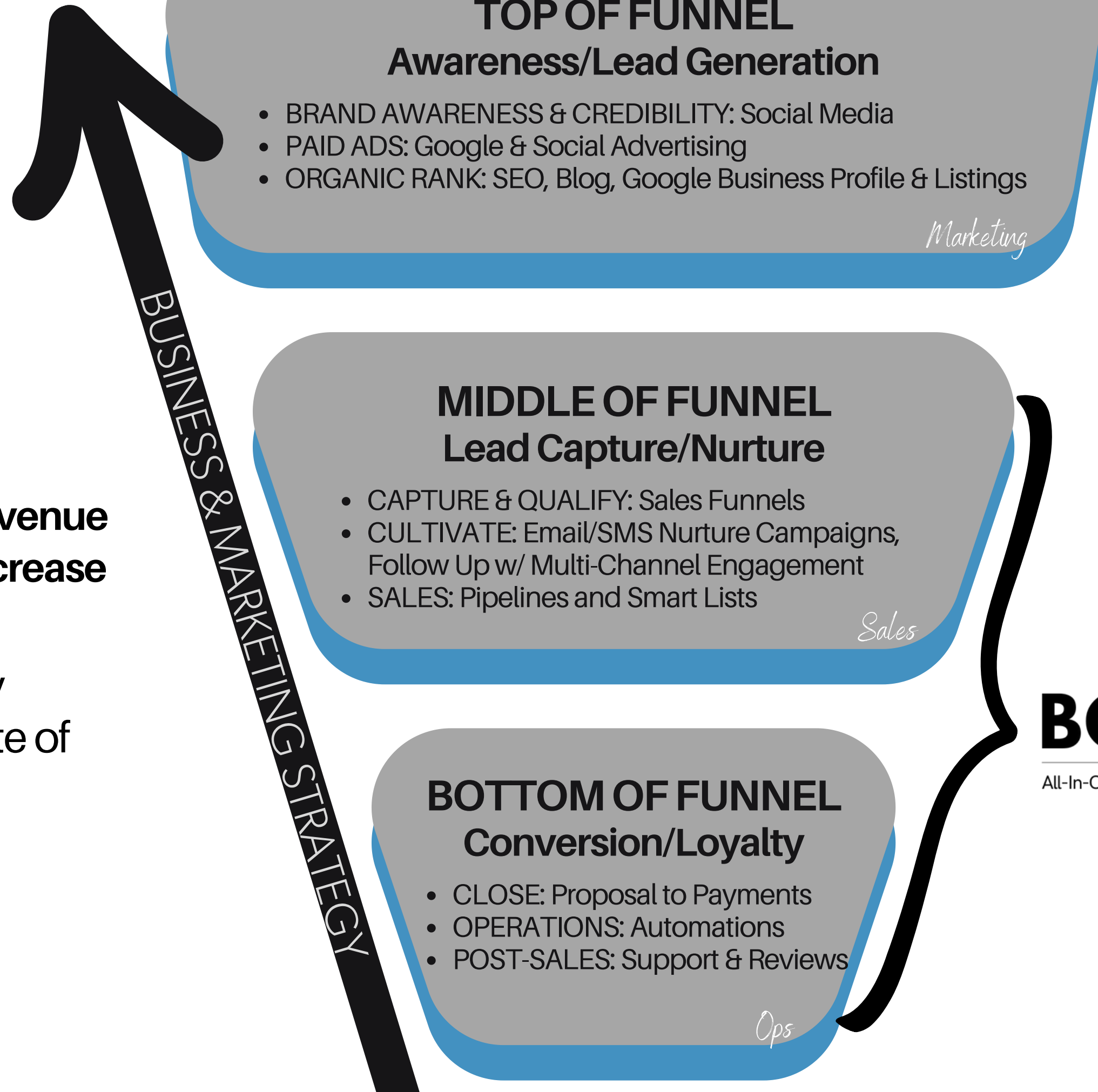
VITAZA[®]
DIGITAL

BOTTOM-UP APPROACH

Our approach is designed to:

1. **Optimize your marketing ROI**
2. **Drive sales to increase top-line revenue**
3. **Drive operational efficiency to increase bottom-line profits**

This approach has been consistently validated in achieving the highest rate of success based on our experience in Marketing, Sales and Operations.



VITAZA
DIGITAL
Digital
Marketing
Services

BOOST
All-In-One CRM & Business Suite

FOLLOW UP

IS THE SINGLE MOST IMPORTANT THING

2%

BUY ON
1ST
CONTACT

3%

BUY ON
2ND
CONTACT

5%

BUY ON
3RD
CONTACT

10%

BUY ON
4TH
CONTACT

80%

BUY ON
5TH-12TH
CONTACT

MULTI-CHANNEL ENGAGEMENT CAMPAIGNS+AUTOMATIONS

61% of consumers prefer to be contacted
through email or text

For every \$1 spent,
email marketing has an ROI of \$42

99% of users check their email every day

BOOST

All-In-One CRM & Business Suite

LEAD CONVERSION SYSTEM

Capture New Leads

CREATE FULL WEBSITES, FUNNELS & LANDING PAGES

Our intuitive platform allows you to create full-featured websites with custom menus. Create high-performing and captivating landing pages and funnels all in one place!

DRAG & DROP SURVEYS AND FORMS

Built right in is the ability to capture leads through surveys and capture forms. You can integrate directly with our page builder or embed them on your own sites.

ONLINE APPOINTMENT SCHEDULING

The major step for many businesses is to capture appointments. BOOST has its own calendar application so you can capture the appointments all in one straightforward flow.

Close More Deals

MANAGE YOUR WORKFLOW AND PIPELINE

With our built-in pipeline management feature, you can keep track of where the leads are and what stage they are in the sales funnel.

COLLECT CUSTOMER PAYMENTS

We integrate directly with Stripe, NMI, Authorize.Net and Paypal so you can collect payments on websites, funnels and even when someone books an appointment.

ALL ANALYTICS & REPORTING IN ONE PLACE

Our dashboard keeps an overview of where the leads are and how much money has been generated in each phase.

Nurture Leads Into Customers

EASILY CUSTOMIZE YOUR FOLLOW-UP CAMPAIGNS

Our multi-channel follow up campaigns allow you to automate engaging follow ups and capture engaged responses from your leads.

CREATE MULTI-CHANNEL CAMPAIGNS

BOOST allows you to connect with your leads through phone connect, voicemail drops, sms/mms, emails and even social inboxes like Facebook Messenger.

TWO-WAY COMMUNICATION ON ANY DEVICE

Our full-featured mobile app allows you to communicate with your leads on all devices.

Plus So Much More!

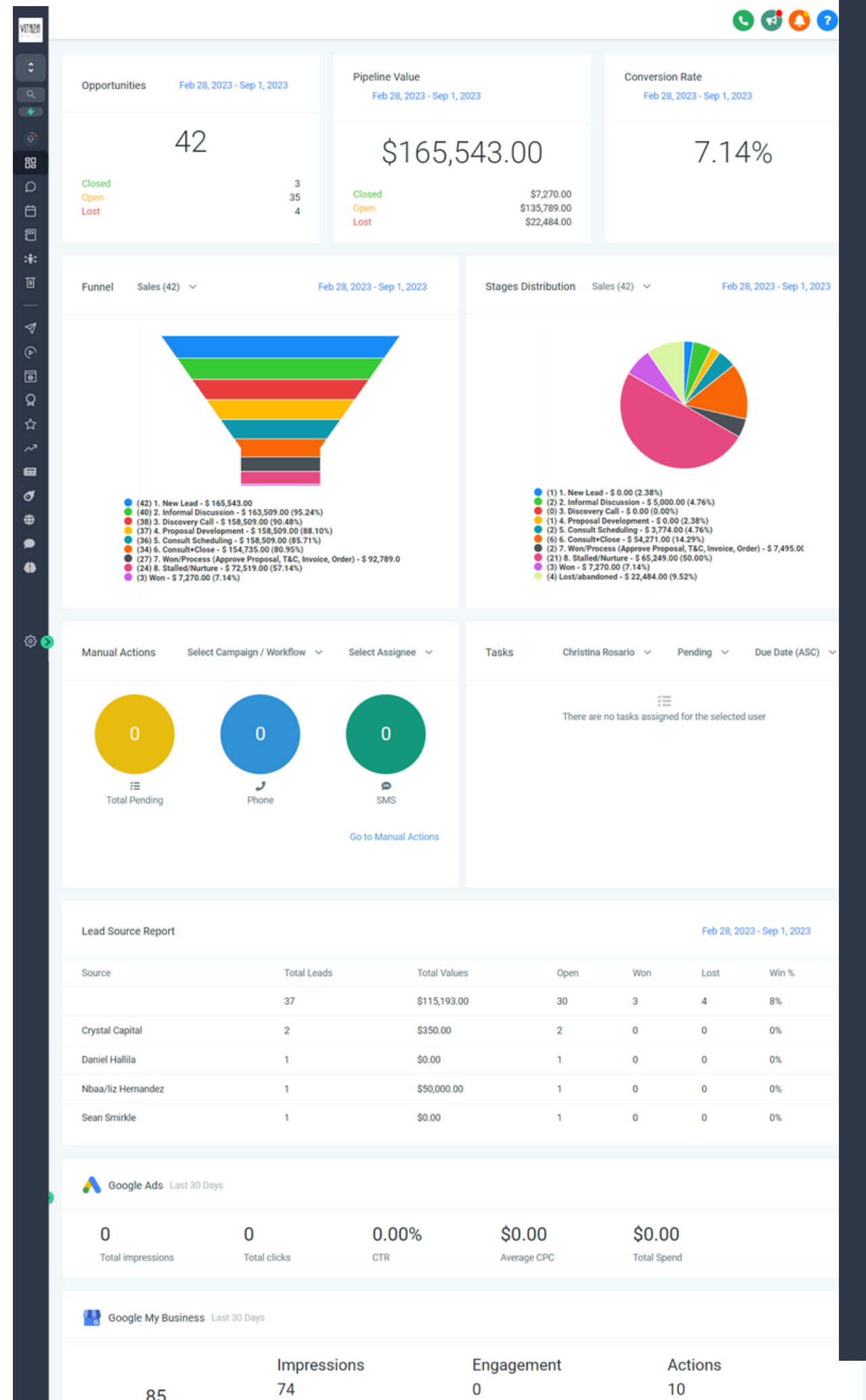
- CRM/CONTACT MANAGEMENT
- REPUTATION MANAGEMENT
- DIRECTORY LISTINGS
- MEMBERSHIPS FOR TRAINING/COURSES

THE RESULTS AT YOUR FINGERTIPS

Dashboard includes:

- Opportunities
- Pipeline Value
- Conversion Rate
- Funnel Statistics
- Lead Source
- Google Ads
- Google My Business
- Google Analytics
- Website Visitors

plus Reporting!



BOOST

All-In-One CRM & Business Suite

SMALL BUSINESS PLANS

DIGITAL MARKETING ADD-ONS AVAILABLE:

Custom Websites

- Wordpress or Shopify Website
- 5-Page \$5000
- 10-Page \$7500

SEO

- Local Starter Plan - \$450/mth
- Regularly \$750/mth
- Higher plans available

Social Media

- Social Media 20-pack - \$500
- Managed plans available

Paid Advertising

- We will refer a partner or work with your current company

* All plans and pricing are subject to change

ENGAGEMENT ESSENTIALS \$47/mth (7-day free trial)	BUSINESS TOOLKIT \$97/mth (7-day free trial)	BUSINESS ACCELERATOR \$247/mth (7-day free trial)
Maximize your customer interactions with Engagement Essentials. This tool helps you deepen connections and elevate your customer experience, while turning every touchpoint into an opportunity for growth!	Boost your operation's efficiency with the Business Toolkit, which enriches your marketing efforts and sales strategy for peak performance. It's the all-in-one suite designed to bring precision to your business's core activities.	Accelerate your growth with our Business Accelerator package. It encompasses advanced tools for lead generation, engagement, and conversion, providing you with robust campaign management and specialized funnel templates.
INCLUDES: 1 User / 1,000 Contacts <i>Awareness/Lead Gen</i> <ul style="list-style-type: none">• Social Planner <i>Capture/Qualify/Nurture</i> <ul style="list-style-type: none">• Contact Management• Calendar Scheduling• 2-Way SMS/Email• Missed Call Text Back• Website Chat Widget• Facebook Messenger• Google Business Profile Messaging <i>Convert/Loyalty</i> <ul style="list-style-type: none">• Text-to-Pay• GMB Call Tracking• Reviews & Reputation Management <i>License & Support</i> <ul style="list-style-type: none">• Software License• Unlimited Onboarding• 24/7 Live Chat Support• Knowledge Base	ALL OF ESSENTIALS, PLUS: 3 Users / 5,000 Contacts <i>Middle of Funnel Capture/Qualify/Nurture</i> <ul style="list-style-type: none">• Website Builder/Hosting• Contact Form Builder• Email Marketing• Template Library (1000+ Website, Email, SMS)• Opportunity Pipelines <i>Bottom of Funnel Convert/Loyalty</i> <ul style="list-style-type: none">• Invoicing <i>Automations</i> <ul style="list-style-type: none">• Inbound Messaging• A2P Compliance <i>Done-For-You Setup (opt'l)</i> <ul style="list-style-type: none">• \$800 one-time	ALL OF TOOLKIT, PLUS: 10 Users / 25,000 Contacts <i>Awareness/Lead Gen</i> <ul style="list-style-type: none">• Blogs <i>Capture/Qualify/Nurture</i> <ul style="list-style-type: none">• Survey Builder• Campaigns• Funnels• Industry-Specific Funnel Template Library <i>Convert/Loyalty</i> <ul style="list-style-type: none">• Proposals/Estimates• Memberships for Lessons/Courses• Reporting <i>Automations</i> <ul style="list-style-type: none">• Calendars• Phone Administration

BOOST

All-In-One CRM & Business Suite

ENTERPRISE PLAN

AUTOMATIC BUSINESS
is our full-suite plan that
includes all features and
capabilities:

- \$697/month
- Unlimited Contacts
- Up to 10 users
- \$65/month per each additional user

* All plans and pricing are subject to change

SOFTWARE FEATURES	WORKFLOW AUTOMATIONS	SETUP, SUPPORT & MAINTENANCE
<p>Awareness/Lead Generation</p> <ul style="list-style-type: none">• Social Media Planner• Blogs <p>Capture/Qualify/Nurture</p> <ul style="list-style-type: none">• Contact Management (CRM)• All-in-One Social Inbox• Calendar Booking Tool• 2-Way SMS/Email• Missed Call Text Back• Website Chat Widget• Website & Landing Page Builder / Hosting• Contact Form Builder• Opportunity Pipelines• Email Marketing• Template Library (1000+ Website, Email, SMS)• Survey Builder• Campaigns• Funnels• Industry-Specific Funnel Template Library• Integrated AI <p>Convert/Loyalty</p> <ul style="list-style-type: none">• Text-to-Pay• Invoicing• Proposals/Estimates• GMB Call Tracking• Reviews & Reputation Management• Memberships for Lessons/Courses• Reporting• Referral/Affiliate Program	<p>Workflow Automation</p> <ul style="list-style-type: none">• Workflow Builder• Workflow Template Library <p>Standard Automations*</p> <ul style="list-style-type: none">• Nurture Email/SMS Campaigns• Request-A-Callback• Calendars• Inbound Message & Routing• Reviews• Phone Administration• Subscription Preference• A2P 10DLS Compliance <p>Optional Automations*</p> <ul style="list-style-type: none">• List Cleanup/Management• Database Reactivation• Payment• Lead Form• Seasonal Communication• Refund/Cancellations• Referrals	<p>Setup</p> <ul style="list-style-type: none">• 1 Tech Setup Call• Website Integration with Chat Widget/Contact Forms• Import Existing Contact Database with Custom Fields and Smart Lists• Calendar Setup• 1 Opportunity Pipeline Setup• Fully Customized Standard Workflows• Content Creation for Emails, SMS and Funnels (AI-assisted)• Series of Customization Calls (as needed)• 2 Testing Calls• 1 Orientation/Training Call• 2-Week Monitor/Refine Period• 30-Day Completion <p>Support</p> <ul style="list-style-type: none">• Unlimited 24/7 Live Chat Support• Knowledge Base• Product Tour Guide• Weekly Roundtable Discussions• Monthly Educational Newsletters <p>Maintenance</p> <ul style="list-style-type: none">• 1 Monthly Strategy Call• 3 Hours Monthly Maintenance



SAMPLE QUOTE

ALL-IN-ONE CRM +
ORGANIC MARKETING

*See Appendix for Details

Boost All-In-One CRM* Business Accelerator	BOOST <small>All-In-One CRM & Business Suite</small>	\$247/month
SEO Local Starter* 5 keywords/25 tracked keywords		\$450/month
Yext Listings* Get listed in 100+ directories		\$55/month
Social Media* Content ideation and creation of 2 posts per week on all channels in Boost Social Planner		\$250/mth
TOTAL		\$1,002/month

THANK YOU



SEE APPENDIX FOR MORE DETAILS & SCREEN SHOTS



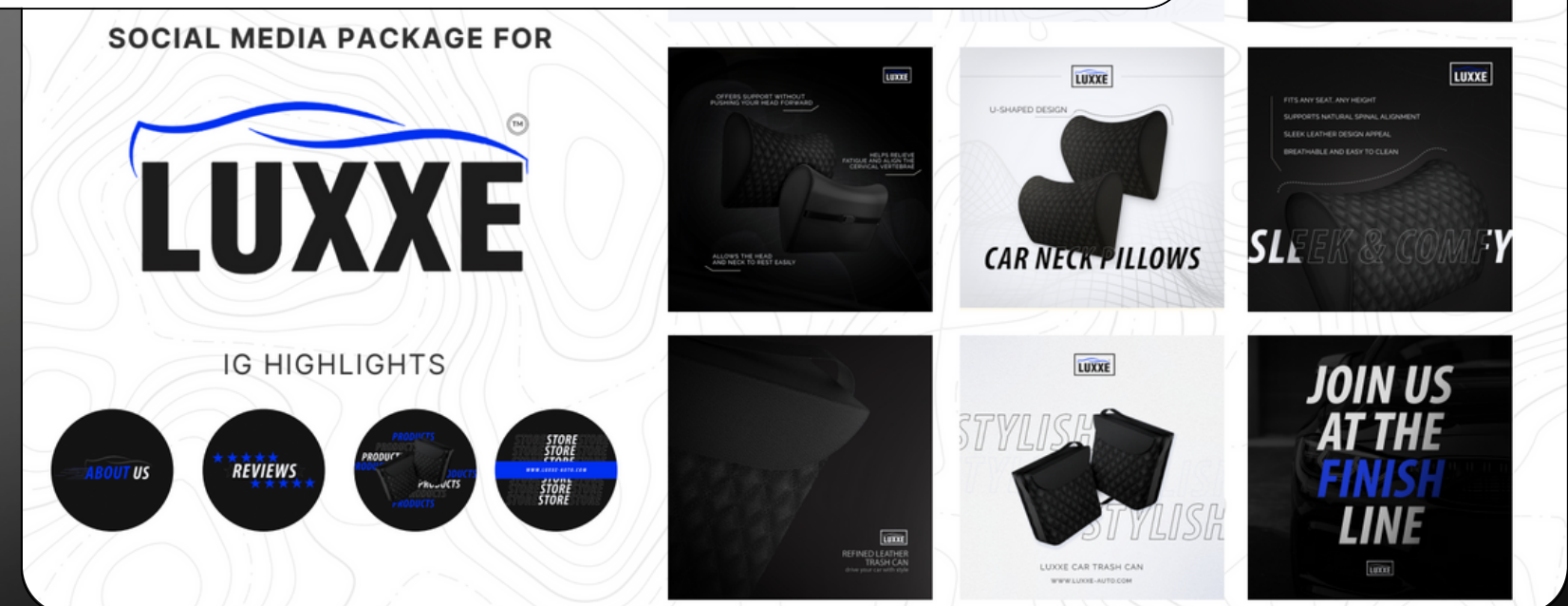
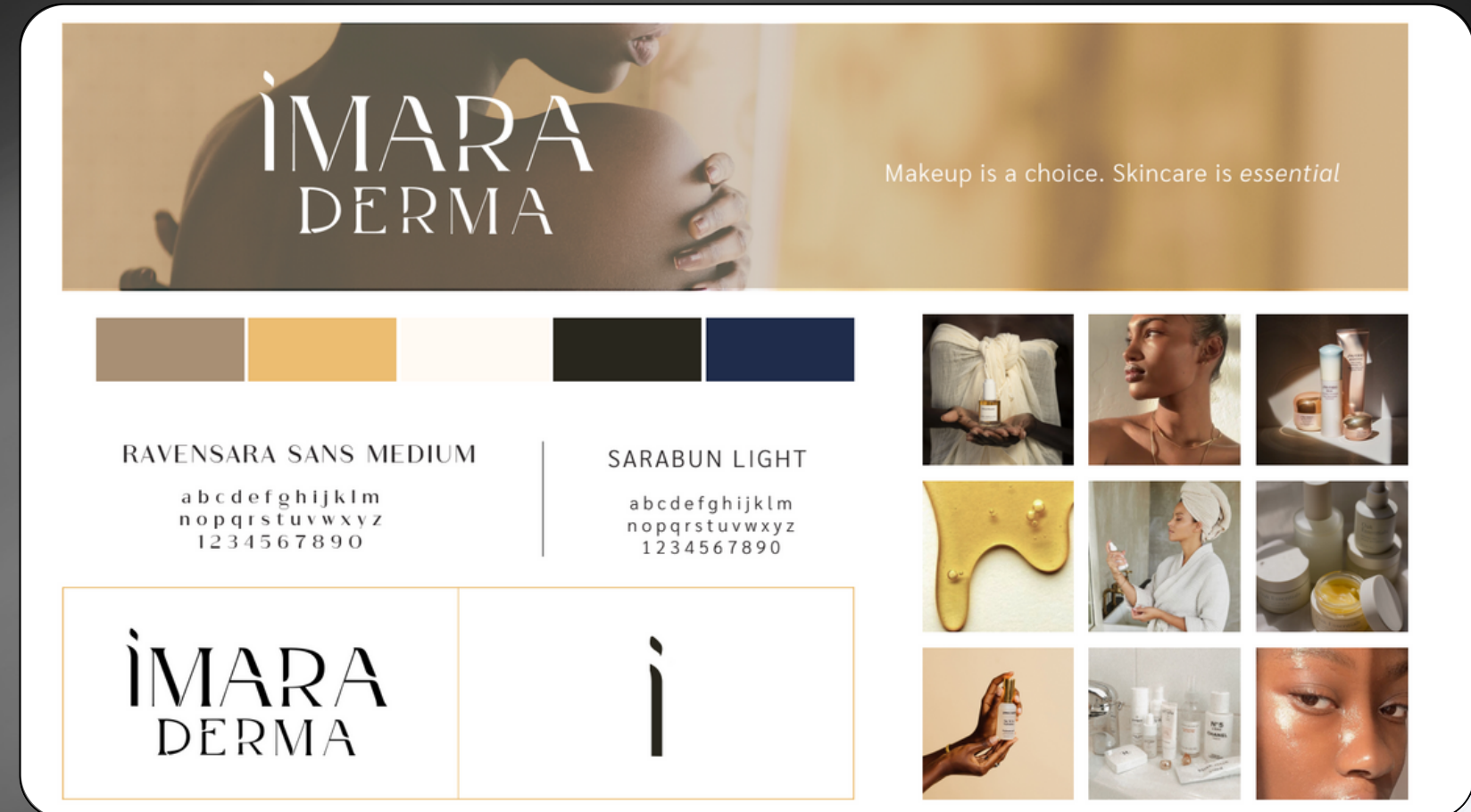
“TOP OF FUNNEL” AWARENESS/LEAD GENERATION



**SOCIAL MEDIA
DIRECTORY LISTINGS + CITATIONS
SEARCH ENGINE OPTIMIZATION (SEO)**

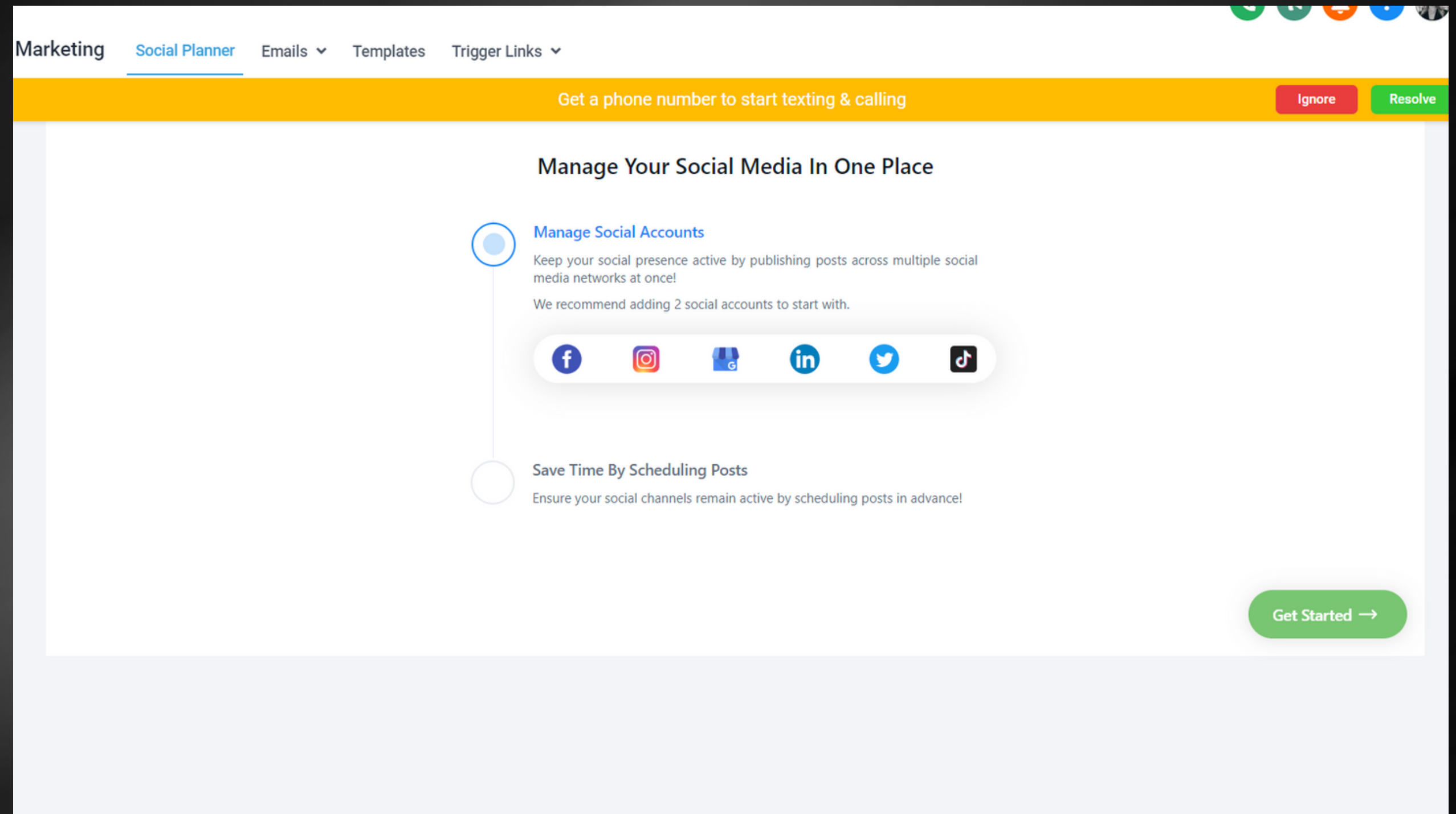
BUILD CREDIBILITY+DRIVE ENGAGEMENT SOCIAL MEDIA

- Optimized "Sales Ready" Social Profiles
- Grow Social Audience
- Social Media Management and Content Creation
- Content Calendar
- Engagement Plan leveraging Relevant Business/Industry-Related Updates
- KPI Metrics and Data Analyzation
- Alignment with Overall Marketing Strategy
- Sustained Monitoring and Responding



SOCIAL MEDIA PLANNER

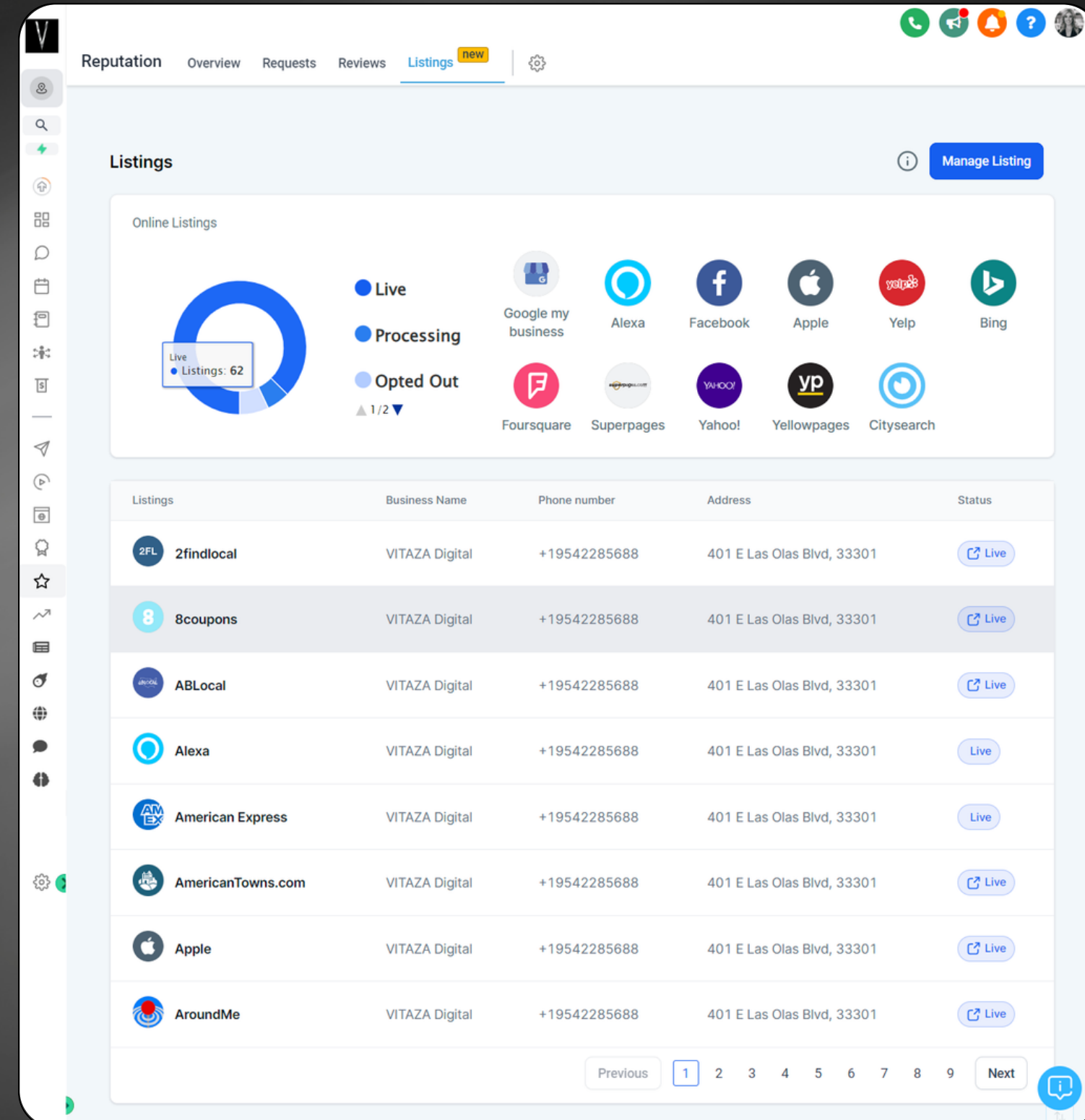
- Schedule and post to all channels from a single place



DIRECTORY LISTINGS

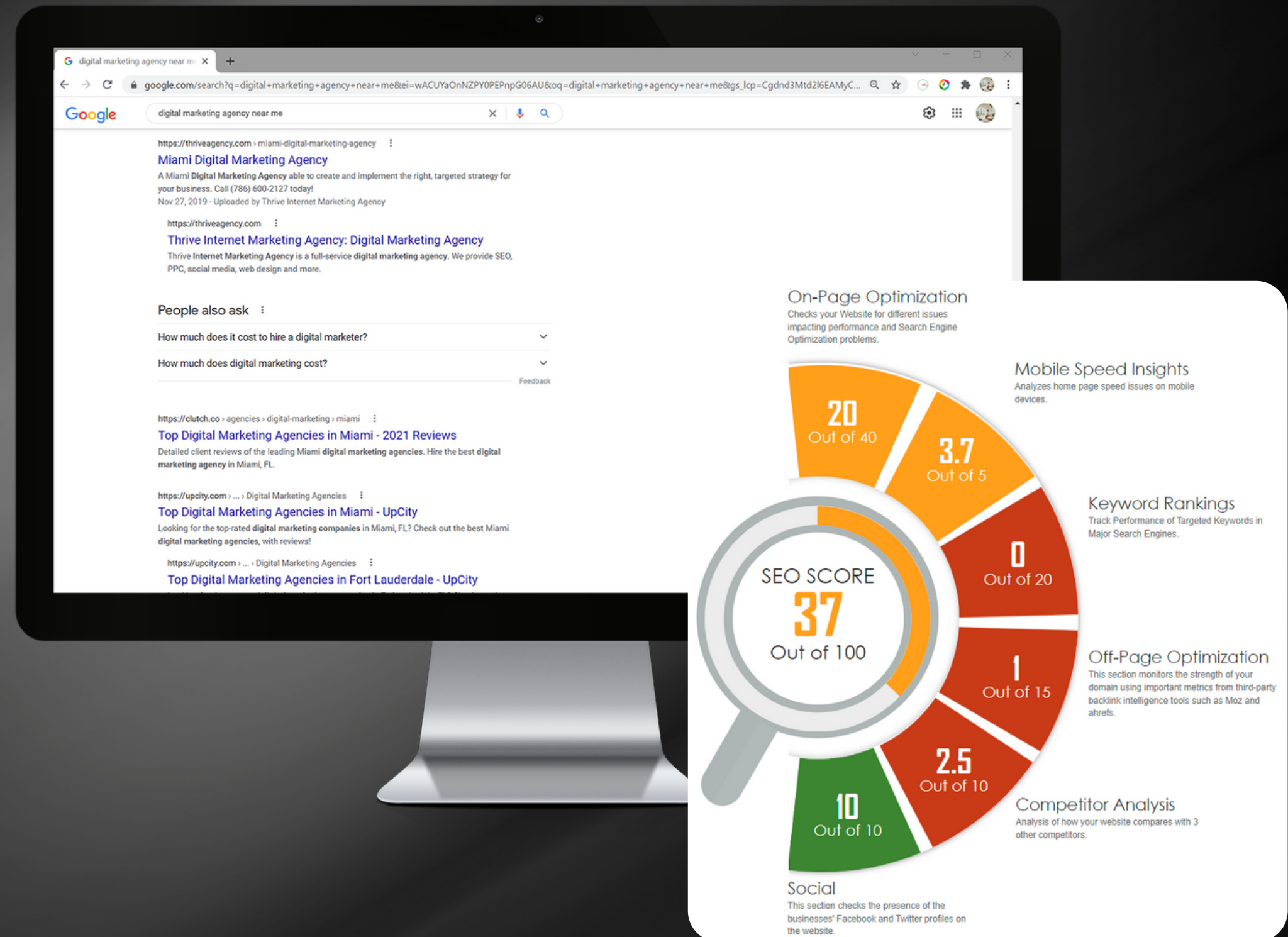
GMB+YEXT

- Listing Management - create and fix listings, make updates in real-time, maintain accurate information
- Listings Analytics
- Duplicate Suppression
- Suggestions



GET DOMAIN AUTHORITY TO RANK SEARCH ENGINE OPTIMIZATION (SEO)

- Enhance quality and quantity of website traffic by increasing visibility on search engines, without relying on paid placements
- This methodology not only outperforms competitors but also drives sustainable sales growth
- Deep keyword and competitor keyword research
- Edit/update website content
- Link building and outreach

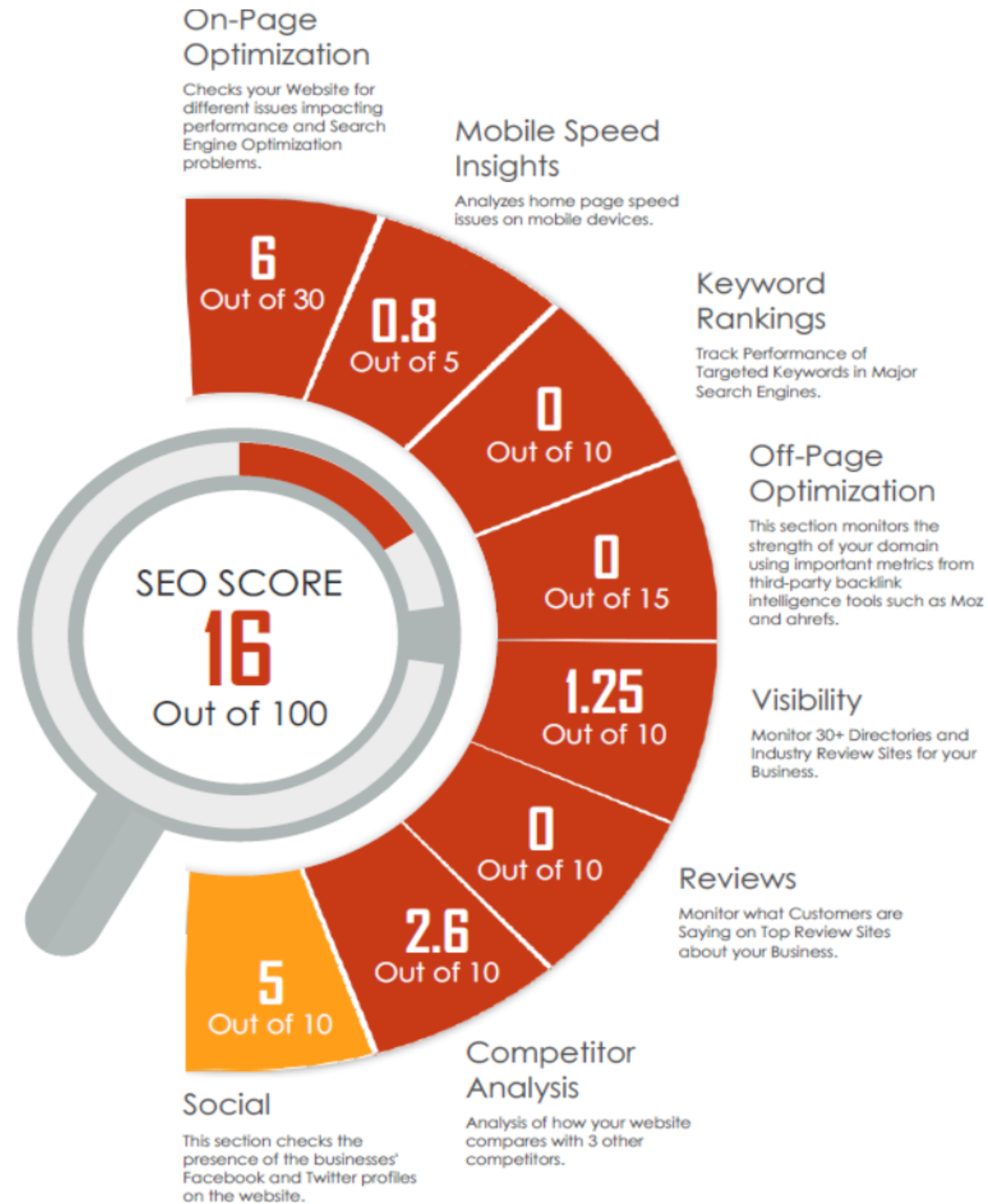


SEO DELIVERABLES

- **PRESS RELEASE** - Press releases do not require client input. They are based on the website and industry and are more general in nature. The goal is to draw more attention online, connect with other SEO deliverables and serve as signals to search engines.
- **YOUTUBE VIDEO** - The videos are usually 30-60 seconds and are slide shows of the business with content highlighting the website and/or industry using royalty-free music and images. They do not require client input and are built to work in conjunction with other SEO components. Example [HERE](#)
- **CITATIONS** - There are hundreds of directories that can be valuable to the business owner. We will supplement any existing local citation builders the client may have already procured. This is not meant to replace an existing service. It is a compliment, where we find deeper directories to gain valuable SEO benefit.
- **BLOG WRITING** - We will post content on existing blogs/websites with the goal of attracting search engine benefit. This is not meant to be content for the client's own blogs.
- **CONTENT WRITING** - This can be onsite if the client's website needs additions to achieve ranking success or offsite if our project managers feel that will be most beneficial. The goal of this content is to send signals to search engines and improve rankings.
- **GMB POSTS AND Q&A** - When given access to a client's Google Business Profile listing, we will post relevant informational posts that will aid in fully optimizing their GMB to get maximum attention and benefit. For the Q&A we will either get from the client website if it already exists or send copy to the client for approval before posting.
- **GEO LINKS** - Links that focus on the local geography and used to enhance the search engine bots understanding of what location and keywords are important to the client.



SEO SUCCESS FACTORS



Low Priority Problems

Medium Priority Problems

High Priority Problems

“MIDDLE OF FUNNEL” LEAD CAPTURE/NURTURE

**SALES FUNNELS & SURVEYS
CALENDAR SCHEDULING
OPPORTUNITY PIPELINES
MULTI-CHANNEL CONVERSATIONS
CONTACTS/CRM**

CAPTURE NEW LEADS SALES FUNNELS+SURVEYS

- Sales Funnels
- Websites
- Forms
- Surveys
- Media Library

The screenshot displays the Boost CRM interface, specifically the 'Funnels' section. The top navigation bar includes 'Sites', 'Funnels', 'Websites', 'Blogs' (marked 'New'), 'Client Portal' (marked 'New'), 'Forms', 'Surveys', 'Chat Widget', 'Media', and 'URL Redirects'. The main content area shows a funnel named 'Direct to Consumer' (Version 2). The funnel steps are listed on the left: 'Launch Checklist' (checked), 'Free Guide Lead Magnet' (checked), 'Questionnaire', 'Book Consultation', 'Performance System Offer', 'Order Page', and 'Thank You Page'. The 'Free Guide Lead Magnet' step is selected, showing its details: 'Free Guide Lead Magnet' (Overview, Products, Publishing). The URL for this step is 'https://go.adamrehabilitation.com/get-my-free-guide'. A preview of the lead magnet content is shown, featuring a 'Control' tab and a promotional image for 'THE ULTIMATE POSTURE ANALYSIS & SHOULDER GUIDE' with the headline 'UNLOCK A PAIN-FREE LIFE: Eliminate Shoulder & Neck Pain in 30 Days or Less!'. The preview also includes a list of benefits and a call to action.

BOOKING SYSTEM CALENDARS

- Appointment Confirmations, Reminders & Reschedules
- Individual & Group Calendar
- Round-Robbin Bookings
- Triggers Automation Workflows

Calendars

Calendars

Preferences

Availability

Connections

Calendar Settings

Manage your calendars and groups

Create Group

Create Calendar

Calendars

Groups

Group Name

Sales

Services

Christina Rosario

HR

VITAZA[®]

DIGITAL

Christina Rosario

Quick Call w/ Christina Rosario (15 min)

DURATION

15 Mins

DATE & TIME

Tue, Sep 12, 2023

Timezone

GMT-04:00 America/New_York (EDT)

Select a Date & Time

September 2023

Mon

Tue

Wed

Thu

Fri

Sat

Sun

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

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17

18

19

20

21

22

23

24

25

26

27

28

29

30

01:00 PM

01:30 PM

02:00 PM

02:30 PM

03:00 PM

03:30 PM

04:30 PM

GMT-04:00 America/New_York (EDT)

Continue

DON'T MISS ANY OPPORTUNITIES

Opportunities Opportunities Pipelines

Get a phone number to start texting & calling Ignore Resolve

001. Main Leads Pipeline Sort by + Opportunity

1. New Lead Inquiry 0 Leads \$0.00	2. Unable To Contact Lead 0 Leads \$0.00	3. Contacted Lead 0 Leads \$0.00	4. No Show 0 Leads \$0.00	5. Showed 0 Leads \$0.00	6. Sold 0 Leads \$0.00	7. Not Interested/Not Yet Ready 0 Leads \$0.00	8. Un Qualified/Not Good Fit 0 Leads \$0.00	9. Spam 0 Leads \$0.00
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- New Lead Opportunity Creation
- Workflow Automation Triggers

Opportunities Opportunities Pipelines

Get a phone number to start texting & calling Ignore Resolve

005. Refund/Cancel Request Pi... Sort by + Opportunity

Refund Request 0 Leads \$0.00	Request Reviewed/Pending 0 Leads \$0.00	Refund/cancellation Completed 0 Leads \$0.00	Declined 0 Leads \$0.00
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MULTI-CHANNEL CONVERSATIONS

- Email
- SMS
- Social
- Chat Widget

The screenshot displays the VITAZA Digital CRM interface. On the left is a sidebar with navigation options: Launchpad, Dashboard, Conversations (selected), Calendars, Contacts, Opportunities, Payments, Marketing, Automation, Sites, Memberships, Reputation, Reporting, SEO Dashboard, Website Speed (NitroPa...), Website (Flywheel), Social Media Mgmt (Ago...), AI (ChatGPT), and Settings. The main area is titled 'Conversations' and shows a list of conversations. A search bar contains 'jaime', resulting in one entry for 'Jaime Gonzales-Valdes' dated 'Aug 24'. The conversation details for Jaime are shown on the right, including a profile picture with initials 'JG' and contact information: Kimberly Cabugao, phone (954) 483-5898, and email jaime@americanlimofl.com. The conversation history shows three messages: a blue bubble from the user asking about digital marketing objectives, a grey bubble from the assistant explaining the need for lead tracking and data mining, and another grey bubble from the user mentioning email and social media click tracking. At the bottom, there are buttons for 'Create Opportunity' and 'Book Appointment', and a chat widget icon.

MULTI-CHANNEL CONVERSATIONS

- Email
- SMS
- Social
- Chat Widget

The screenshot displays the VITAZA Digital CRM interface. On the left is a sidebar with navigation options: Launchpad, Dashboard, Conversations (selected), Calendars, Contacts, Opportunities, Payments, Marketing, Automation, Sites, Memberships, Reputation, Reporting, SEO Dashboard, Website Speed (NitroPa...), Website (Flywheel), Social Media Mgmt (Ago...), AI (ChatGPT), and Settings. The main area is titled 'Conversations' and shows a search for 'jaime' with 1 result. The conversation is with Jaime Gonzales-Valdes, dated Aug 24. The chat history shows three messages: a blue bubble from the user asking about digital marketing objectives, a green bubble from the assistant explaining their need for lead tracking and data integration, and another green bubble from the assistant mentioning email and social media click tracking. The right sidebar shows contact details for Jaime Gonzales-Valdes, including a phone number (954) 483-5898 and email jaime@americanlimofl.com. At the bottom right are buttons for 'Create Opportunity' and 'Book Appointment'.

SEE EVERY INTERACTION CONTACTS

- Contact Details
- Smart Lists
- Activity/Source
- Tasks
- Notes
- Appointments

The screenshot displays the VITAZA Digital CRM interface. The top navigation bar includes tabs for Contacts, Smart Lists, Bulk Actions, Restore, Tasks, Company, and Manage Smart Lists. The main content area is divided into three sections: Contact Details, Activity Feed, and Communication History.

Contact Details: The contact is Jamie Ye, a Prospective 375. The details include First Name (Jamie), Last Name (Ye), Email (jamie@extendedweekendgetaways.com, Verified), Phone ((954) 661-0850), Date Of Birth, Contact Title, Contact Relationship, and Contact Role.

Activity Feed: The activity feed shows a list of events, including Appointment Booked, Page Visited, and Task completion. The events are dated from August 2nd, 2023, to August 15th, 2023.

Communication History: The communication history shows a series of messages between Jamie Ye and the user. The messages include a request for an email, a response from the user, and a thank you message.

“BOTTOM OF FUNNEL” LEAD CONVERSION/LOYALTY



**INTEGRATED PAYMENTS
WORKFLOW AUTOMATIONS
REPUTATION MANAGEMENT**

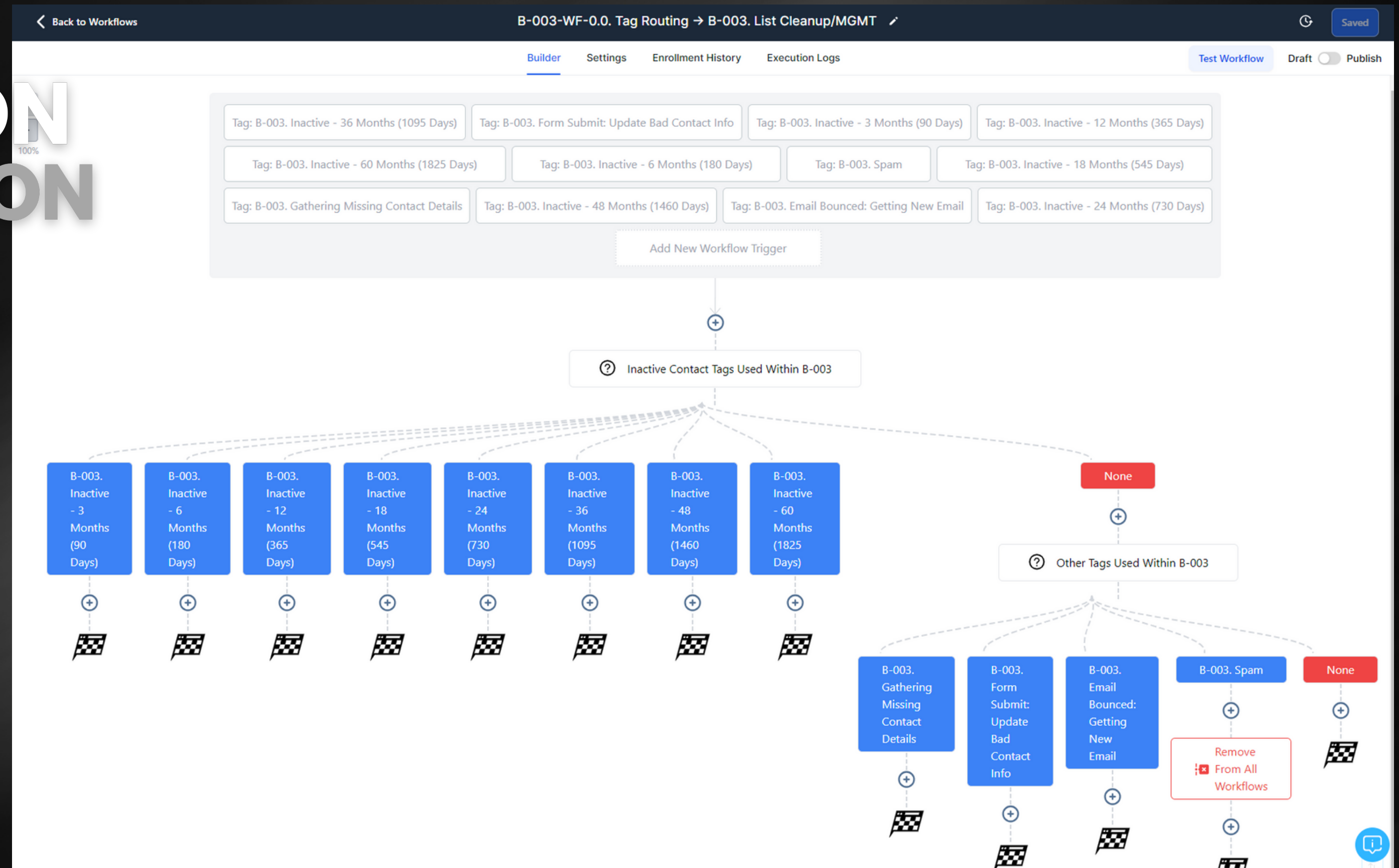
INTEGRATED PAYMENTS

- Products/Services
- Online Courses/Training
- Proposals & Estimates
- Invoices
- Memberships
- Subscriptions

The screenshot shows the 'Invoices' section of the VITAZA application. At the top, there's a navigation bar with links for Payments, Invoices (selected), Proposals & Estimates (marked 'New'), Orders, Subscriptions, Transactions, Products, Coupons, Settings, and Integrations. A yellow banner below the navigation bar prompts the user to 'Get a phone number to start texting & calling', with 'Ignore' and 'Resolve' buttons. The main heading is 'Invoices' with a subtext 'Create and manage all invoices generated for your business'. Below this, a message states 'Connect at least one payment gateway to start receiving payments', with buttons for 'Integrate Payment Gateway' and 'Do it later'. A summary row displays four metrics: '0 Invoice(s) in Draft \$0.00', '0 Invoice(s) in Due \$0.00', '0 Invoice(s) received \$0.00', and '0 Invoice(s) Overdue \$0.00'. Below the summary, there's a search and filter section with 'Start Date', 'End Date', a search bar, and 'Filters' and 'Download' icons. The main table has columns for Invoice Name, Invoice Number, Customer, Issue Date, Amount, and Status. The table is currently empty, showing 'No invoices to show yet' with a magnifying glass icon.

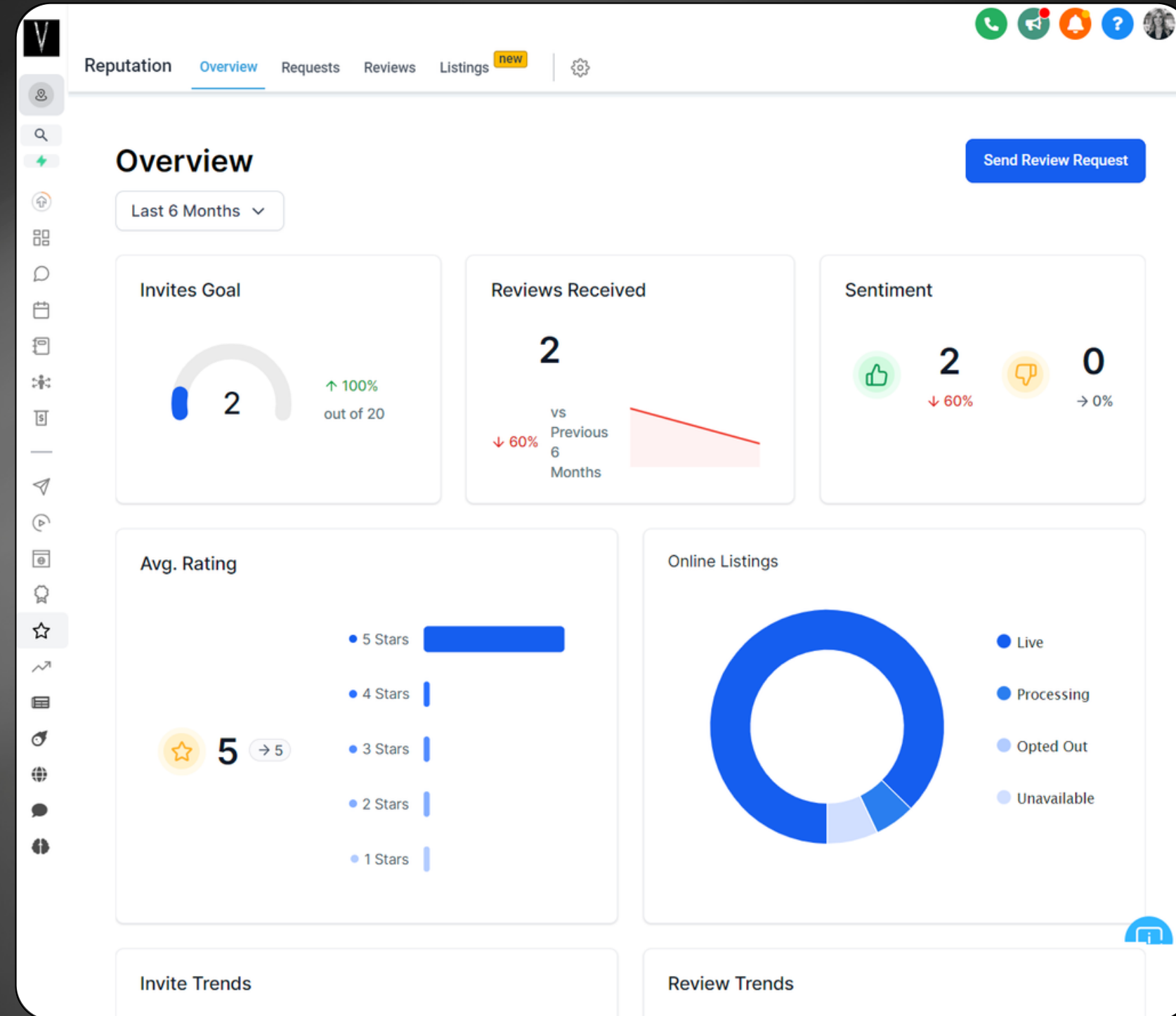
STREAMLINE YOUR OPERATION AUTOMATION

- Highly complex automations done for you
- Increase efficiency with automation



LEVEL-UP YOUR REPUTATION REVIEWS

- Ask for more reviews through automation
- Understand customer sentiment
- Deliver personalized responses
- Centralize customer feedback
- Track trends



MANAGEMENT+REPORTING



LEVEL-UP YOUR VISIBILITY REPORTING

- Attribution
- Source
- Opportunities
- Call
- Appointments

