



## The Promotion Process at Chung and Dasgupta, LLP



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### Added Features and Benefits for your Online Marketing

Perspective Promotions now offers a range of Internet Marketing Services aimed at providing the ultimate Integrated Marketing Solution for Small and Large Businesses across Australia.

Introducing a range of Design, Development, and Monthly Marketing Services - We've got it covered.

Perspective Promotions aims to deliver customized marketing services across a range of mediums and channels.

This provides unique features and abilities through development of marketing collateral in the form of:

- Text
- Image
- Animation

and distributed through:

- Organic Search Marketing
- Paid Search Marketing
- Social Media Marketing

We've launched a New Website  
New Design - New Position.

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The screenshot displays the homepage of Perspective Promotions. At the top, there is a navigation menu with links for Home, Services, Pricing, About, and Contact. The main header features the company logo and a user login status: 'Logged As | Matthew Graves | Logout'. The hero section has a blue and orange background with binary code, containing the text: 'The fastest way to grow your business with the leader in technology.' Below this, there are two buttons: 'Find Out More' and 'Get Started Now!'. The 'Why Perspective Promotions' section follows, with a central heading and four icons representing Design, Organic Search Marketing, Paid Search Marketing, and Social Marketing. A fifth icon for 'Integrated Analytics' is also present. The website URL 'Thecasesolutions.com' is prominently displayed. At the bottom, there is a call to action: 'Request a Phone Call' and a footer note: 'Comprehensive Features for Social Business'.

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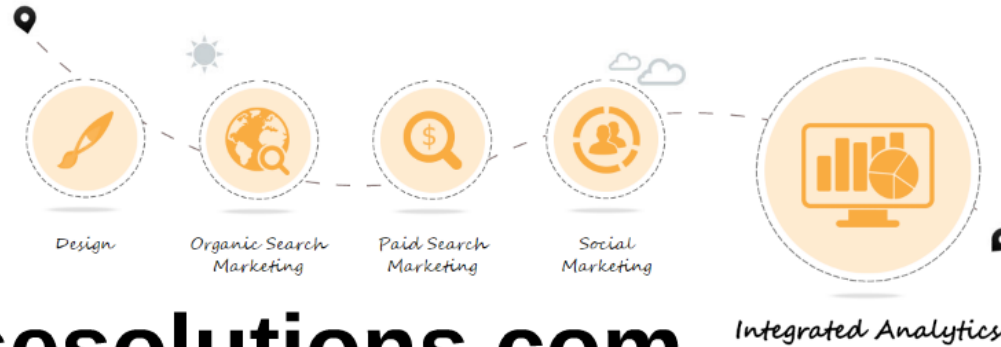
The fastest way to grow your business with the leader in technology

Check out our options and features included.

[Find Out More](#)

[Get Started Now!](#)

### Why **Perspective** Promotions



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## Popular features that will change your life

Integrate your marketing with our flexible Packages. Manage your campaign month -by-month with no restrictive contracts. Our world is always changing, and same for your marketing activities. Adapt to unpredictable environments with a flexible solution.

[Request a Phone Call](#)

## Added Features and Benefits for your Online Marketing



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# Integrated Marketing

Finally, we answer the question - "Why should I Integrate My Marketing?"

The most elite marketers of the corporate world do not change any part of their campaigns without the correct data. Without a reason, how do you know your change is going to have a positive impact on the campaign results?

Integrated Analytics - That's How.

Choosing an Integrated Marketing Service Provider to integrate each campaign module with Google Analytics helps us identify accurate customer buying patterns.

If most of your sales are coming from Google Search Ads, one might think to cancel other activities like Social Media or Email Newsletters.

Integrated Analytics shows that maybe 40% of customers follow the Facebook page for 2-3 weeks before making a purchase.

Or maybe an email subscriber is more likely to make a second purchase. This information helps you build a campaign with maximum ROI, with the ability to change month by month.

# Setup

# Implementation

**Design**  
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Write your Integrated Marketing Campaign with a variety of content types to communicate the message to your target audience.

Choose from text, image, and animation content types to help communicate your message across a range of devices.

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**Development**  
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Generate an Online Platform to distribute marketing material, generate customer inquiries and promote sales transformations.

Choose from a range of website structures to suit your business or begin a custom project.

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**Optimisation and Setup**  
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Before starting any marketing activities, we will ensure the Campaign Setup for the chosen activity.

- Organic Search Marketing - Natural Search Marketing
- Paid Search Advertising - Paid Ad Display/Video
- Social Media Advertising - Social Engagement

This ensures that the setup will perform at maximum efficiency, and help identify any patterns or risks before involving in the integrated campaign.

Setup Prices for our all items are calculated as follows:

- Organic Search - \$200
- Paid Search - \$100
- Social Media - \$100

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**Organic Search Marketing**

The marketing strategy involves Organic Search (SEO). This is achieved by:

1. The right content/publishing to rank in search engines for the company and target.
2. The right content/publishing to rank in search engines for the company and target.
3. The right content/publishing to rank in search engines for the company and target.

So what exactly is SEO?

Organic Search Marketing is a long-term strategy to increase the visibility of your website in search engines. It involves creating high-quality content that is relevant to your target audience and optimizing it for search engines.

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**Paid Search Marketing**

The marketing strategy involves Paid Search (PPC). This is achieved by:

1. The right content/publishing to rank in search engines for the company and target.
2. The right content/publishing to rank in search engines for the company and target.
3. The right content/publishing to rank in search engines for the company and target.

So what exactly is PPS?

Paid Search Marketing is a short-term strategy to increase the visibility of your website in search engines. It involves creating high-quality content that is relevant to your target audience and optimizing it for search engines.

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**Social Media Marketing**

The marketing strategy involves Social Media Marketing (SMM). This is achieved by:

1. The right content/publishing to rank in search engines for the company and target.
2. The right content/publishing to rank in search engines for the company and target.
3. The right content/publishing to rank in search engines for the company and target.

So what exactly is SMM?

Social Media Marketing is a long-term strategy to increase the visibility of your website in search engines. It involves creating high-quality content that is relevant to your target audience and optimizing it for search engines.

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# The Promotion Process at Chung and

# Design

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Initiate your Integrated Marketing Campaign with a range of content types to communicate the message to your target markets.

Choose from text, Image, and Animation content types to help communicate your message across a range of different channels.

Comprehensive Features for Social Business  
Integrated Marketing Campaigns made easy. Prepare for Launch!

The screenshot displays a user interface for 'Thecasesolutions.com' with a sidebar menu and a main content area. The sidebar menu includes: Design (selected), IT And Development, Organic Search Marketing, Paid Search Marketing, Social Media Marketing, and Analytics. The main content area is titled 'Comprehensive Features for Social Business' and contains six service cards, each with a price tag and an 'Add to Campaign' button. The services are: Graphic Design (\$39), Copy Writing (\$89), Blog Article (\$89), Press Release (\$149), Email Newsletter (\$159), and Animation (\$299). Each card also includes a brief description and a '[+]' icon.

Service	Price
Graphic Design	\$39
Copy Writing	\$89
Blog Article	\$89
Press Release	\$149
Email Newsletter	\$159
Animation	\$299

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help communicate your message across a range of different channels.

## Comprehensive Features for Social Business

Integrated Marketing Campaigns made easy. Prepare for Launch!

The image shows a dashboard interface for marketing services. On the left is a vertical sidebar with a grey background and white text, containing six categories: Design, IT And Development, Organic Search Marketing, Paid Search Marketing, Social Media Marketing, and Analytics. Each category has a corresponding icon. The main area of the dashboard is orange and contains a grid of six white service cards. Each card displays a service name, a brief description, a price tag in a dark grey box, a plus sign in a circle, and a green 'Add to Campaign' button.

Category	Service	Price	Action
Design	Graphic Design	\$39	Add to Campaign
Design	Copy Writing	\$89	Add to Campaign
Organic Search Marketing	Blog Article	\$89	Add to Campaign
Paid Search Marketing	Press Release	\$149	Add to Campaign
Social Media Marketing	Email Newsletter	\$159	Add to Campaign
Social Media Marketing	Animation	\$299	Add to Campaign

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# Development

## Thecasesolutions.com

Generate an Online Platform to distribute marketing material, generate customer inquiries, and process sales transactions.

Choose from a range of website structures to suit your business or begin a custom project.

Comprehensive Features for Social Business  
Integrated Marketing Campaigns made easy. Prepare for Launch!

Design		<b>Website</b> <span>\$850</span> Website Design includes email contact form, email subscription... [+] <a href="#">Add to Campaign</a>	<b>eCommerce Site</b> <span>\$1499</span> A complete shopping cart solution including online payment... [+] <a href="#">Add to Campaign</a>
IT And Development	>	<b>Search Directory</b> <span>\$2399</span> Customized Search Directory. Additional database functions... [+] <a href="#">Add to Campaign</a>	<b>Hosting Plans</b> <span>\$5/Monthly</span> Host email messages, website data, and backups <a href="#">Add to Campaign</a>
Organic Search Marketing			
Paid Search Marketing			
Social Media Marketing		<b>Event Management Website</b> <span>\$3499</span> Customized WordPress Event Management Website with up to 10 pages... <a href="#">Add to Campaign</a>	
Analytics			

Optimic...



# Optimisation and Setup

Before starting any monthly marketing service, we will initiate the Campaign Setup for the chosen Monthly Services:

- Organic Search Marketing - Natural Search Ranking
- Paid Search Marketing - Paid Ad Distribution
- Social Media Marketing - Social Engagement

This ensures that the service will perform at maximum efficiency, and help identify any problems or risks before investing in the integrated campaign.

Setup Prices are one off Fees and are calculated as follows:

- Organic Search - \$399
- Paid Search - \$299
- Social Media - \$199

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