

# QYND

## STRATEGIC SOLUTIONS

INTERNET MARKETING | WEB DESIGN | APPS | LEAD GENERATION | ROI REPORTING

formerly  
**BRICKYARD**  
*Marketing*

WEB DESIGN  
& DEVELOPMENT  
SEARCH  
ENGINE  
OPTIMIZATION  
PAY-PER-CLICK  
ADVERTISING  
SOCIAL  
MEDIA  
MARKETING  
APPS  
CALL LISTENING  
& REPORTING

# HVAC MARKETING & ADVERTISING SPECIALISTS

## OUR APPROACH



### DISCOVER

How do buyers find you? We will discover what works and what needs to be improved.



### RESEARCH

How are buyers finding competitors?  
We will research how your competitors are attracting business.



### STRATEGIZE

How will your marketing investment be directed? We will help you craft a winning strategy to achieve your goals.



### REPORT

How is your investment being deployed? Our reporting will equip you to understand where results are coming from and where opportunities exist.



### TRACK

How is your strategy working?  
We track all marketing efforts down to each keyword and dollar.



### REFINE

Could your campaign be performing better? We refine strategies as seasons, markets and guidelines change, keeping your campaign current.

# WE'RE ONE OF THE TOP 200 MARKETING AGENCIES THAT WORK WITH GOOGLE IN NORTH AMERICA



In order to be chosen for this program, Google uses a detailed algorithm that identifies the top agencies in terms of spend, metrics, growth, and retention. We've earned this distinction through our proven work as a dynamic agency, specializing in the HVAC online marketing industry. We've set ourselves apart as the choice for HVAC marketing agencies nationwide as one of Google's Managed Agencies.

**Proven HVAC Industry's Best**

**Dedicated Support for Your Account**

Receive Instant Access to New Google Programs for a Competitive Advantage

We specialize in HVAC lead generation. Find out how we can make your phones ring. (877) 964-2233 | [info@rynoxx.com](mailto:info@rynoxx.com)

# WHAT IS A LEAD?

## IT IS NOT AN IMPRESSION

An impression just means your website showed up somewhere on a web search. **Impressions are NOT leads.**

## IT IS NOT A PHONE CALL

Solicitors contact your business all the time, and it's not to buy something from you. **All phone calls are NOT leads.**

## IT IS NOT A PAGE VIEW

Just because someone visits multiple pages of your website doesn't make them a buyer. **Page Views are NOT leads.**

## IT IS NOT A CLICK

Numerous people will visit your website. It doesn't mean they're looking for your services. **Clicks are NOT leads.**

## A LEAD IS AN OPPORTUNITY TO SELL

A lead is a potential

- Installation
- Service Call
- Maintenance Agreement

---

"When I hired Ryno to manage my digital properties, they **doubled my lead production** and **cut my cost per lead in half.**

That got my attention!"

Marcia Barnes  
Former CEO Defender Direct  
DBA Williams Comfort Air





# INDUSTRY AVERAGE COST PER LEAD

**\$250 - \$350**

# RYNO AVERAGE COST PER LEAD

**2013 \$90**   **2014 \$78**

"We have been with Ryno almost 2 years and our **average cost per lead** has been around **\$30**. The lead quality has been really good and has helped us continue to grow."

John Raucci



HEATING & COOLING CO. INC.

SINCE 1968

\*Industry average cost per lead based on information provided by ACCA.

We specialize in HVAC lead generation. Find out how we can make your phones ring. (877) 964-2233 | [info@ryno.com](mailto:info@ryno.com)

# WEBSITE DESIGN

It's more than a website,  
it's your first impression!

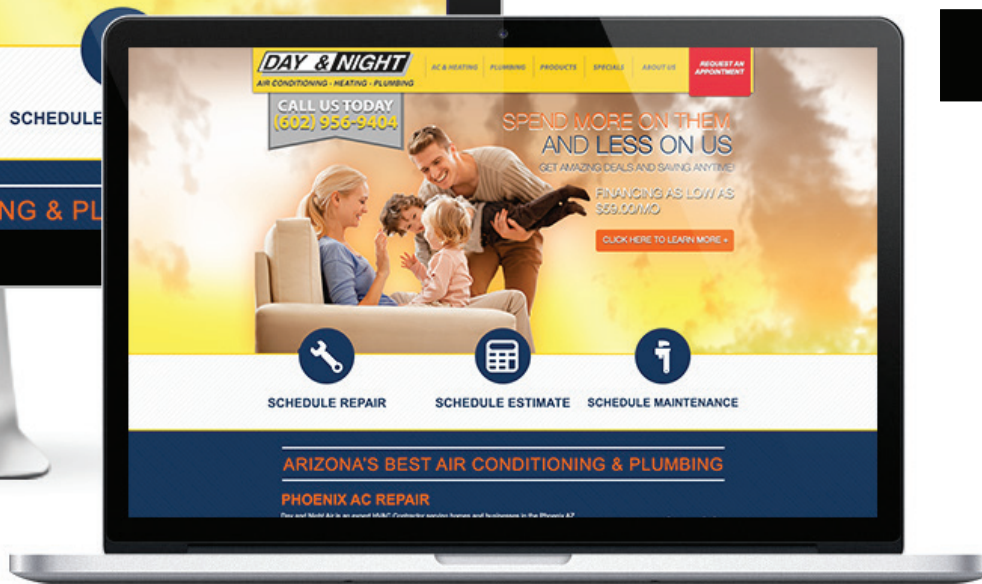
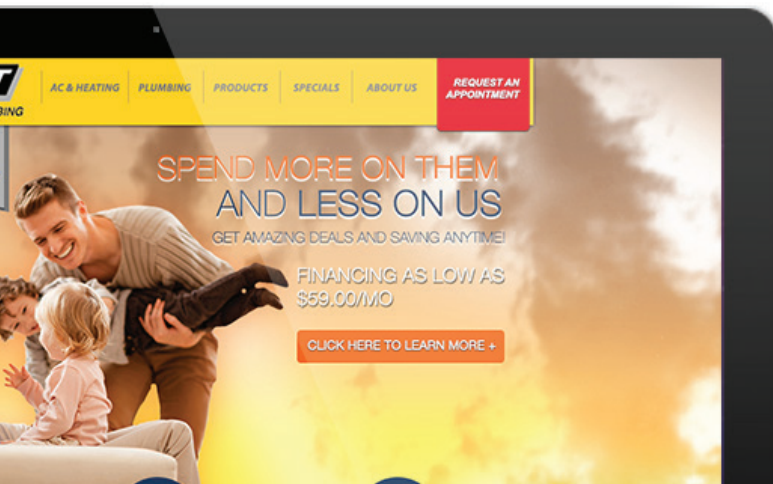
Your website needs to provide buyers with the information they're looking for, and it should look "Best in Class", just like your business. We will help your business stand out from the crowd with a website design that is innovative, interesting, and user-friendly. Ryno will take your brand message and turn it into a website that helps convert browsers into buyers.

**Starting @ \$950**



\*All websites subject to annual renewal fee, which includes domain name, hosting, and website maintenance. Contact us for details.

**INTERNET MARKETING | WEB DESIGN | APPS | LEAD GENERATION | ROI REPORTING**



**Conversion Optimized Design**

**Responsive, Adaptive, & Mobile**

**Cross Browser Compliant**

**Fully Customized to Basic Designs**

**WordPress CMS**

**e-Commerce**

# YOU'RE WORKING WITH THE BEST IN PPC MANAGEMENT. GOOGLE SAYS SO.



**INTERNET MARKETING | WEB DESIGN | APPS | LEAD GENERATION | ROI REPORTING**

# 75% OF SEARCHERS NEVER SCROLL PAST THE FIRST PAGE OF THE SEARCH RESULTS

Our Pay-Per-Click advertising campaigns help you get the most out of your Internet marketing dollars. We're one of the few Internet marketing companies to be recognized as a Google Partner and Google Managed Agency. Our relationship with Google helps us stay on top of the keywords most important to you through Total Monthly Opportunity reports.



**ADWORDS™**

QUALIFIED  
COMPANY



**Increased Lead Conversion Percentages**

**Google Managed Agency**

**Google Adwords Certified Campaign Managers**

**Seasonal Prioritization of Keywords**

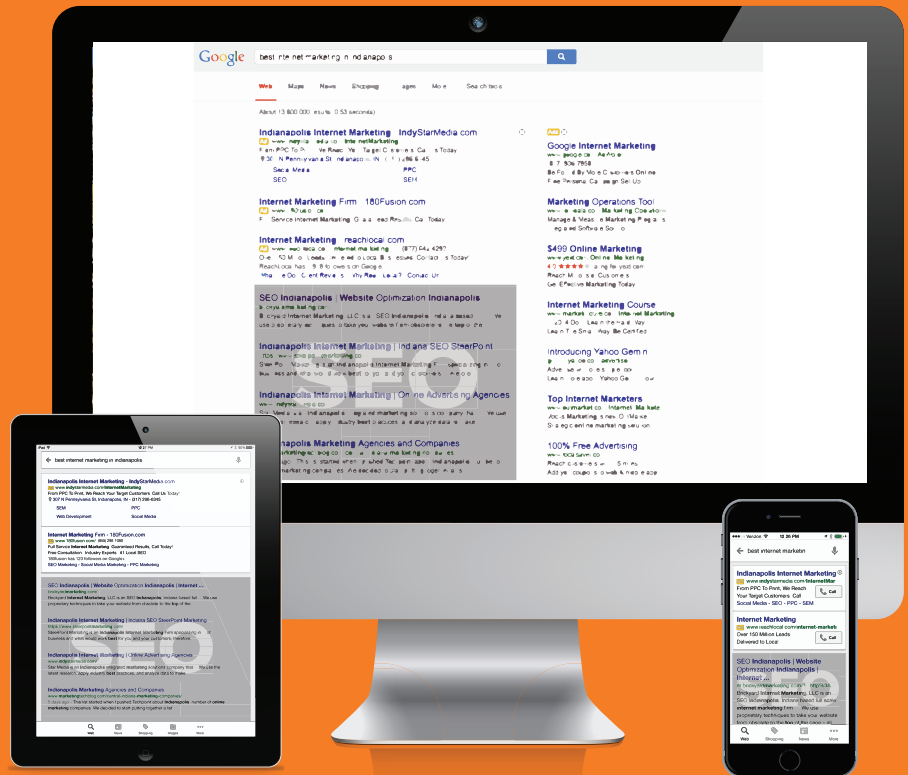
**Proprietary Campaign Setup**

**Strategic Ad Ranking**

# SEARCH ENGINE OPTIMIZATION

100% OF OUR  
CLIENTS  
ARE FOUND  
ON THE  
FIRST PAGE  
OF GOOGLE.

Contact us for pricing



INTERNET MARKETING | WEB DESIGN | APPS | LEAD GENERATION | ROI REPORTING

# 60% OF ALL ORGANIC CLICKS GO TO THE TOP 3 SEARCH RESULTS

Contact us for a 

## **FREE** Total Monthly Opportunity Report!

Learn how many people are looking  
for your service in your area!

 **\$499 VALUE**

Our Search Engine Optimization Experts have years of experience in determining which keywords are the most profitable for your business. We make sure your website comes up on the first page when potential customers are looking for an HVAC company.

**Custom Lead Generation Strategies**

**ROI Reports**

**Traceable & Quantifiable Results**

**No Incremental Costs**

**Google, Yahoo, & Bing**

**TMO Reports**

**Learn how many people are looking for your services in their area!**

**Unlimited Keyword Optimization**

**Custom Campaigns**

# RYNOAPPS

WEB, MOBILE, & TABLET APPLICATIONS

Push Notifications

iOS | Android | HTML5

Appointment Scheduling

Service & Maintenance Reminders

Tap to Call, Email, & Directions

Loyalty Rewards Programs

**\$1,950 1 time fee**

\$750 recurring annual fee  
Includes 1st year of service

OR

**\$500 1 time fee**

\$150 recurring monthly fee  
6 month min commitment



We specialize in HVAC lead generation. Find out how we can make your phones ring.



Of the 4 billion people on the planet who use mobile phones, some of them are your potential customers. Make sure you're at their fingertips 24/7. We can tailor a personalized app that provides your customers easy accessibility to your products, services, and expertise while reflecting your branding with unique designs. Available for Android & iOS devices.



# MOBILE WEBSITES

## IS YOUR WEBSITE AS MOBILE AS YOUR CUSTOMERS?



**91%**

of adults  
keep their  
smartphones within  
arm's reach.

**37%**

of consumers more  
likely to purchase  
on a mobile  
optimized site.

**27%**

of consumers that  
will leave a site  
if it is not  
mobile-optimized.

The most  
popular forms  
of mobile marketing  
are mobile websites  
and mobile  
applications.

**\$500 1st year | \$250 annual renewal**

# SOCIAL MEDIA MARKETING

**80%** OF U.S. SOCIAL  
MEDIA USERS PREFER  
TO **CONNECT TO**  
**BRANDS THROUGH**  
**FACEBOOK.**

We help businesses create and implement a social media strategy that grows a loyal customer base online.



**Custom Facebook Profile & Cover Photo**

**Weekly Posts**

**2 Customized Posts**

**Starting @ \$300/month**

\*Additional strategies available on a case-by-case basis

We specialize in HVAC lead generation. Find out how we can make your phones ring. (877) 964-2233 | [info@rynoxx.com](mailto:info@rynoxx.com)



**KNOW YOUR ROI,  
EVERY MONTH.**

Through our dashboard, we provide 24/7 access to your call recordings, contact forms, website traffic data, and organic ranking data. This allows you to track your marketing budget through access to your data at any time, from any place.

**Organic Ranking Reports**

**Call Transcription**

Lead Type, Quality, Appointment Set, & Customer Info

**CSR Feedback**

**24 Hour Access**

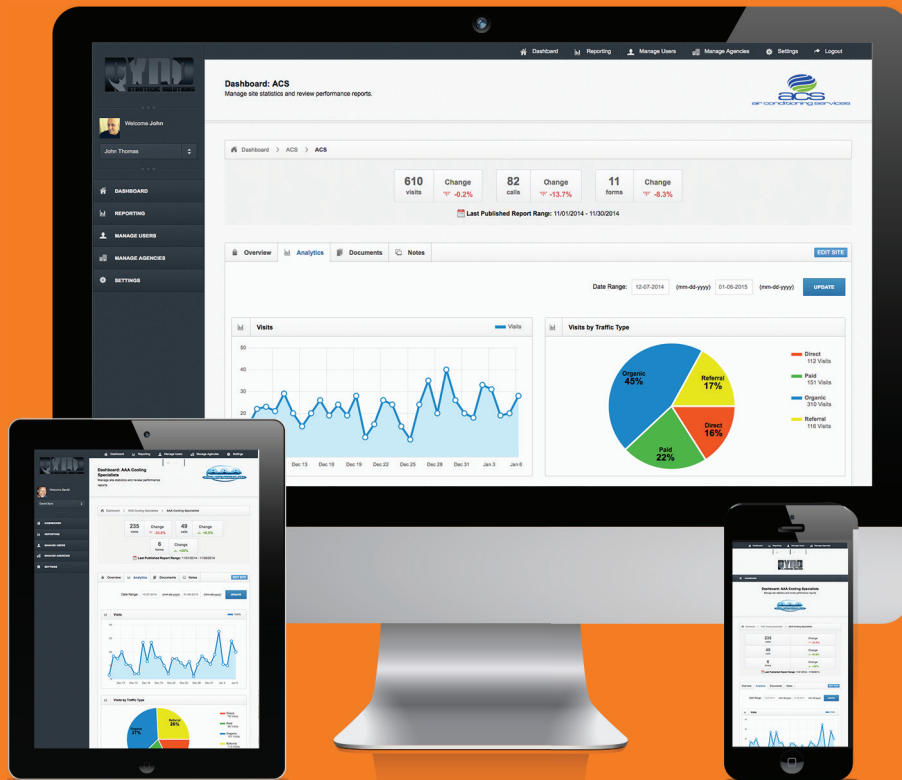
**Call Recordings**

**Website Traffic Data**

Analytics Data on Site Ranking, Contact Forms, Web Conversions, & Traffic Sources

**Total Transparency Reporting**

# TOTAL TRANSPARENCY REPORTING



## Call Listening

We listen to all of our customers' calls to classify and determine the type of lead.

## Form Tracking

We track all forms submitted through your website and provide access to view forms after submission.

## Monthly Reporting

Our total transparency reporting gives you access to your web analytics and campaign performance data.

## Website Statistics

Access statistical data and metrics regarding the performance of your site.

## Lead Qualifying

We qualify each lead that comes through your site via contact form or phone call for maximum sales opportunity.

# NOTES

---

---

---

---

---

---

---

---

---

---

---



## CONTACT INFO

TOLL FREE | (877) 964-2233

EMAIL | [info@rynooss.com](mailto:info@rynooss.com)

FAX | (866) 230-6461

WEB | [www.rynooss.com](http://www.rynooss.com)

## LOCATIONS

22601 N 17th Ave. Suite 250

Phoenix, AZ 85027

9951 Crosspoint Blvd, #300

Indianapolis, IN 46256





**WWW.RYNOSS.COM**

**(877) 964-2233**

**info@rynostrategic.com**

**© 2014 Ryno Strategic Solutions**

WEB DESIGN  
& DEVELOPMENT  
SEARCH  
ENGINE  
OPTIMIZATION  
PAY-PER-CLICK  
ADVERTISING  
SOCIAL  
MEDIA  
MARKETING  
APPS  
CALL LISTENING  
& REPORTING  
WEB DESIGN  
& DEVELOPMENT  
SEARCH  
ENGINE  
OPTIMIZATION  
PAY-PER-CLICK  
ADVERTISING  
SOCIAL  
MEDIA  
MARKETING  
APPS  
CALL LISTENING  
& REPORTING