



Everything Ticks/Tick Wraps

July 17, 2020



Project Goals

Your overarching goal is to sell your Tick Wraps. To accomplish this goal, we feel a supporting goal should be to increase awareness of ticks and associated diseases, therefore introducing visitors to your tick wraps.

Phase 1: Design & Development of tickwraps.com

Design & Development

Design

Using the “default” theme on Shopify, we will complete the following:

- A mock-up of the home page and a product page, complementary to www.everythingticks.com
 - Inclusion of an email sign-up box on home page
- One round of edits per your feedback

Development

- Development of the approved home and product page designs
- Product imagery to be provided by client
- A test site link to review the home page (product page preview is not an option within Shopify; required edits will be made live)
- Email sign up integration to (new) list in MailChimp

Estimate: \$3,000 - \$3,750

Search Engine Optimization

Given the secondary goal of tick education, we recommend Search Engine Optimization for www.everythingticks.com. The research completed will also be used towards the Phase 2 marketing: Google Ads & FB Ads. SEO deliverables include:

- A keyword list from our research, including popular keywords related to ticks, their search volume and competition
- A matrix of suggested page title, meta description and header for up to 15 pages.
- Implementation of approved matrix on www.everythingticks.com

Estimate: \$2,250

Phase 2: Marketing & Promotion

Email Marketing

With the new email signup box on tickwraps.com, we recommend our Advanced List Building Campaign to market your tick wraps. This package includes:

- Customization of your HTML email newsletter template with your logo, color, and fonts specific to tickwraps.com
- A strategic meeting on list building tailored for your business
- The configuration of a 'lead magnet' and automatic 'drip campaign' to engage new subscribers (*lead magnet and drip campaign copy creation, not included*)

Estimate: \$1,000

Google Ads

When people are actively searching for your services, Google Ads ensures you appear on the first page of Google. We can target based on location, time of day, and of course, keywords.

Estimate: 1K + 15% of your ad spend/mo for management fees; recommended engagement length is 6 months

** Recommended 1.5K/mo in ad spend to start, paid directly to Google

Facebook and Instagram Ads

Businesses like yours get little-to-no love in the Facebook feed when promoting a new product. Your organic posts are only reaching 2 – 5% of your fans. We will help you target your engaged community shopper. Where do they live? Do they have children? Are they hikers, campers, in a "High Tick Area"? We'll target your audiences that match up with your ideal customer demographics, as well as warm audiences who have already visited your social media sites and retarget them.

We will help you drill down your focus so you can concentrate on operating your e-commerce business.

Estimate: 900/month; recommended engagement length is 6 months

** Ad spend is estimated at \$700-\$900 month and paid directly to Facebook.



Project Plan & Process

The “flyte” Plan

Good communication is critical to the success of your project. That’s why we use online project management software so you’ll always know where your project stands and when the next delivery date is.

You’ll also get weekly check-ins from a project manager assigned to you to make sure we’re staying on time and on budget.



Why flyte?

We know your website inside and out because we built it with you. We can get your resource center up in running quickly and efficiently, without sacrificing quality or design.

We’re experts in digital marketing, putting on one of New England’s premiere digital marketing conferences each year. We can implement your organic and paid search initiatives, increase your email marketing, and come to you with innovative ideas like Alexa Flash Briefings to disseminate critical information more quickly.

Your audience is our audience. We’re both here to serve the Maine small business community. We want you to succeed, because we need to get Maine’s small business—and the rest of its economy—up and running as quickly as possible. That doesn’t happen without a coordinated marketing strategy.

Team Members



Rich Brooks
President



Ryan Goan
Creative Director



Andy Woźnica
Lead Developer



Lindsay Babayan
Director of Operations



John Paglio
Digital Marketing Manager



Jeff Cobbett
Web Developer



Rachel Burgard
Paid Search Specialist



Let's Get Started!

All we need to get started is a signed work agreement and a deposit, which will allow us to get you into our production calendar. We would prioritize this project to help speed up your launch.

At flyte we don't build websites, we build businesses.



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