**Sales PowerPoint**

* Agenda
  + Why we exist
  + Who is RYNO Strategic Solutions
  + Our Google Relationship/Factory/Distributor
  + Products and Capabilities
  + RYNO’s 5 steps to online success
  + What we found about your market/online presence
  + Competitor Analysis/Comparison
  + “Company Goals” and Re-cap
  + RYNO Recommendations
  + Next Steps

**Why we exist**

Purpose of this slide is to educate on why we exist, our mission/ purpose

* Company values
* Purpose

**Who is RYNO Strategic Solutions?**

Purpose of this slide is to educate potential customer of who we are

* Established year
* We Service Nationwide
* Our Experience
* Team (Dedicated specialist in each department)
* 85% of core business is focused on HVAC Dealers nationwide

**Our Google Relationship**

Purpose of this slide is to touch on our distinctive relationship with Google.

* Google Level (Managed Agency) \*explain why this is unique

**Our Factory/Distributor Relationship**

Purpose of this slide is to speak about our distinctive relationship with the Factory and Distributor.

* Factory (Preferred)
* Co-op Approved
* Distributor Partner

**Products and Capabilities**

Purpose of this slide is to give an overview of all our Products and Capabilities. We will discuss deeper into the products recommended as we get further into their specific recommendation.

* Website
* Mobile
* SEO
* Traditional PPC
* Mobile PPC
* Call Listening and Reporting
* APPS
* CTN
* Re-targeting Campaign
* Directory Listings
* Reputation Monitoring

**RYNO’s 5 Steps to Online Success**

Purpose of these slides is to talk about how and what a successful holistic campaign looks like, covering our CORE products.

**Website:**

1. Talks about making sure it’s on a supported platform/Conversion
2. Responsive Ready
3. Is it a marketing site and why that is important
4. Educate with some facts on consumer behaviors with conversion websites
5. Our focus: 4 P’s
6. Examples

**Mobile Site:**

1. Examples of Mobile vs Non Mobile
2. Why it’s important
3. Educate Google Algorithms on Small Businesses
4. Statistics on consumer behaviors
5. Specifics on what included (click to call, email and etc.)

**SEO:**

1. Educate Placement of SEO
2. How does SEO work? (considering factors like APP’s, Directories, Website platforms, Social, Reviews and etc.)
3. Tools we use to understand market/keywords (TMO)
4. How we monitor this (Baseline Reports monthly, dedicated team)

**Traditional PPC:**

1. Educate Placement of PPC
2. How does PPC work? (Why it’s important, How it’s coupled with SEO,
3. Tools we use to understand market/keywords
4. How we monitor this (Monthly Reports, dedicated team)

**Mobile PPC:**

1. Educate why Mobile PPC is important
2. Statistics of industry trends (Google Stats)
3. How does it work

**APP’s:**

1. Why the App was developed
2. Features/benefits (SEO, TOM and etc.)
3. How APP works for consumers and client
4. Access and reporting (backend dashboard for remarketing)

**CTN:**

1. What is it
2. How it works
3. Why it’s important
4. Information Captured

**Call Listening and Reporting:**

1. What is it
2. How it works
3. Why it’s unique
4. Information Captured
5. What RYNO Considers a lead
6. Tour of our Reporting Dashboard
7. Daily, Weekly, Monthly Reporting
8. Team behind the scenes (Call coaching)

**Re-Targeting Campaigns:**

1. What is it
2. How it works
3. Tools we use to understand
4. How we report

**Directory Listings:**

1. What is it
2. How it works
3. Features and benefits
4. Educate with statistics
5. Access to Dashboard and expectations
6. Monthly Reporting

**Reputation Monitoring:**

1. What is it
2. How it works
3. Features and benefits
4. Expectations/deliverables
5. Monthly Reporting

**What we found out about your market/online presence:**

Purpose of this slide is to give specifics on findings about client.

* SEO Report Card (Baseline)
* PPC Findings for specific keywords/targeted cities
* Online Directory Findings (report)
* Social Media Presence
* Reputation Online (Reviews)

**Competitor Analysis/Comparison:**

Purpose of this slide is to show potential client compared against two of their competitors.

* Website differences
* SEO differences
* Reputation Differences
* Social Media Differences

**Company Goals and Re-cap:**

* Company landscape
* Listed goals for client
* Current spend/Likes/Dislikes and etc.

**RYNO Recommendations:**

* Good, Better and Best recommendation
* What’s differences
* Monthly installment amount

**Next Steps:**

* Identify which recommendation is the best fit
* Discuss agreements needed to proceed forward
* Talk about payment methods
* Introduce account team and explain a timeline of next steps
* Discuss expectations of monthly reporting calls
* Time frame to create urgency