



**CALL MY GUY**

# **TURNKEY MARKETING FOR CONTRACTORS IN GREATER SAN DIEGO**



# ARE YOU TIRED OF WASTING YOUR HARD-EARNED DOLLARS ON GARBAGE LEADS FROM THE BIG-BRAND ADVERTISING COMPANIES?

We understand the frustration of unsolicited sales calls from big brand advertisement companies who essentially offer hands-off services and subpar leads.

How do we know this? Because we're in the industry ourselves. That's right! Our co-founder, Justin Brown, is a licensed painting contractor in San Diego, and co-founder, Steve Clark, owns and operates a successful digital marketing company based in Pittsburgh.

With over a decade of experience in both fields, we know what works and what doesn't, so you couldn't ask for a better duo to manage your business' marketing efforts.



Justin Brown

Steve Clark



# INTRODUCING CALL MY GUY: A COMPANY THAT UNDERSTANDS THE NEEDS OF CONTRACTORS IN SAN DIEGO!

At Call My Guy, we know which avenues generate worthwhile leads and what's a waste of your hard-earned dollars.

Our mission is to provide you with marketing solutions to establish relationships with homeowners and local businesses in the Greater San Diego region – affordably and effectively. With our turnkey marketing model, we can help you create a brand that resonates and generate high-quality leads from customers searching for your services to help grow your business.

Whether you need a new website built from scratch, a complete overhaul of your existing site, or monthly maintenance to enhance your online visibility and attract customers, look no further than Call My Guy's affordable contractor marketing services.





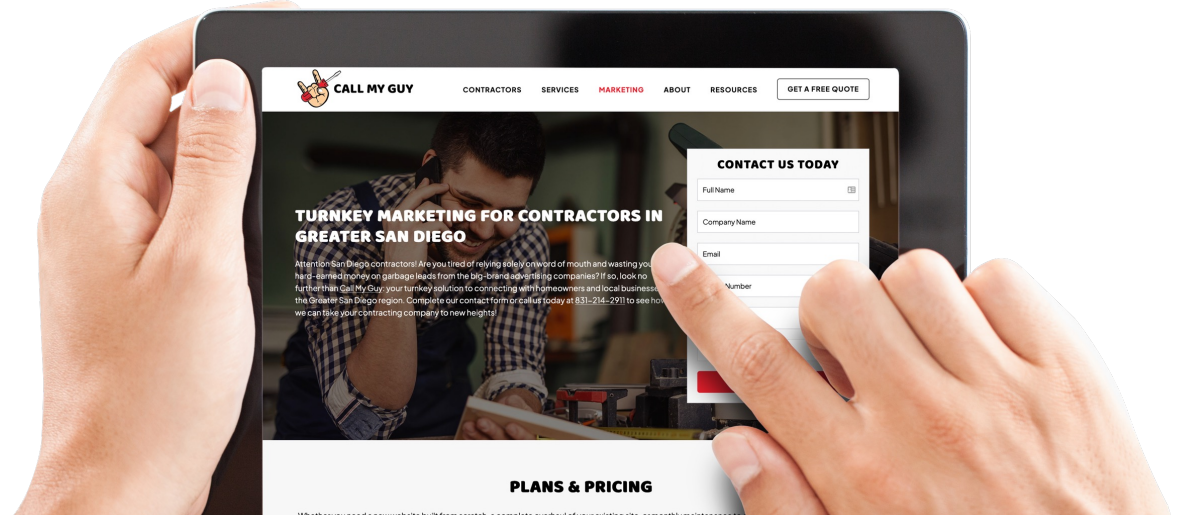
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# **CONTACTOR MARKETING SERVICES & SOLUTIONS**



# WEBSITE DEVELOPMENT

At Call My Guy, we offer a comprehensive suite of website development services to represent your brand effectively. Our expertise covers the full spectrum of web solutions, ensuring your business is well-equipped for digital success.



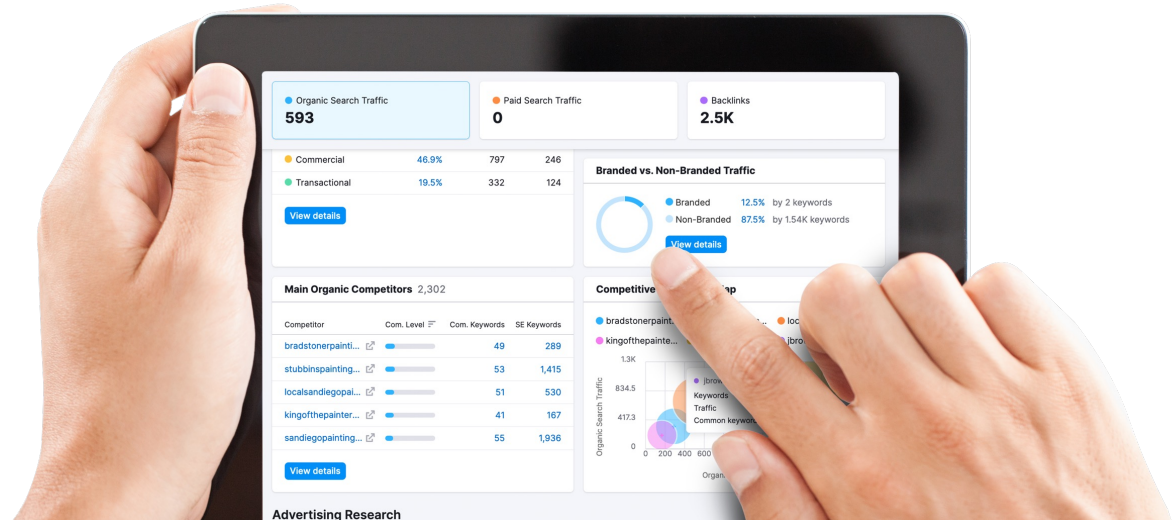
## How Can We Help?

- Initial Client Consultation
- Sitemap & Content Development
- Website Creative
- Itemized Proposal
- Website Development
- Domain
- Hosting
- SSL Certificate
- WordPress Theme
- WordPress Plugins
- Google Analytics
- Google Search Console
- Google Tag Manager
- Google My Business
- Conversion Tracking Setup



# SEARCH ENGINE OPTIMIZATION

Elevate your online visibility and outperform the competition with Call My Guy's comprehensive SEO services. We're dedicated to enhancing your digital presence through strategic optimization techniques.



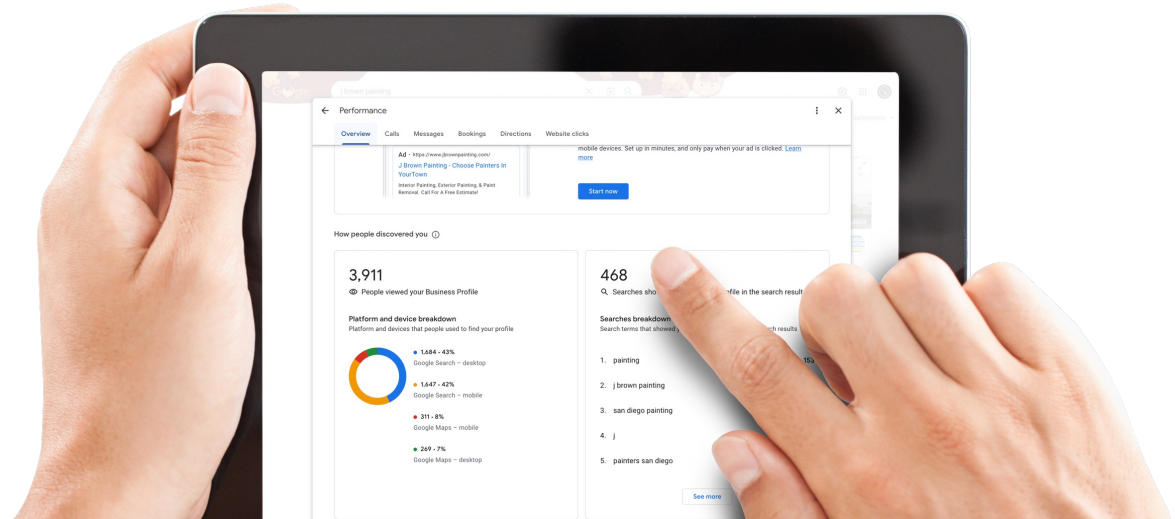
## How Can We Help?

- Initial Client Consultation
- Content Creation & Optimization
- Backlink Creation & Management
- Competitive Research
- Robots & XML Management
- Google Account Management
- Keyword Research & Selections
- Schema Tag Management
- Bing Account Management
- Meta Tag Management
- Page Speed Optimization
- Monthly Reports



# DIGITAL MARKETING

Empower your brand and expand your reach with Call My Guy's dynamic digital marketing services. Our comprehensive solutions are designed to maximize your online presence and engage your target audience effectively.



## How Can We Help?

- Blog Posts (min 3/month)
- Google My Business Page Setup & Posts (min 3/month)
- Nextdoor Page Setup & Posts (min 3/month)
- Yelp Page Setup & Image Additions
- Call My Guy Profile Page Creation
- Call My Guy Priority Ad Placement
- Graphic Creation
- Copywriting Assistance



# BRANDING

At Call My Guy, we understand that a strong digital brand is the cornerstone of a successful online presence. Our digital branding services are tailored to help you create a distinctive and memorable brand identity.



## How Can We Help?

- **Initial Client Consultation:** work with client to determine styles, colors, themes, etc.
- **Logo Creation:** provide two logo concepts, refine, and provide production art
- **Tagline Creation:** provide 5 tagline options, refine, and integrate in all marketing efforts
- **Production Art:** provide final logo files in all color and black/white formats (e.g. ai, eps, svg, png, jpg, pdf)





# PRINT COLLATERAL

Elevate your offline marketing efforts with Call My Guy's print collateral services. We offer high-quality, eye-catching printed materials to leave a lasting impression on your audience.



## How Can We Help?

- **Business Cards:** design, print, ship business cards (max 1,000/per quarter)
- **Lawn Signs:** design, print, ship lawn signs (max 4/per quarter)
- **A La Carte Requests:** we can assist pretty much all mediums of print collateral \*

\* Additional fees will apply. Call us at [831-214-2911](tel:831-214-2911) or email [info@illcallmyguy.com](mailto:info@illcallmyguy.com) for more details.





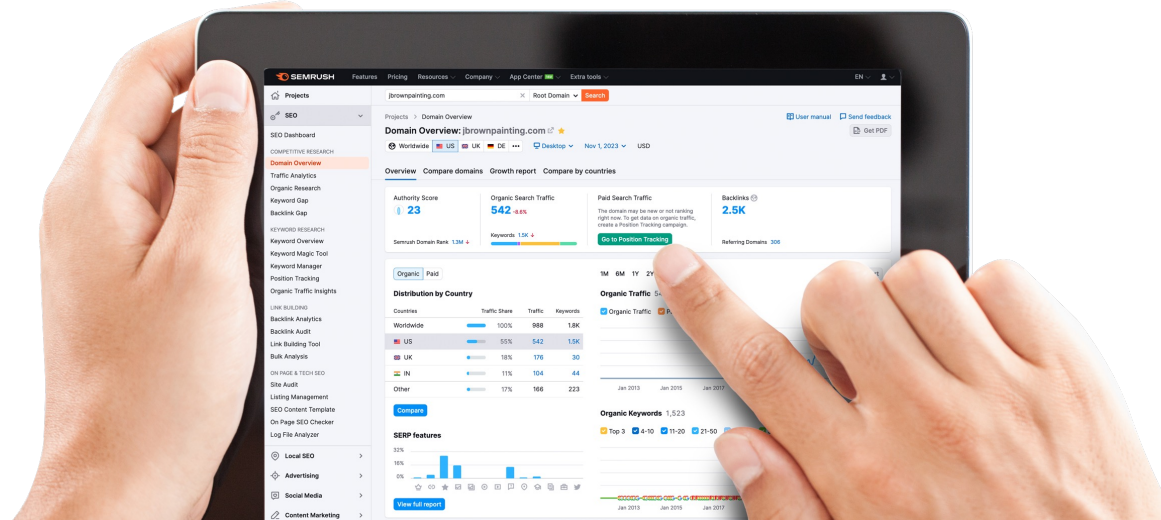
**CALL MY GUY**

# HOW WE MEASURE OUR PERFORMANCE



# MONTHLY REPORTING

If you're spending the money, you should know exactly what's getting you the most bang for your buck. Here's how Call My Guy measures the success of our ongoing digital marketing efforts for all of our clients:

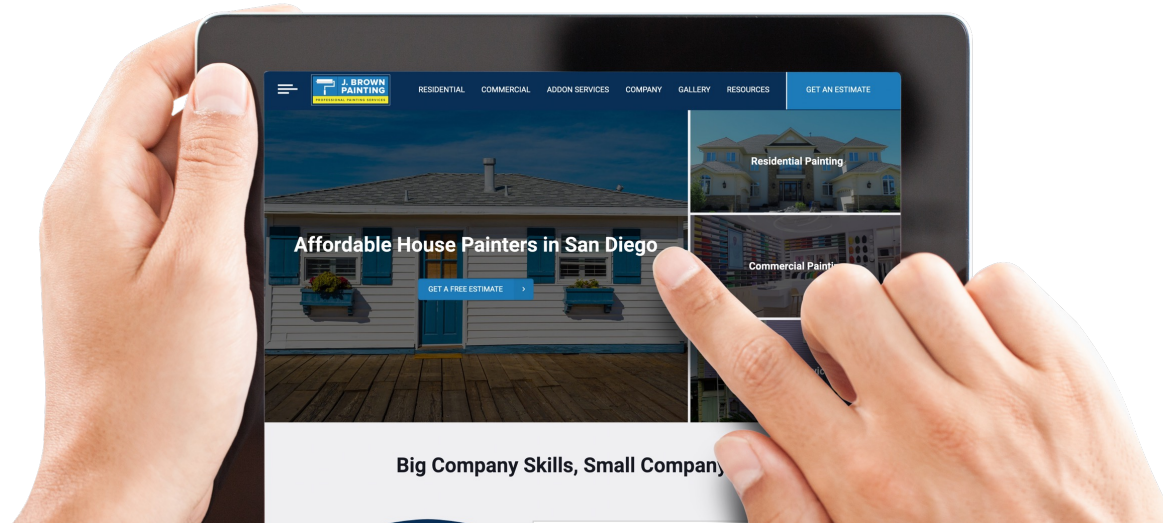


- **Google Analytics:** provide an overview of total traffic, conversions, etc.
- **Google My Business:** provide an overview of calls, clicks, visits, etc.
- **Google Search Console:** provide an overview of impressions, clicks, etc.
- **SEMRush:** provide an overview of organic and target keyword rankings, backlinks, domain authority, etc.
- **Digital Marketing:** provide insight on Nextdoor, Yelp, and Call My Guy analytics
- **Website Conversions:** provide an overview of total calls, form completions, and email clicks



# CASE STUDY #1

Co-Founder Justin Brown, from J Brown Painting, started off with zero online presence in 2020, and with our collective integrated marketing skills, we have turned his business into a digital powerhouse in less than 3 years. We can do the same for you!



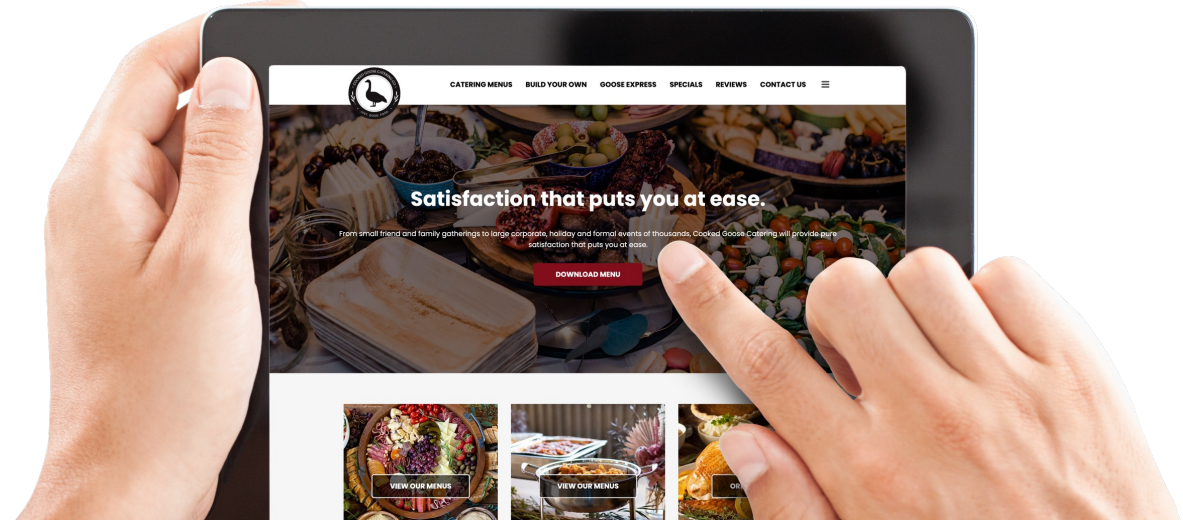
## How J Brown Painting Ranks in 2023:

- **Organic Website Traffic:** 4,600 (year to date)
- **Website Conversions:** 296 (year to date)
- **Organic Ranking Keywords:** 1,312 (312 in top 10)
- **Monthly Value of Keywords:** \$2,500/month
- **Established Backlinks:** 2,475
- **Google My Business Impressions:** 3,911 (June – October)
- **Google My Business Interactions:** 506 (June – October)
- **Google My Business Reviews:** 102 (all 5/5 stars)
- **Nextdoor Reviews:** 83 (all 5/5 stars)
- **Yelp Reviews:** 40 (all 5/5 stars)
- **Organic Ranking Keywords:** 1,312
- **Monthly Value of Keywords:** \$2,500/month
- **Backlinks:** 2,475
- **2019 Marketing Costs:** 8.7% of overall revenue
- **2019 Annual Sales:** \$72,000
- **2023 Marketing Costs:** 1.1% of overall revenue
- **2023 Annual Sales:** \$1,349,000 (year to date)



## CASE STUDY #2

Cooked Goose Catering is a great example of one of Steve's clients who takes full advantage of his service offerings. See below for some of the metrics he's gathered for them since we started working together in 2016.



### How Cooked Goose Catering Ranks in 2023:

- **Google Analytics Total Website Traffic:** 47,000 (as of 10/23)
- **Google Analytics Organic Website Traffic:** 39,000 (as of 10/23)
- **Google Analytics Website Conversions:** 4,825 (as of 10/23)
- **SEMRush Organic Ranking Keywords:** 2,678 (280 in top 10)
- **SEMRush Organic Value of Keywords:** \$5,200/month (as of 10/23)
- **SEMRush Established Backlinks:** 9,000
- **Google My Business Impressions:** 9,463 (June – November)
- **Google My Business Interactions:** 5,226 (June – November)
- **Google My Business Reviews:** 252 (4.4/5.0 rating)
- **Google Search Console Total Impressions:** 3.26 million (as of 10/23)
- **Google Search Console Total Clicks:** 31,103 (as of 10/23)
- **Mailchimp Subscribers:** 6,202 (year to date)
- **Mailchimp Open Rate:** 41% (year to date)
- **Mailchimp Click Rate:** 5.7% (year to date)
- **Google Ads Impressions:** 80,873 (as of 10/23)
- **Google Ads Clicks:** 13,481 (as of 10/23)
- **Google Ads Cost Per Click:** \$0.64 (as of 10/23)
- **Google Ads Conversions:** 1,274 (as of 10/23)





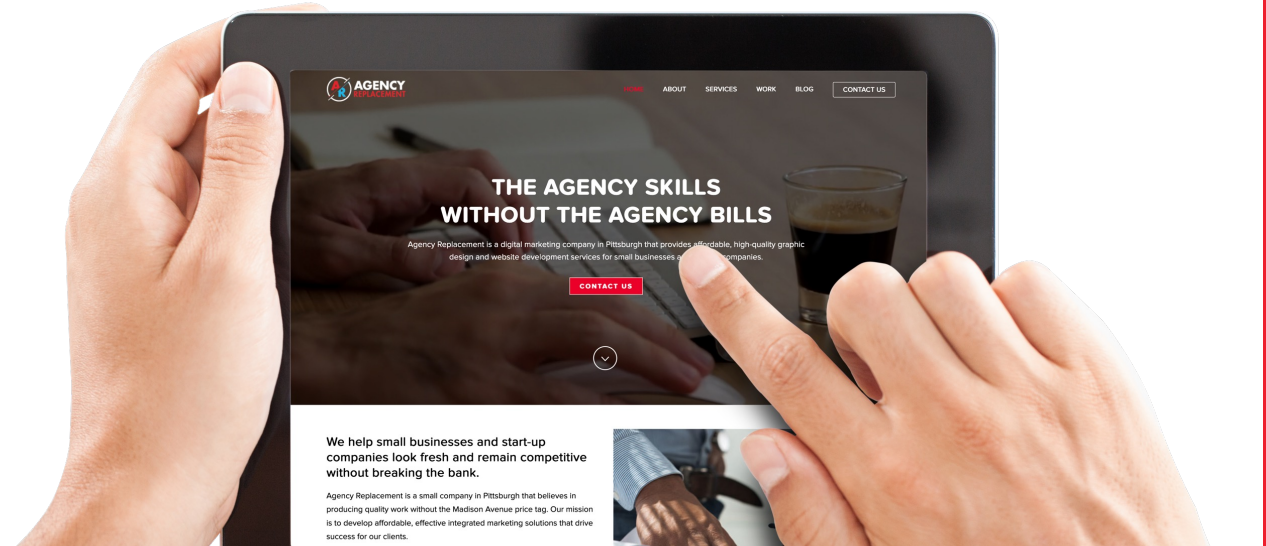
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**MEET OUR CLIENTS**



# CLIENTS WE WORK WITH

Steve Clark, Founder of Agency Replacement and Co-Founder of Call My Guy, provides website development and integrated marketing services for a wide variety of clients throughout the United States. Click any of the links below to get a better sense of our capabilities:



- [Alden Investment Group](#)
- [Atlantic Gold Exchange](#)
- [Autosoft](#)
- [Dealermarket](#)
- [Compassionate Certification Centers](#)
- [Climate Systems](#)
- [Cooked Goose Catering](#)
- [DBC Living](#)
- [Devlin Funeral Home](#)
- [Ditto](#)
- [Eighty Acres Kitchen & Bar](#)
- [Equalize Capital](#)
- [Hearts of Steel](#)
- [Heiler Painting](#)
- [Jabby Joe's](#)
- [J Brown Painting](#)
- [Metz Lewis Brodman Must O'Keefe](#)
- [Nutrifarmacy](#)
- [Pegasus Equity Advisors](#)
- [Pittsburgh Dragon Boat Festival](#)
- [Poor Richards Public House](#)
- [ReVi Harrisburg](#)
- [Sophia's Event Venue](#)
- [Travel By Bob](#)
- [US Cargo](#)
- [US Film Crew](#)
- [Very Law](#)





**CALL MY GUY**

**PLANS & PRICING**





# FLEXIBLE PLANS & PRICING

Whether you need a new website built from scratch, a complete overhaul of your existing site, or monthly maintenance to enhance your online visibility and attract customers, look no further than our turnkey contractor marketing services.

<b>MAINTENANCE</b> \$1,500/month for marketing services	<b>REMODEL</b> \$75/hr (max \$5,000) for a new website + \$1,500/month for marketing services	<b>DEVELOPMENT</b> \$85/hr (max \$6,500) for a new website + \$1,500/month for marketing services
For contractors who are happy with their website, this package strictly offers ongoing marketing services.	For contractors with a brand but not satisfied with their website, this package offers a complete redesign and ongoing marketing services.	For contractors who have no brand or online presence, this package offers everything you need to get your business running smoothly.
<b>SEARCH ENGINE OPTIMIZATION</b> +	<b>WEBSITE DEVELOPMENT</b> +	<b>WEBSITE DEVELOPMENT</b> +
<b>DIGITAL MARKETING</b> +	<b>SEARCH ENGINE OPTIMIZATION</b> +	<b>SEARCH ENGINE OPTIMIZATION</b> +
<b>PRINT COLLATERAL</b> +	<b>DIGITAL MARKETING</b> +	<b>DIGITAL MARKETING</b> +
	<b>PRINT COLLATERAL</b> +	<b>BRANDING</b> +
		<b>PRINT COLLATERAL</b> +
<a href="#">CONTACT US</a>	<a href="#">CONTACT US</a>	<a href="#">CONTACT US</a>





**CALL MY GUY**

**CONTACT US TODAY!**



# LET'S CHAT!

We know what generates worthwhile leads, and what's a waste of our time and your hard-earned dollars. Contact us today to learn more – you won't be disappointed!

## Visit Our Website

[www.illcallmyguy.com/marketing](http://www.illcallmyguy.com/marketing)

## Give Us a Call

[831-214-2911](tel:831-214-2911)

## Shoot Us an Email

[info@illcallmyguy.com](mailto:info@illcallmyguy.com)

