VITAZA®

DIGITAL

From Lead To Loyalty.

WE EMPOWER BUSINESS SUCCESS.

Revised 3/19/24

BUSINESS-MINDED FIRM +DIGITAL POWERHOUSE

VITAZA® DIGITAL

BOOST
All-In-One CRM & Business Suite

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

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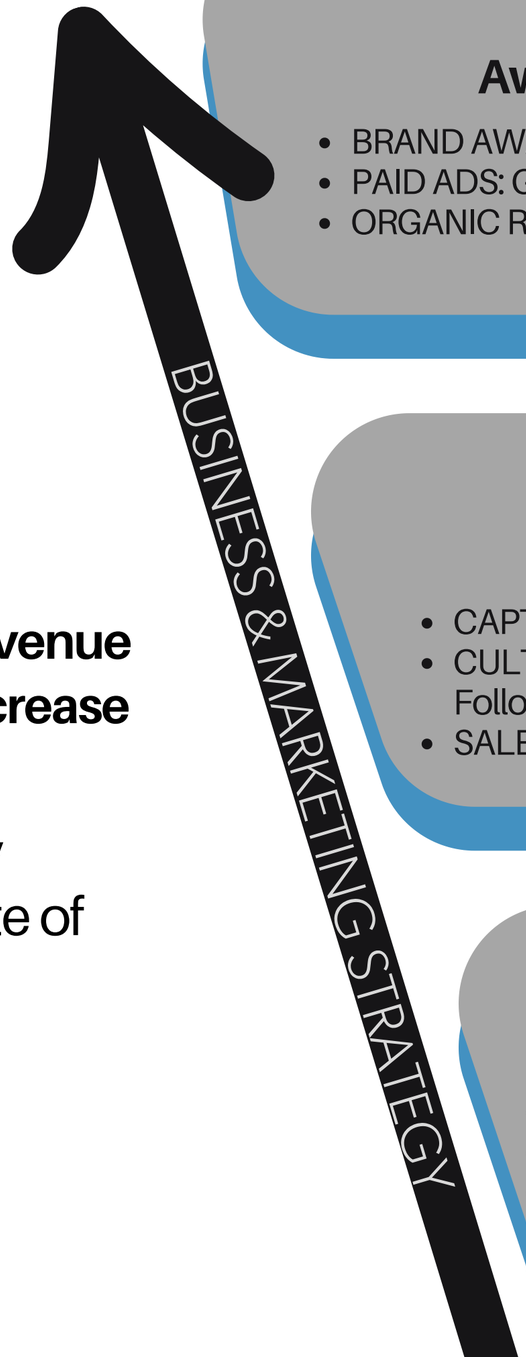
BOTTOM-UP APPROACH

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.



TOP OF FUNNEL
Awareness/Lead Generation

- BRAND AWARENESS & CREDIBILITY: Social Media
- PAID ADS: Google & Social Advertising
- ORGANIC RANK: SEO, Blog, Google Business Profile & Listings

Marketing

MIDDLE OF FUNNEL
Lead Capture/Nurture

- CAPTURE & QUALIFY: Sales Funnels
- CULTIVATE: Email/SMS Nurture Campaigns, Follow Up w/ Multi-Channel Engagement
- SALES: Pipelines and Smart Lists

Sales

BOTTOM OF FUNNEL
Conversion/Loyalty

- CLOSE: Proposal to Payments
- OPERATIONS: Automations
- POST-SALES: Support & Reviews

Ops

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Digital Marketing Services

BOOST

All-In-One CRM & Business Suite

FOLLOW UP

IS THE SINGLE MOST IMPORTANT THING

2%	3%	5%	10%	80%
BUY ON 1ST CONTACT	BUY ON 2ND CONTACT	BUY ON 3RD CONTACT	BUY ON 4TH CONTACT	BUY ON 5TH-12TH CONTACT

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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

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

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 communicat with your leads on all devices.

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.

Plus So Much More!

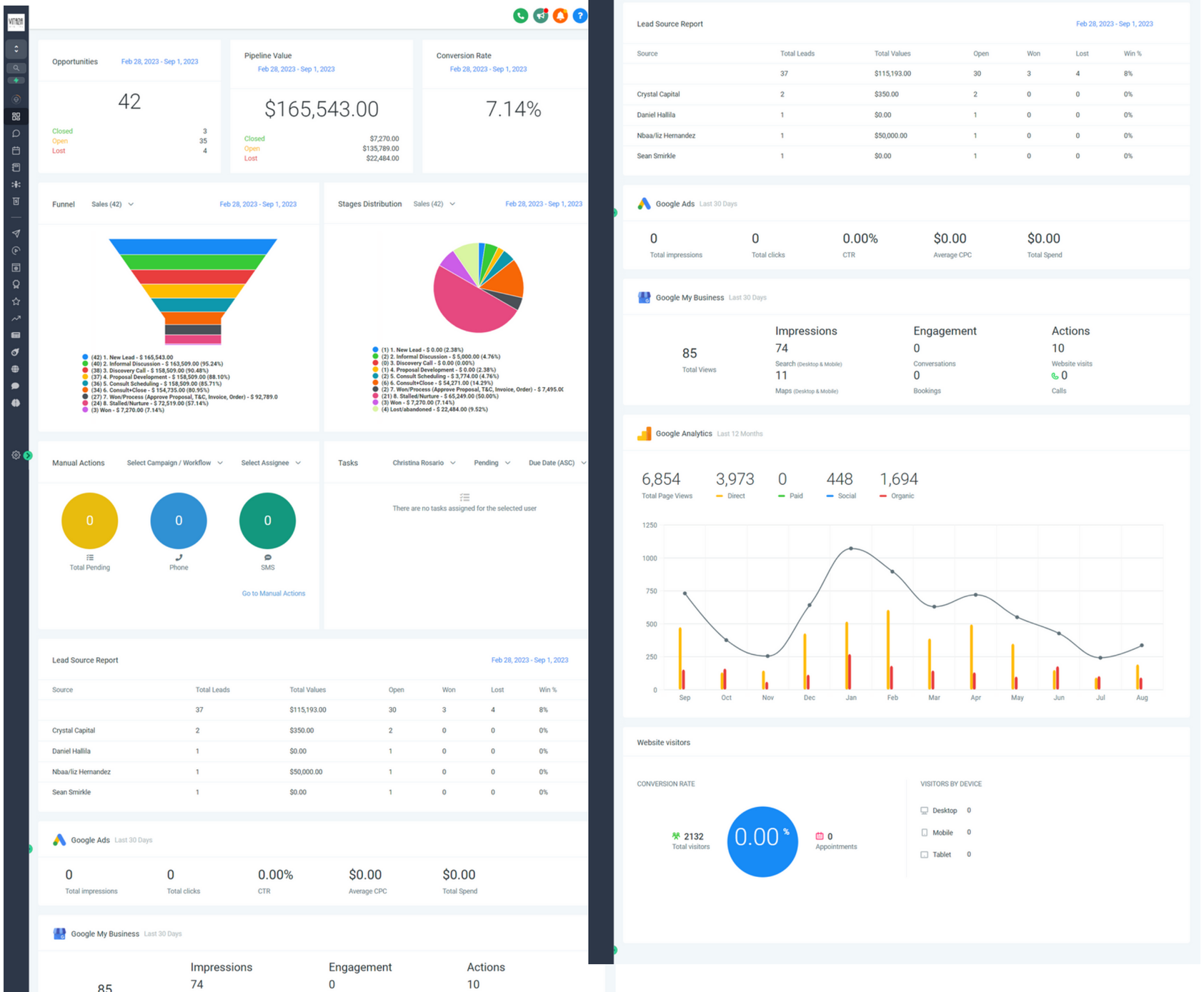
- CRM/CONTACT MANAGEMENT
- REPUTATION MANAGEMENT
- DIRECTORY LISTINGS
- MEMBERSHIPS FOR TRAINING/COURSES

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

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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)

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!

INCLUDES:

1 User / 1,000 Contacts

Awareness/Lead Gen
- Social Planner

Capture/Qualify/Nurture
- Contact Management
- Calendar Scheduling
- 2-Way SMS/Email
- Missed Call Text Back
- Website Chat Widget
- Facebook Messenger
- Google Business Profile Messaging

Convert/Loyalty
- Text-to-Pay
- GMB Call Tracking
- Reviews & Reputation Management

License & Support
- Software License
- Unlimited Onboarding
- 24/7 Live Chat Support
- Knowledge Base

BUSINESS TOOLKIT
$97/mth
(7-day free trial)

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.

ALL OF ESSENTIALS, PLUS:

3 Users / 5,000 Contacts

Middle of Funnel
Capture/Qualify/Nurture
- Website Builder/Hosting
- Contact Form Builder
- Email Marketing
- Template Library (1000+ Website, Email, SMS)
- Opportunity Pipelines

Bottom of Funnel
Convert/Loyalty
- Invoicing

Automations
- Inbound Messaging
- A2P Compliance

Done-For-You Setup (opt'l)
- $800 one-time

BUSINESS ACCELERATOR
$247/mth
(7-day free trial)

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.

ALL OF TOOLKIT, PLUS:

10 Users / 25,000 Contacts

Awareness/Lead Gen
- Blogs

Capture/Qualify/Nurture
- Survey Builder
- Campaigns
- Funnels
- Industry-Specific Funnel Template Library

Convert/Loyalty
- Proposals/Estimates
- Memberships for Lessons/Courses
- Reporting

Automations
- 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

Awareness/Lead Generation

- Social Media Planner
- Blogs

Capture/Qualify/Nurture

- 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

Convert/Loyalty

- Text-to-Pay
- Invoicing
- Proposals/Estimates
- GMB Call Tracking
- Reviews & Reputation Management
- Memberships for Lessons/Courses
- Reporting
- Referral/Affiliate Program

WORKFLOW AUTOMATIONS

Workflow Automation

- Workflow Builder
- Workflow Template Library

Standard Automations*

- Nurture Email/SMS Campaigns
- Request-A-Callback
- Calendars
- Inbound Message & Routing
- Reviews
- Phone Administration
- Subscription Preference
- A2P 10DLS Compliance

Optional Automations*

- List Cleanup/Management
- Database Reactivation
- Payment
- Lead Form
- Seasonal Communication
- Refund/Cancellations
- Referrals

SETUP, SUPPORT & MAINTENANCE

Setup

- 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

Support

- Unlimited 24/7 Live Chat Support
- Knowledge Base
- Product Tour Guide
- Weekly Roundtable Discussions
- Monthly Educational Newsletters

Maintenance

- 1 Monthly Strategy Call
- 3 Hours Monthly Maintenance

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SAMPLE QUOTE

ALL-IN-ONE CRM + ORGANIC MARKETING

*See Appendix for Details

Boost All-In-One CRM* BOOST All-In-One CRM & Business Suite Business Accelerator	$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

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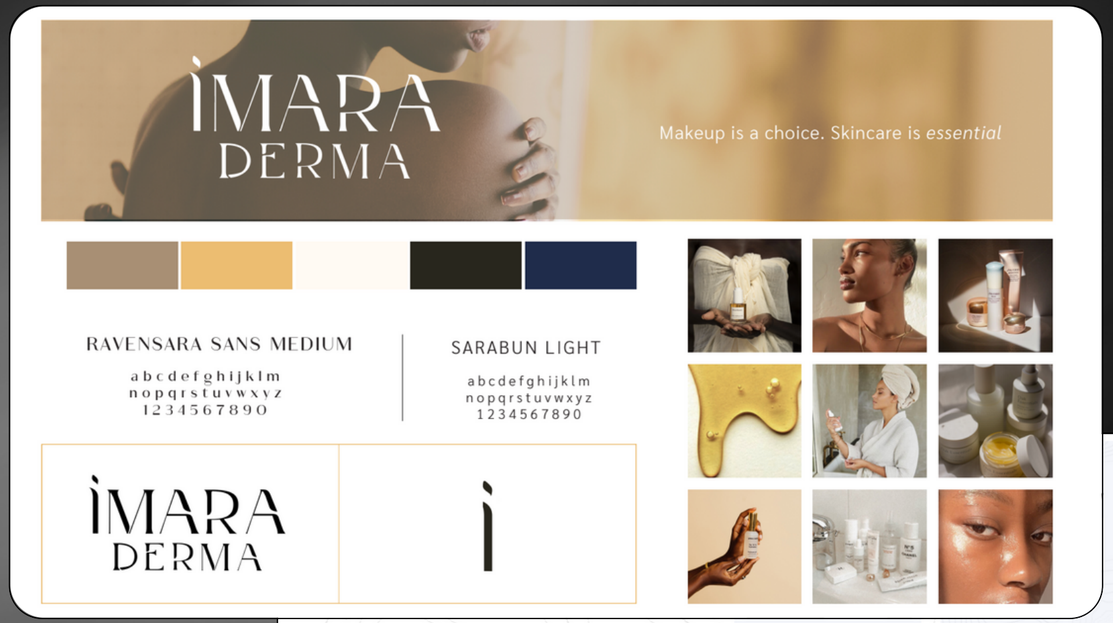
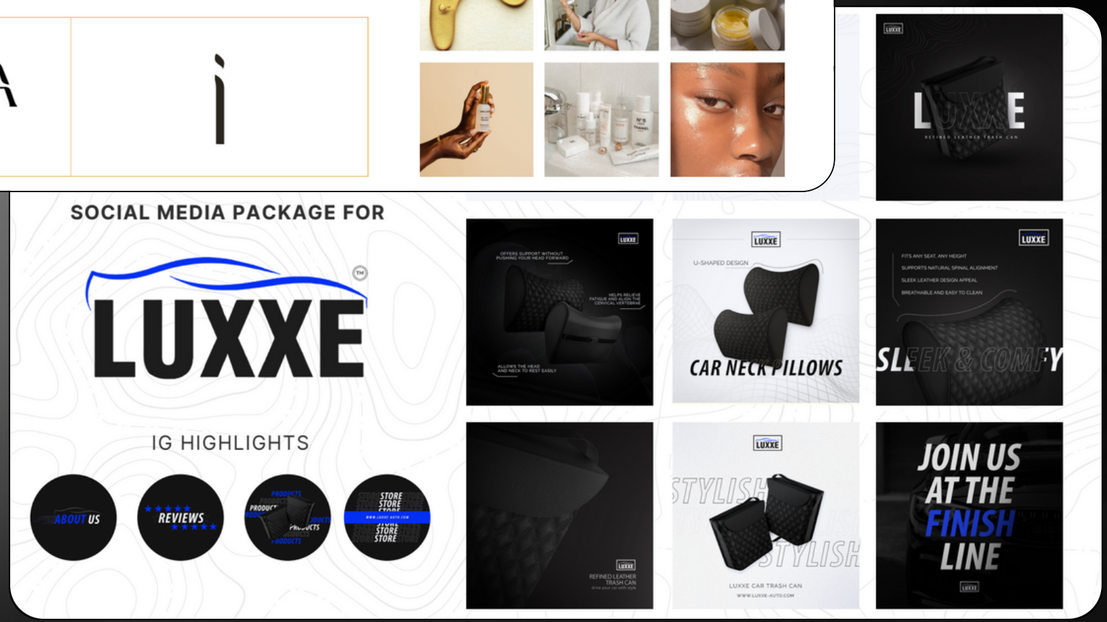
“TOP OF FUNNEL”
AWARENESS/LEAD GENERATION

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

BUILD CREDIBILITY+DRIVE ENGAGEMENT
SOCIAL MEDIA

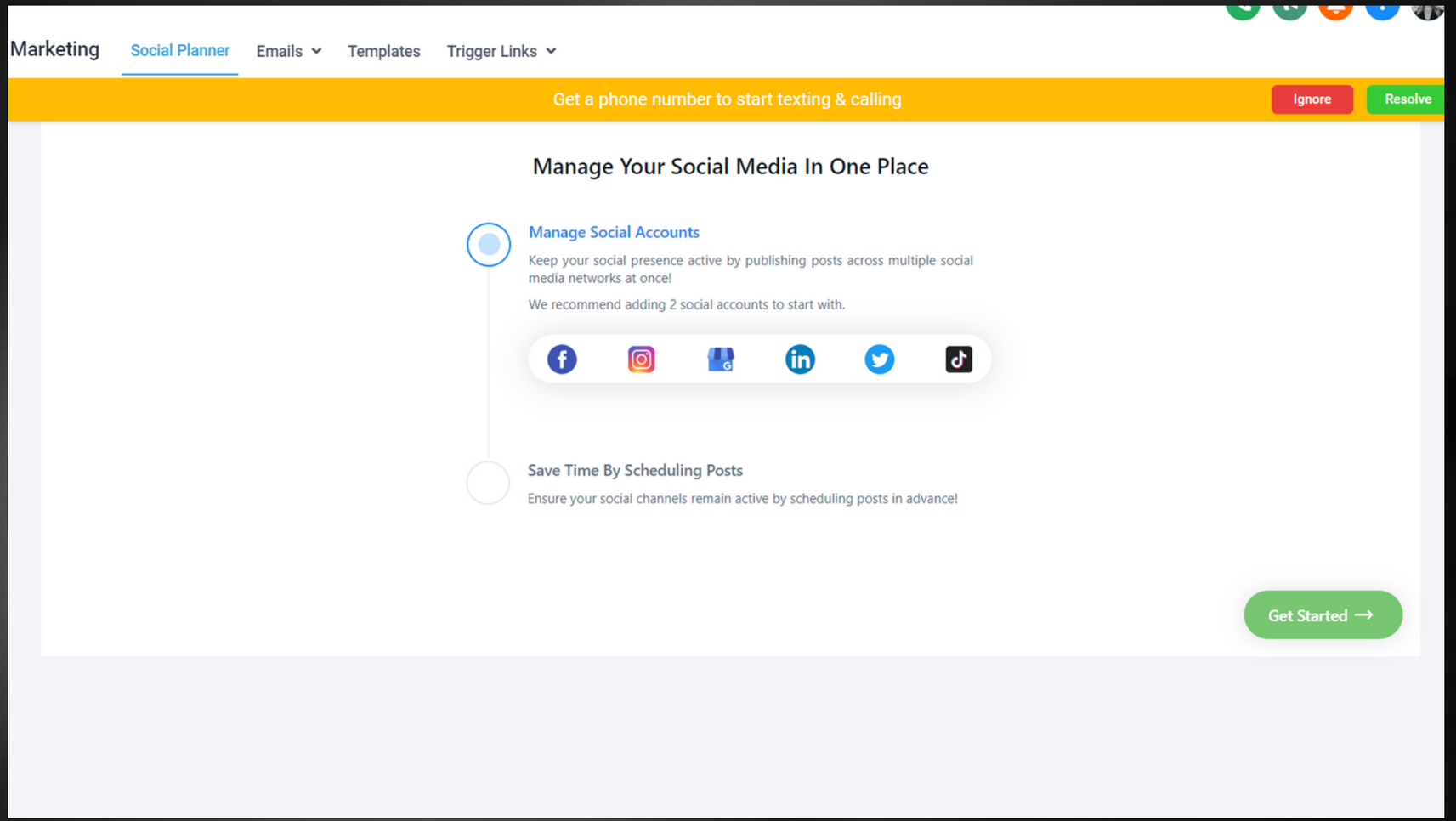
- Optimized “Sales Ready” Social Profiles
- Grow Social Audience
- Social Media Management and Content Creation
- Content Calendar
- Engagement Plan leveraging Relvant Business/Industry-Related Updates
- KPI Metrics and Data Analyzation
- Alignment with Overall Marketing Strategy
- Sustained Monitoring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





SOCIAL MEDIA PLANNER

- Schedule and post to all channels from a single place



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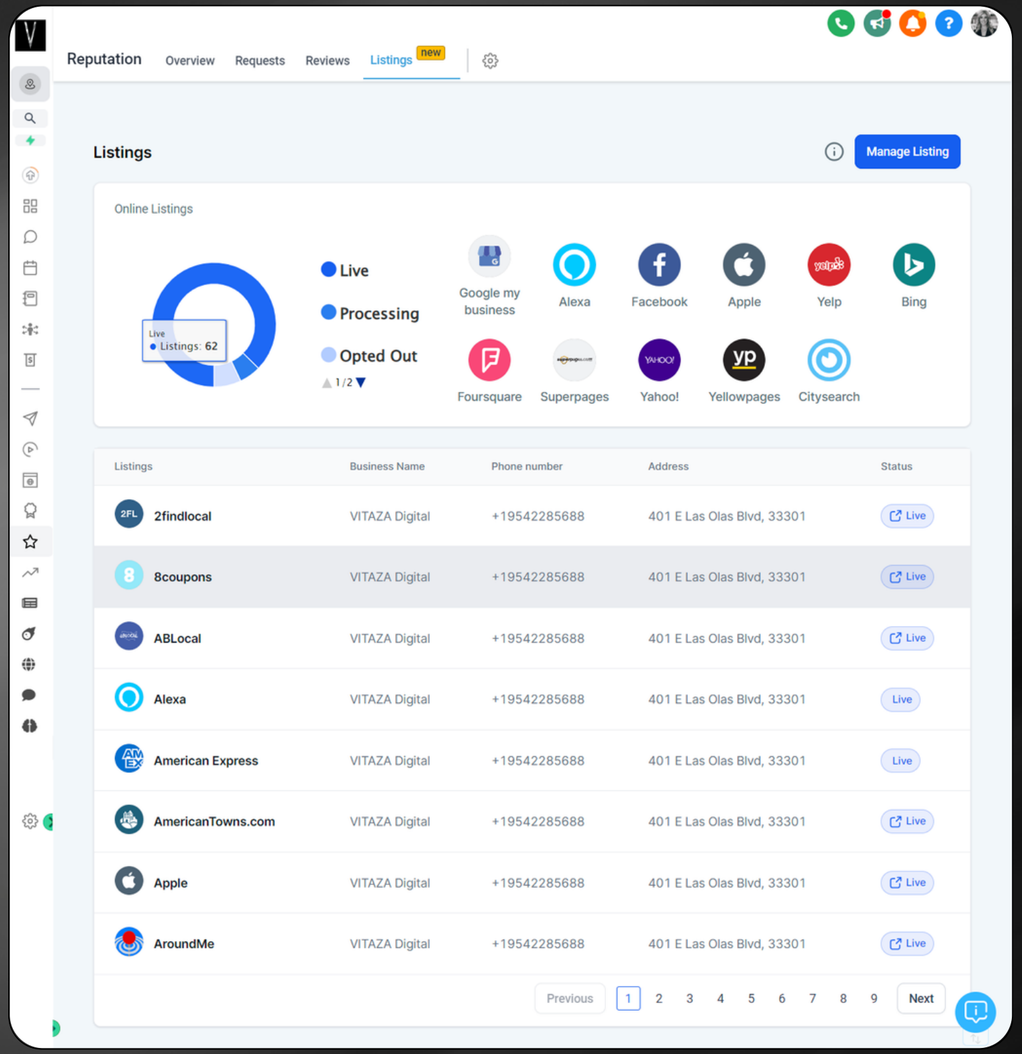
DIRECTORY LISTINGS
GMB+YEXT

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



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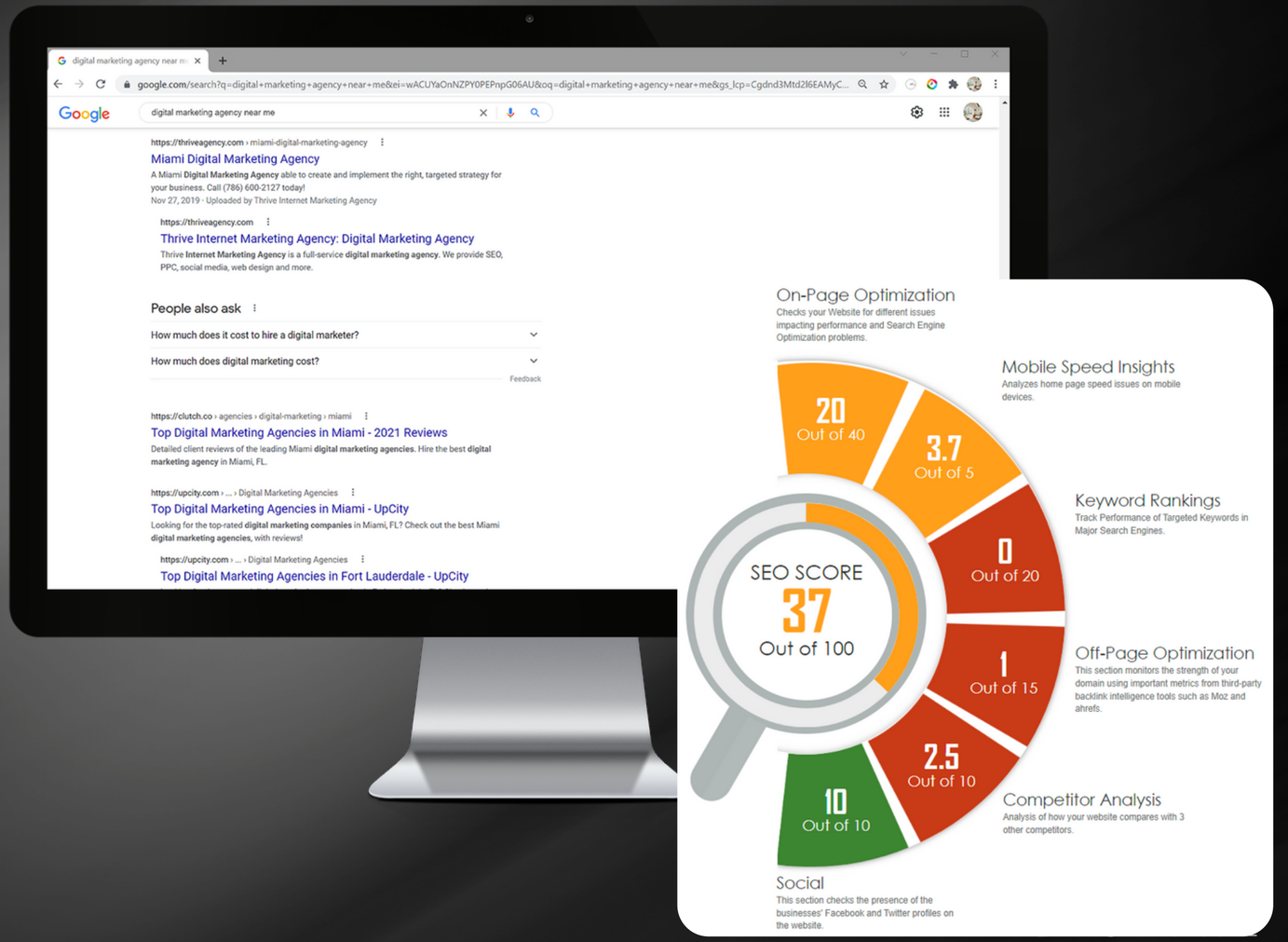
GET DOMAIN AUTHORITY TO RANK
SEARCH ENGINE OPTIMIZATION (SEO)

- 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.

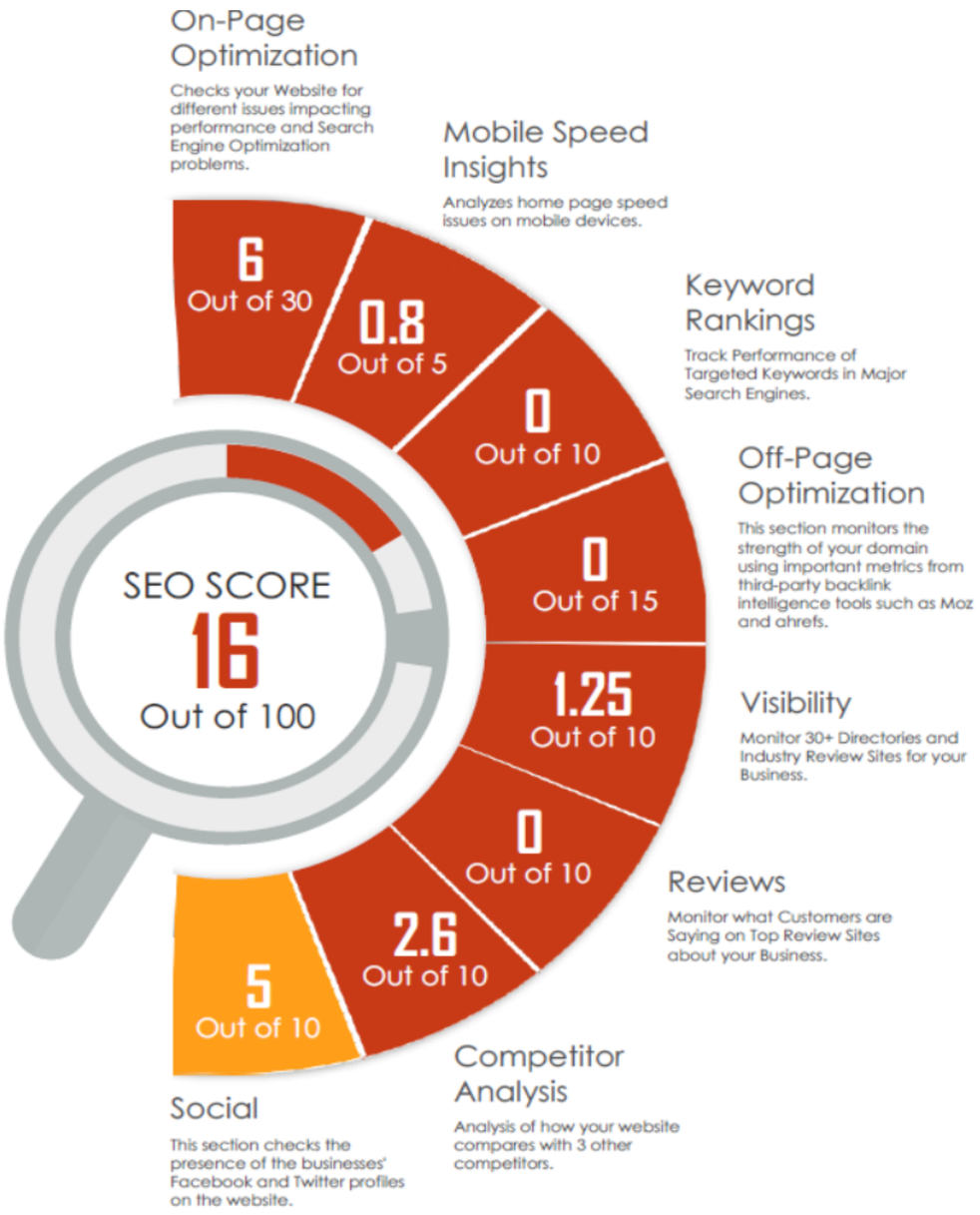
- **BLOG WRITING** - We will post content on existing blogs/websites with the goal of attracting search engine benefit. This is not meant to be content for the client's own blogs.

- **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

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“MIDDLE OF FUNNEL” LEAD CAPTURE/NURTURE

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

CAPTURE NEW LEADS
SALES FUNNELS+SURVEYS

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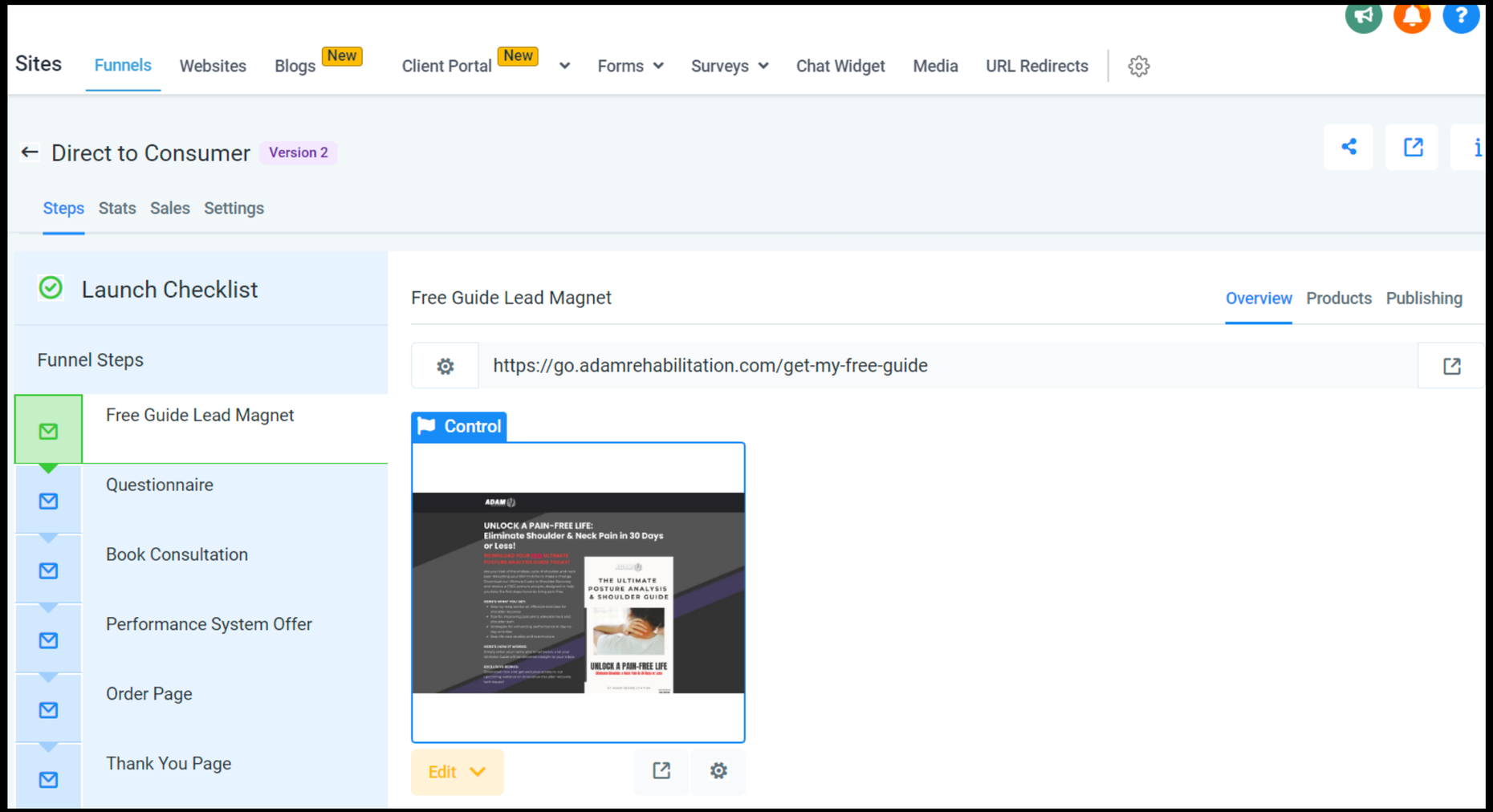
- Sales Funnels
- Websites
- Forms
- Surveys
- Media Library



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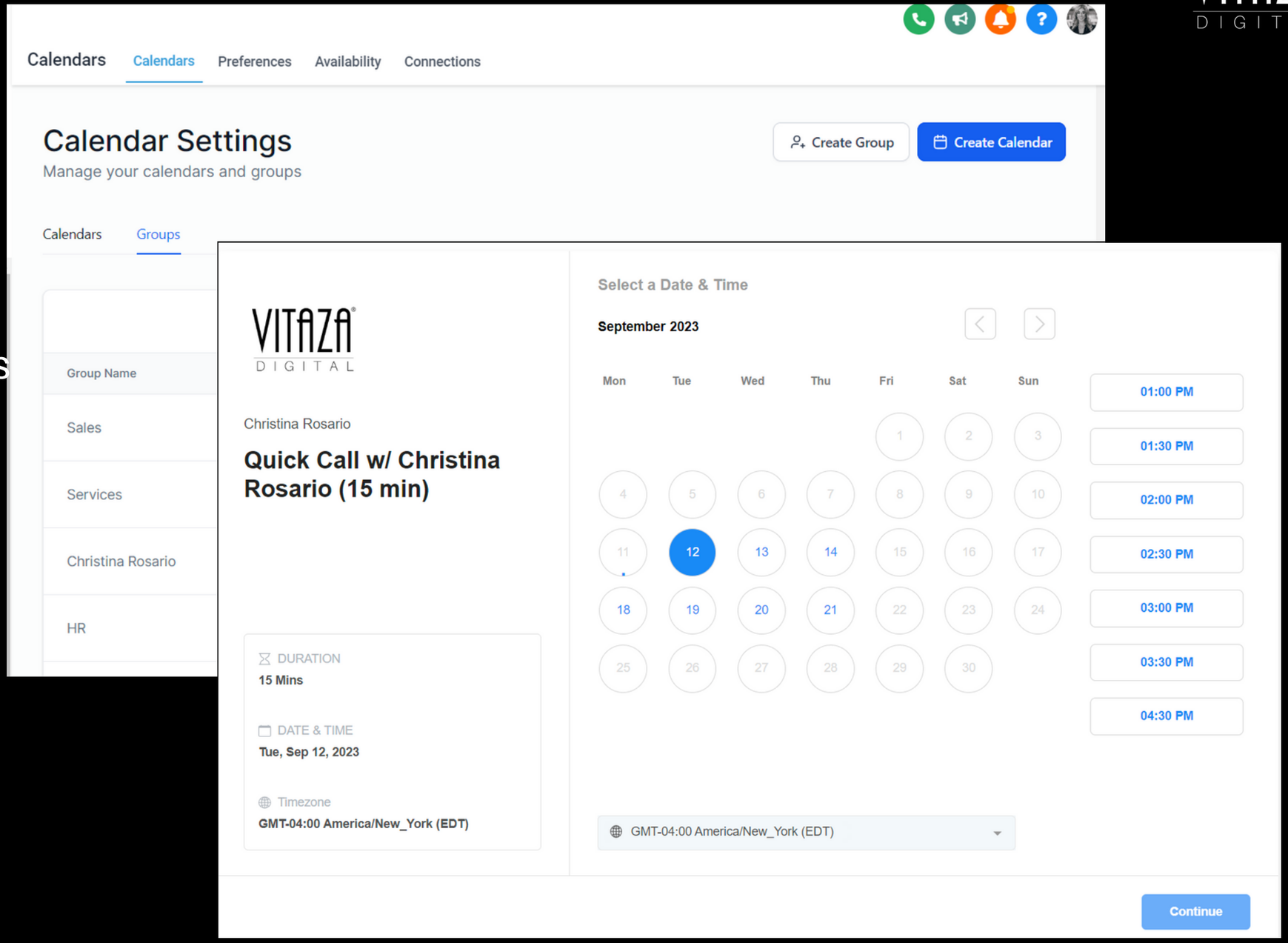
BOOKING SYSTEM CALENDARS

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



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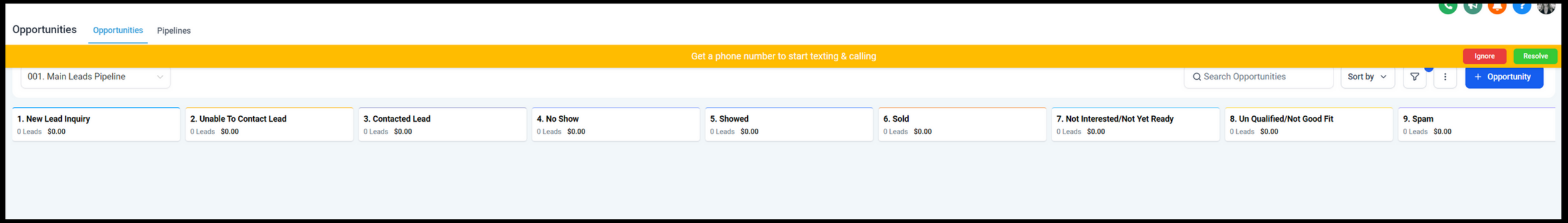
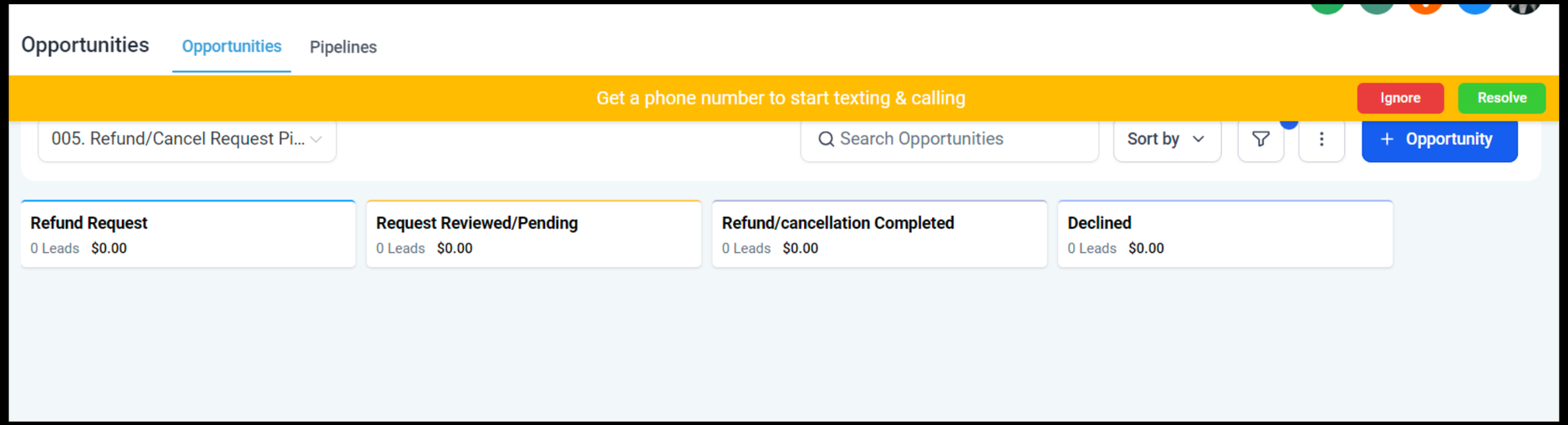
DON'T MISS ANY OPPORTUNITIES



- New Lead Opportunity Creation
- Workflow Automation Triggers



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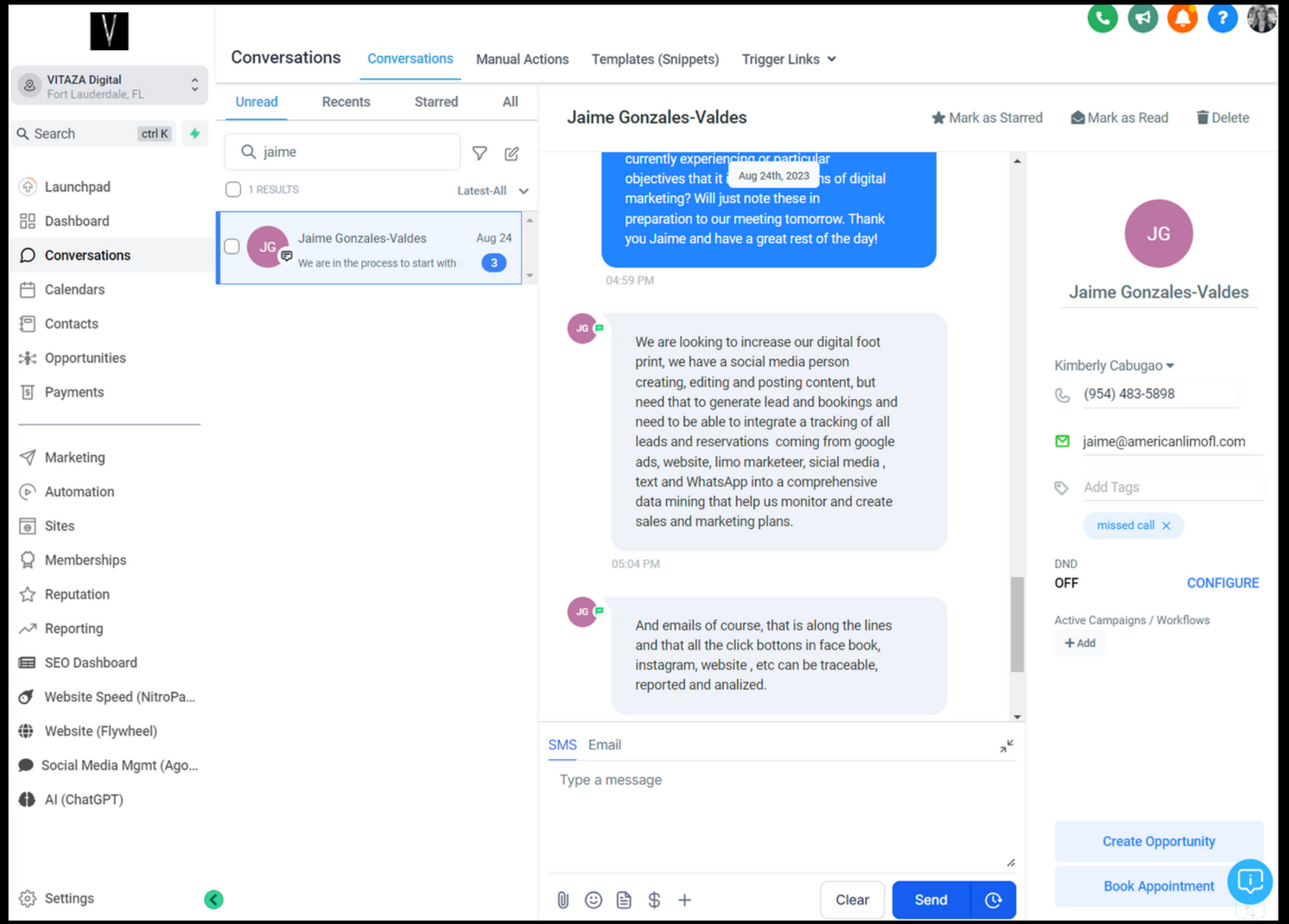
MULTI-CHANNEL CONVERSATIONS

- Email
- SMS
- Social
- Chat Widget



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MULTI-CHANNEL CONVERSATIONS

- Email
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- Social
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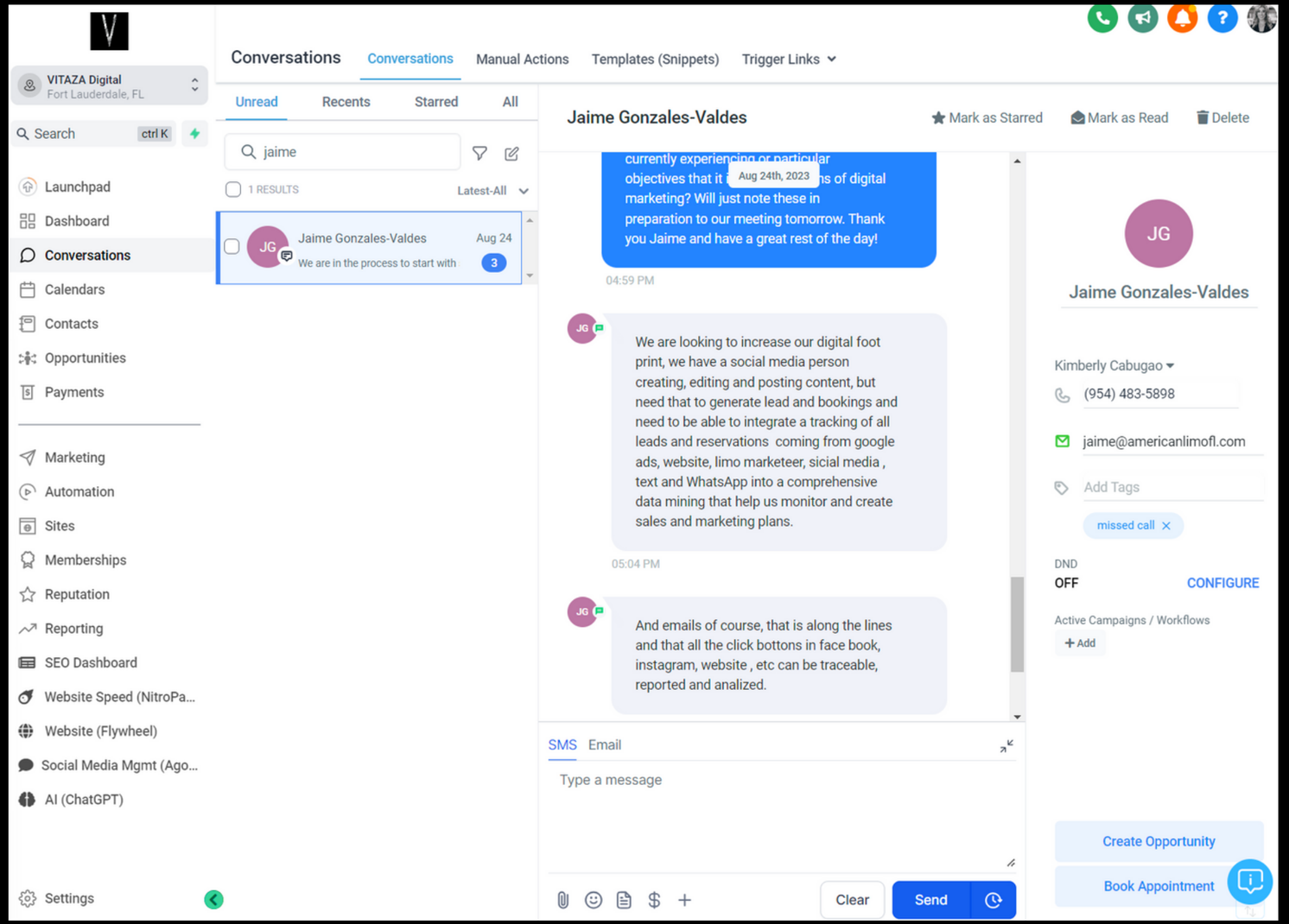

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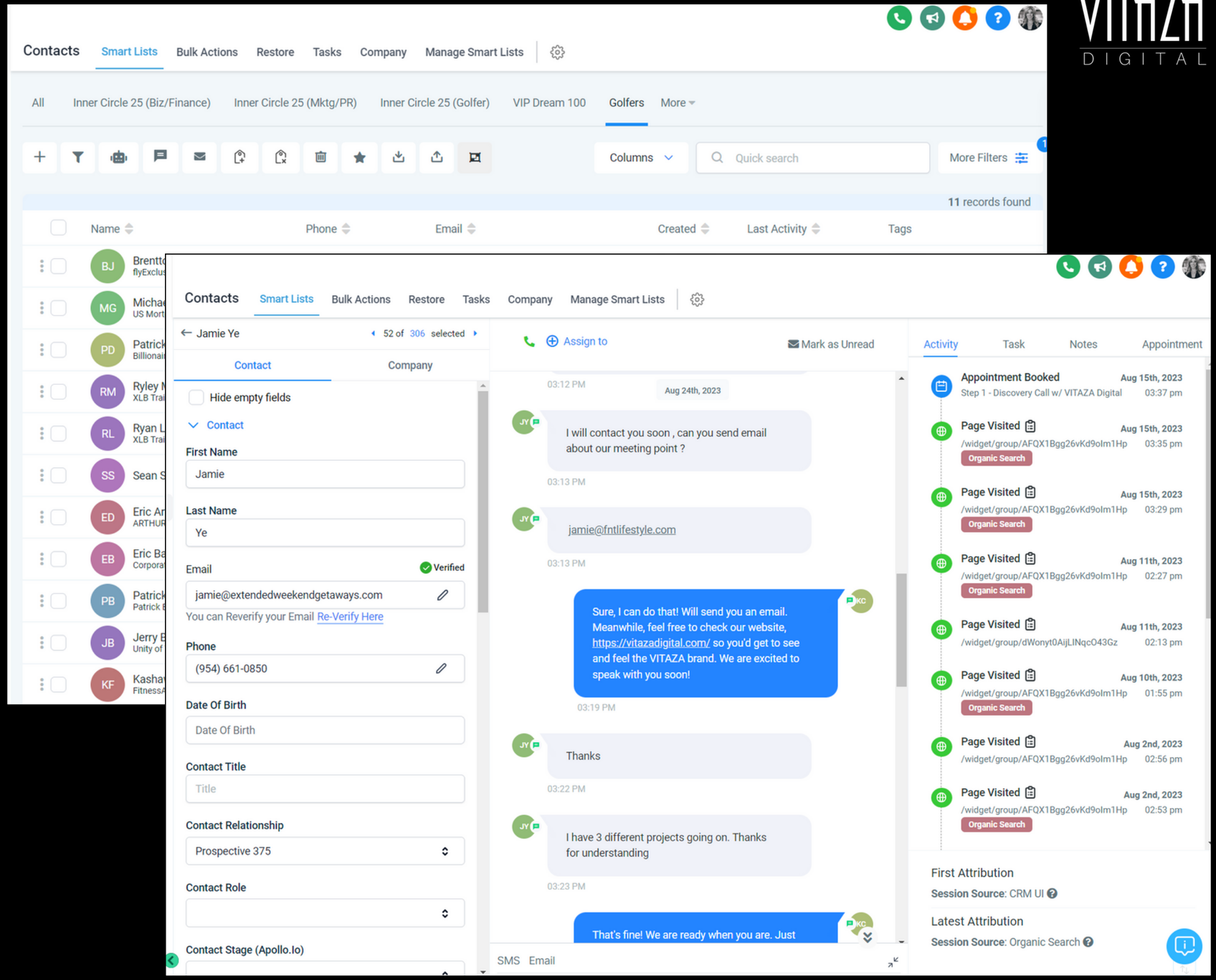
SEE EVERY INTERACTION CONTACTS

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



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“BOTTOM OF FUNNEL”
LEAD CONVERSION/LOYALTY

INTEGRATED PAYMENTS
WORKFLOW AUTOMATIONS
REPUTATION MANAGEMENT

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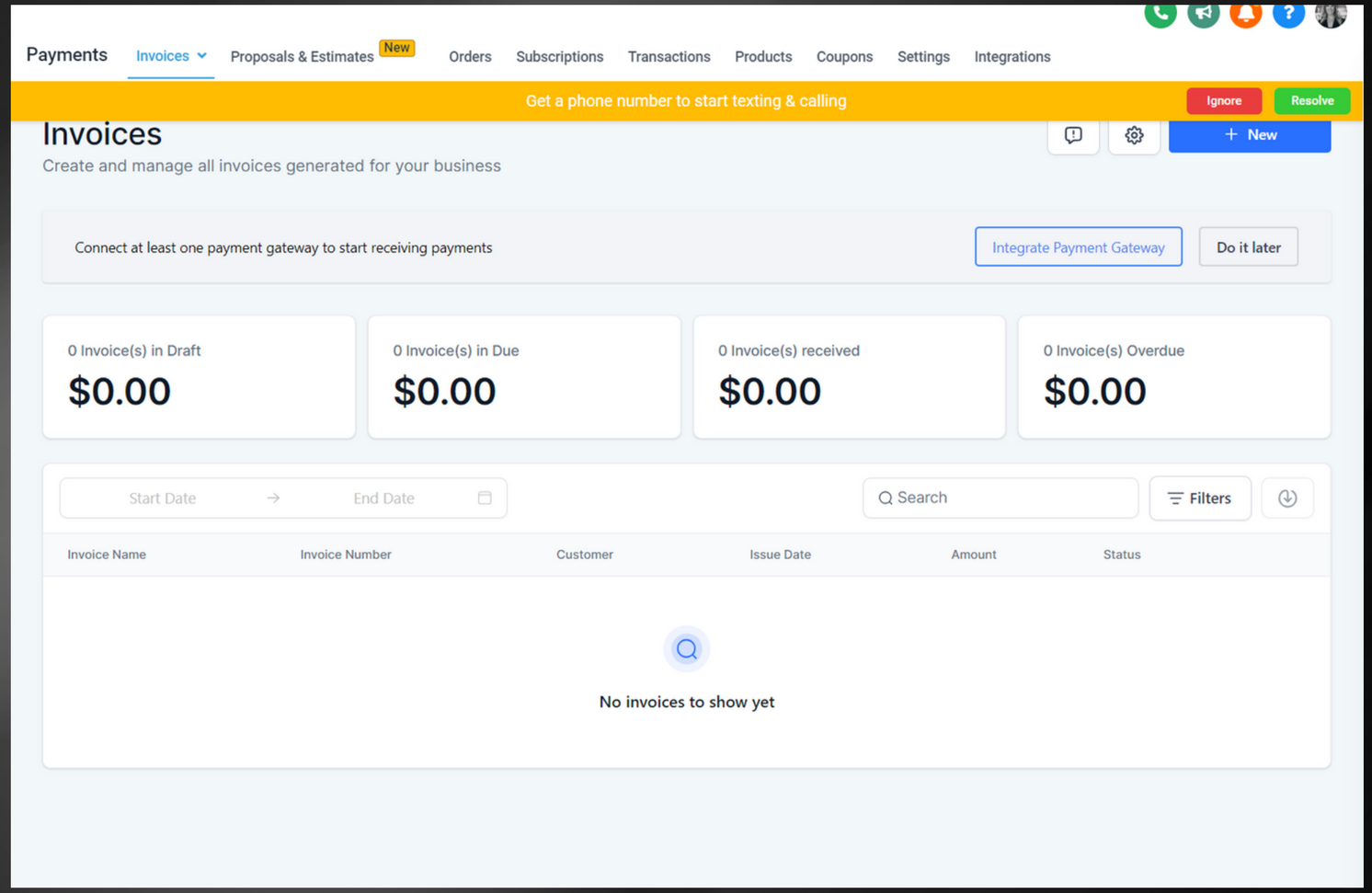
INTEGRATED PAYMENTS

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



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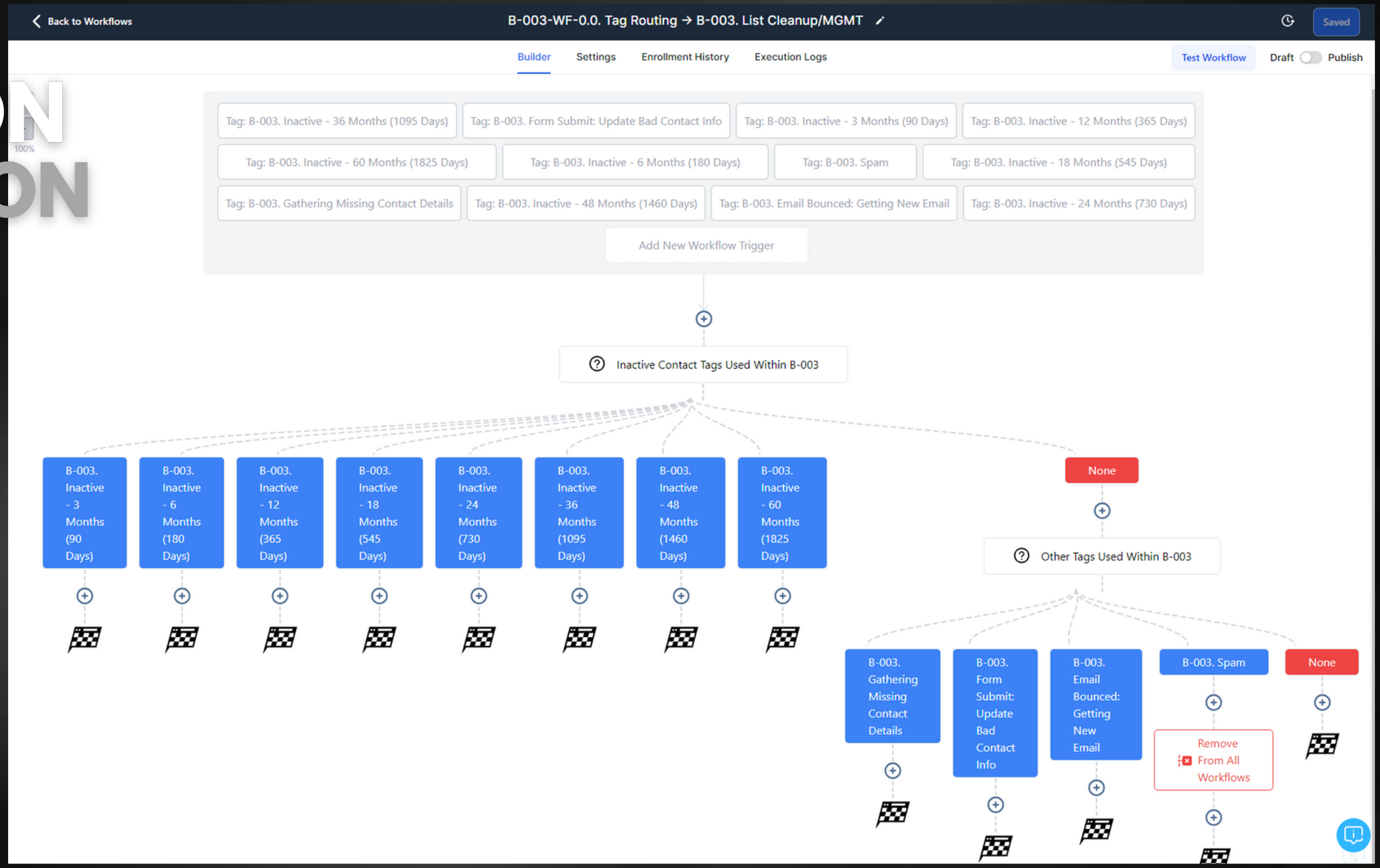
STREAMLINE YOUR OPERATION AUTOMATION

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



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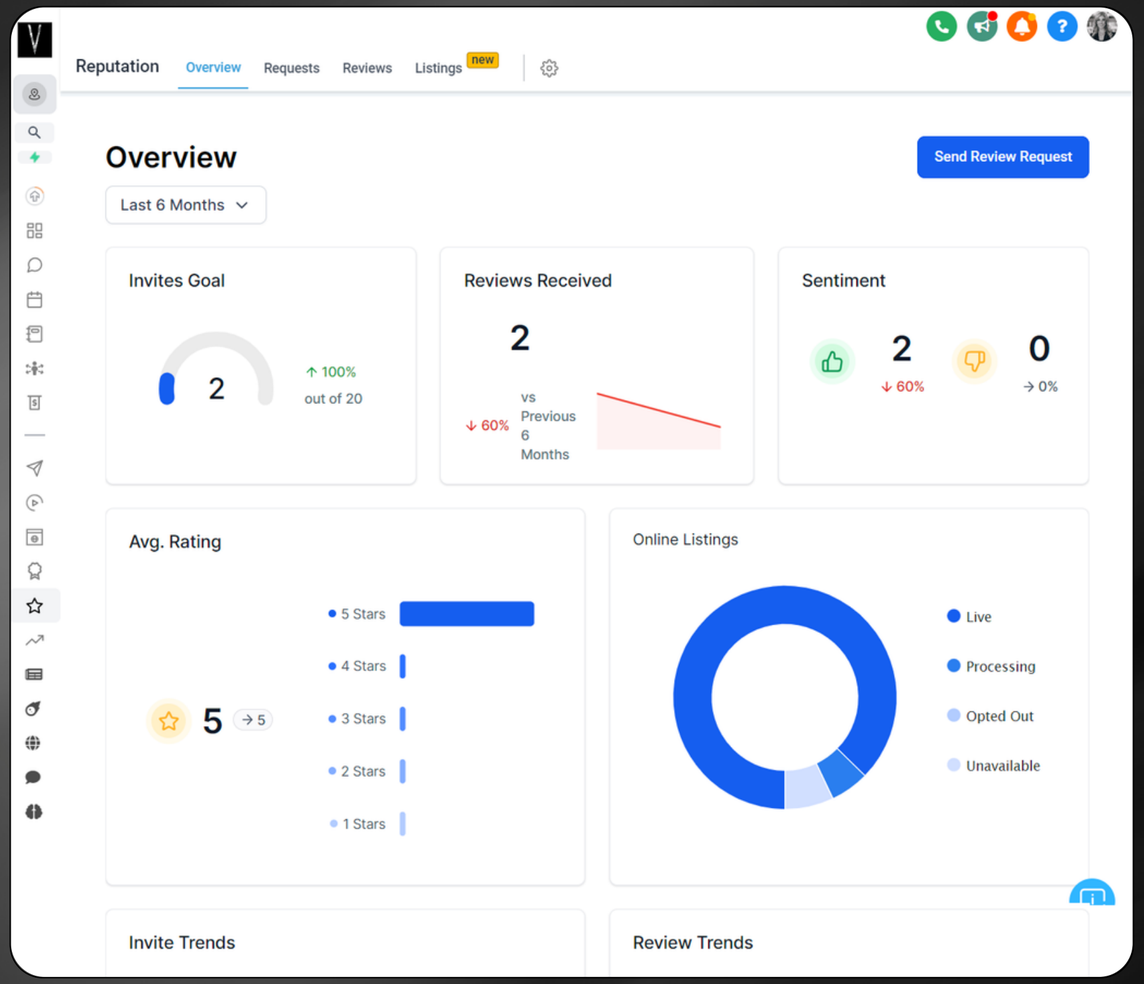
LEVEL-UP YOUR REPUTATION
REVIEWS

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



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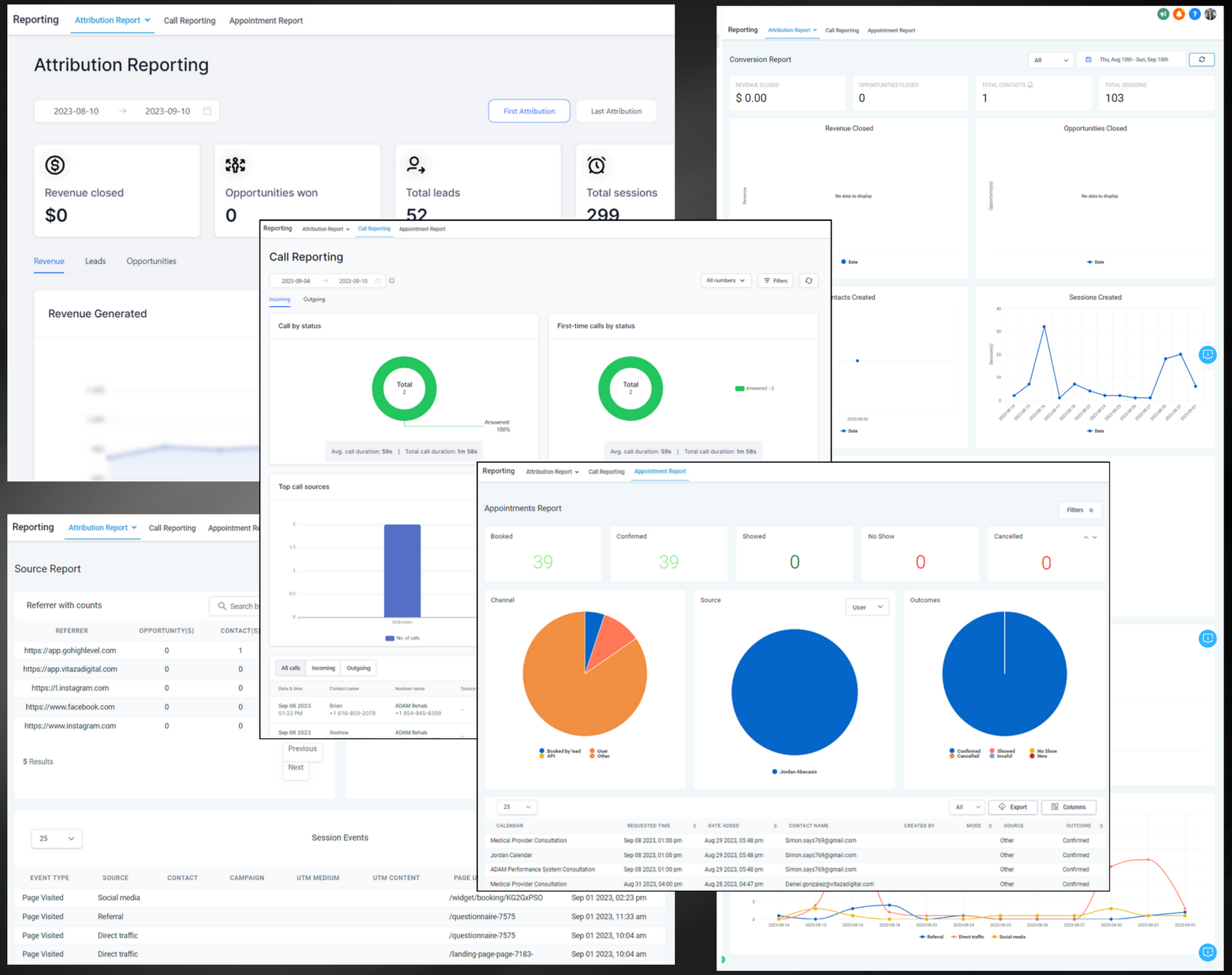
MANAGEMENT+REPORTING

LEVEL-UP YOUR VISIBILILTY REPORTING

- Attribution
- Source
- Opportunities
- Call
- Appointments

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