



LOOP™
THE CALL CENTER FOR
SUBSCRIPTION BUSINESSES

LOOP CONTACT SOLUTION



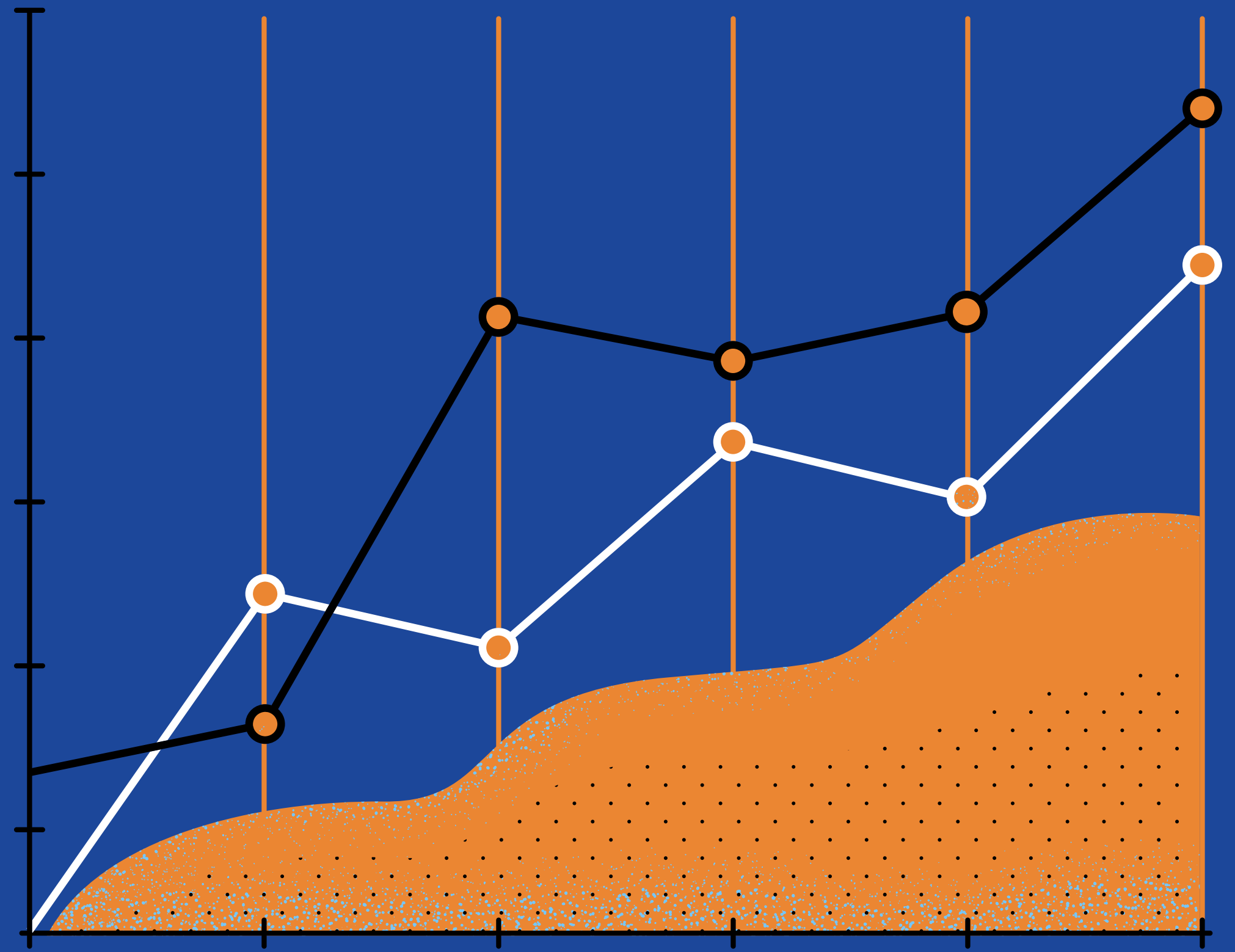
THE LODI AGENCY

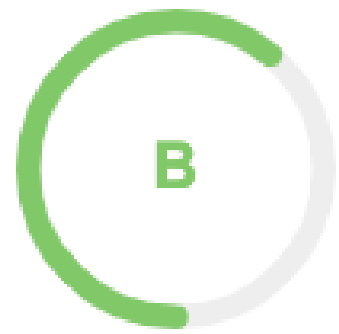
LOOP CONTACT SOLUTION

THE LODI AGENCY

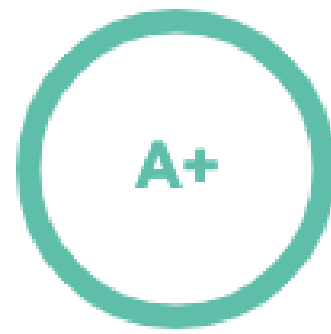
- Loop Contact Solutions, *The Call Center for Subscription Businesses*, specializes in helping businesses grow and maintain loyal, paying subscriber bases that generate more near and long-term profit.
-
-
-

WEBSITE AUDIT





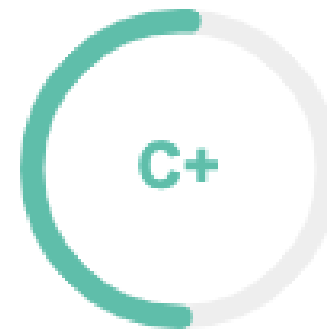
On-Page SEO



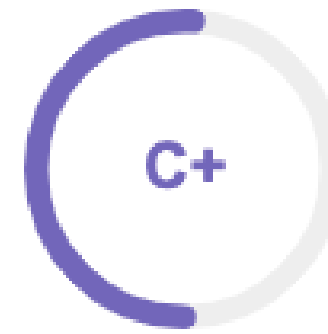
Links



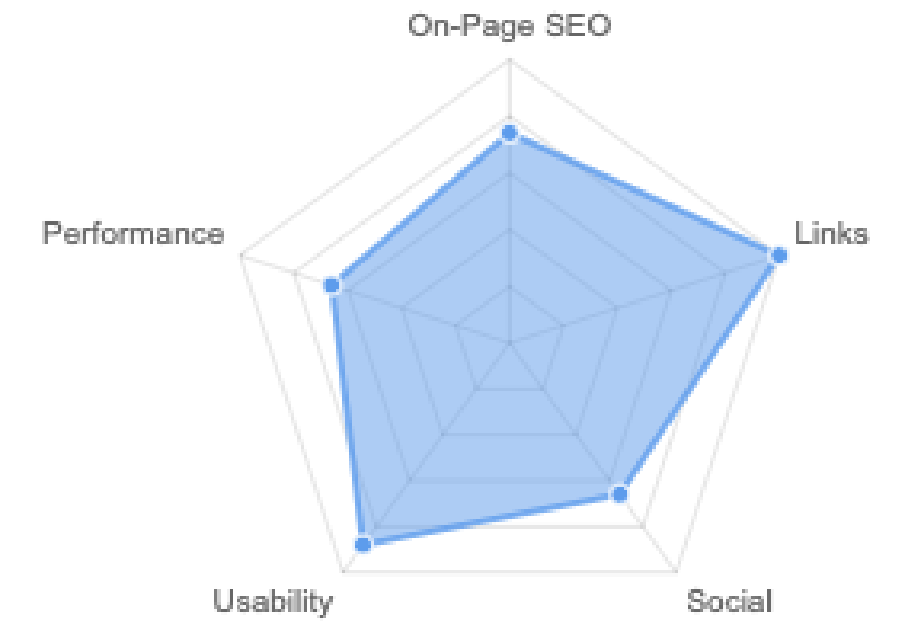
Usability



Performance



Social



Your On-Page SEO could be better

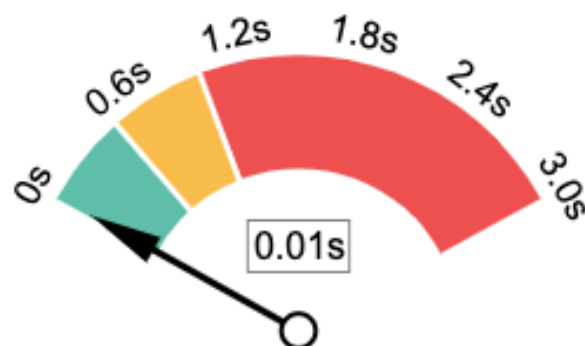
Your page has some level of On-Page SEO optimization but could be improved further. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You should ensure that HTML Tag Content is completed correctly and align text content to target keywords.

Page Speed Info

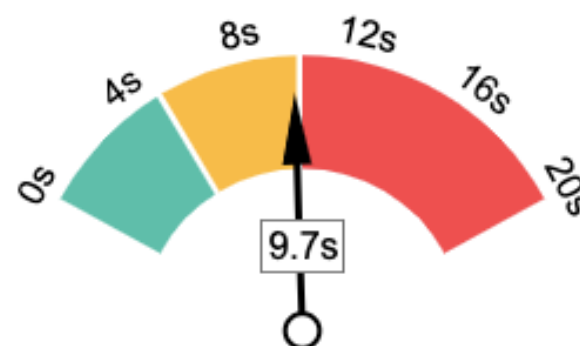
Your page's server response time is reasonably low which is good for load speed and user experience.



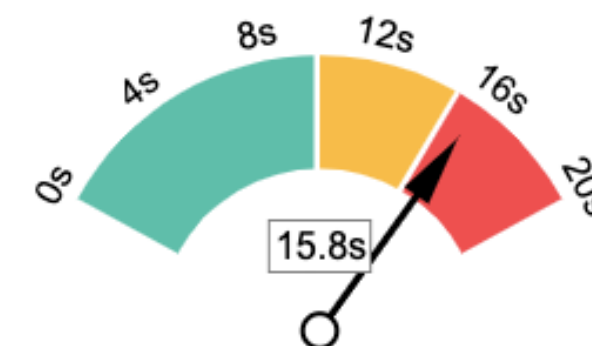
Server Response



All Page Content Loaded



All Page Scripts Complete



SWOT Analysis

A SWOT analysis maps out your company’s path towards your goals by identifying strengths and weaknesses (internal attributes) and opportunities and threats (external conditions). Uncover your company's competitive position with these guiding questions. Use the blank framework on the next page to start filling out your own SWOT analysis.

THE LODI AGENCY

Strengths

Good Website Branding
Specific Niche

Weaknesses

Social Media Campaign
Google Ads
Online Presence and Visibility
Chat Support

Opportunities

Website Development
Social Media Management and Content Creation
Email Marketing

Threats

Avixo
infobip
Advantagecall

Funnel Chart



Awareness

Social Media Campaigns can enhance brand awareness through good brand positioning and creative content. Focus on strengthening the brand identity through ads.

Acquisition

Strengthen email marketing to reach hot and cold leads and improve google ads campaigns.

Activation

Social Media and Google campaign to reach potentials clients

Retention

Discounts/Promo strategy
Pricing strategy
Customer Experience

Revenue

Strengthen Client Retention
Client Acquisition

Referral

Feature Client Feedback
Weekly Newsletter
Success Stories

Marketing Funnel



THE LODI AGENCY

TOFU (Top of the Funnel)

Activities that facilitate awarenessMake your target audience aware of the problem you're addressing and how you're solving it

- **Social media post and ads**
- **Email marketing**
- **Promotional video**
- **Press Release**

MOFU (Middle of the Funnel)

Activities that facilitate evaluationConvert those who are aware into leads

- **Discounts**
- **Exclusive offers**
- **Free trial Event**

BOFU (Bottom of the Funnel)

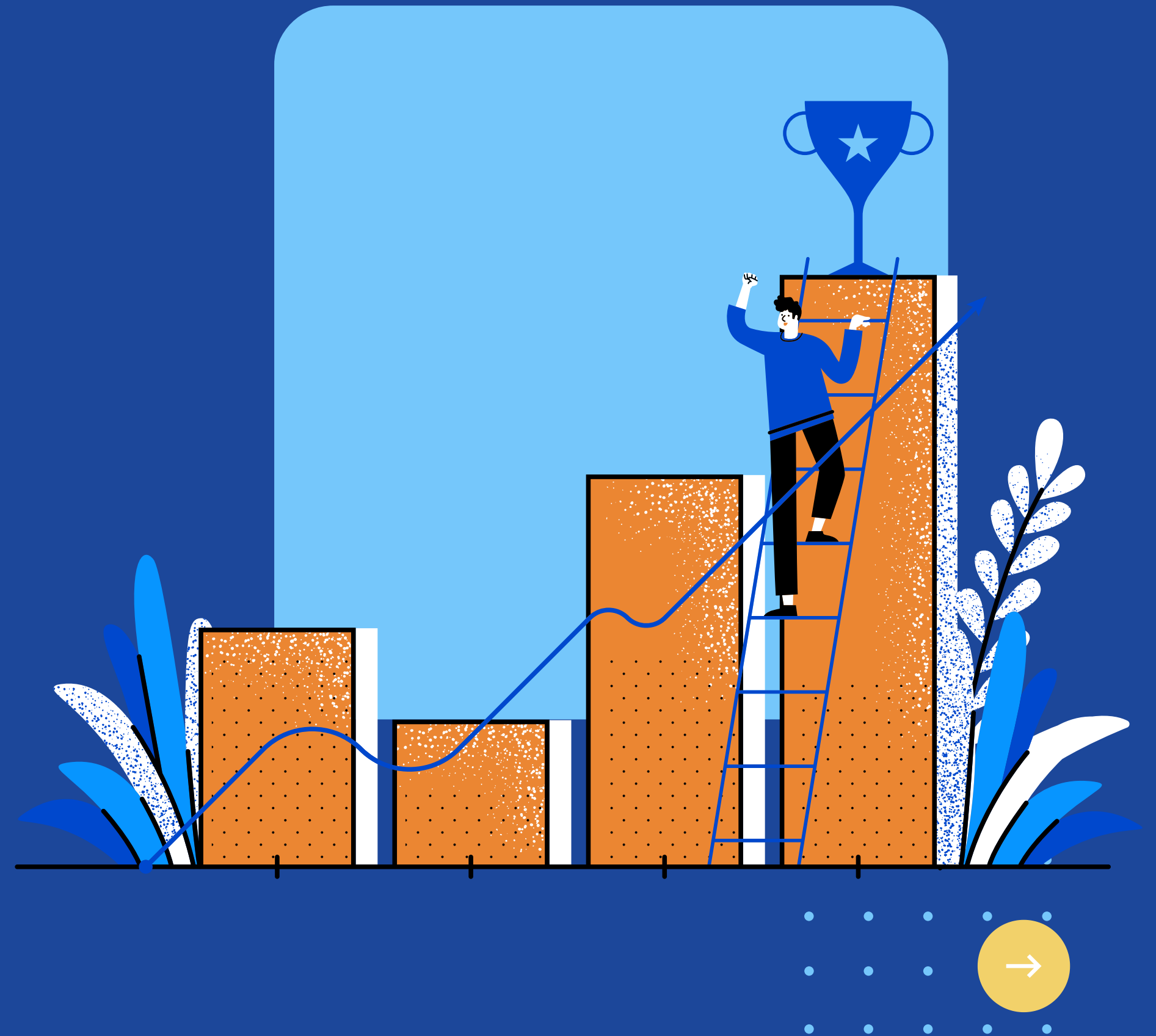
Activities that facilitate conversionGuide the leads in making an informed purchase decision

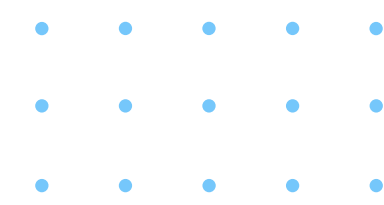
- **DemoFeedback**
- **Success stories**
- **Comparison sheets**

Strategy, Tactics, and Execution

Illustrate Your Company's
Strategy, Tactics, and Execution

A strategy, a list of tactics, and knowing how to execute them are integral in the attainment of your company goals. Use the blank framework on the next page to start filling out your own strategy, tactics, and execution





STRATEGY

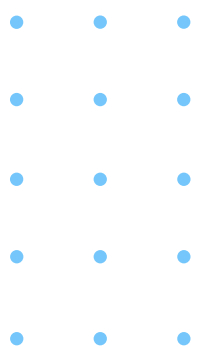
Content Plannning
Targetting
SEO

TACTICS

SEO
FACEBOOK BUSINESS ACCOUNT
GOOGLE MY BUSINESS
E-MAIL MARKETING

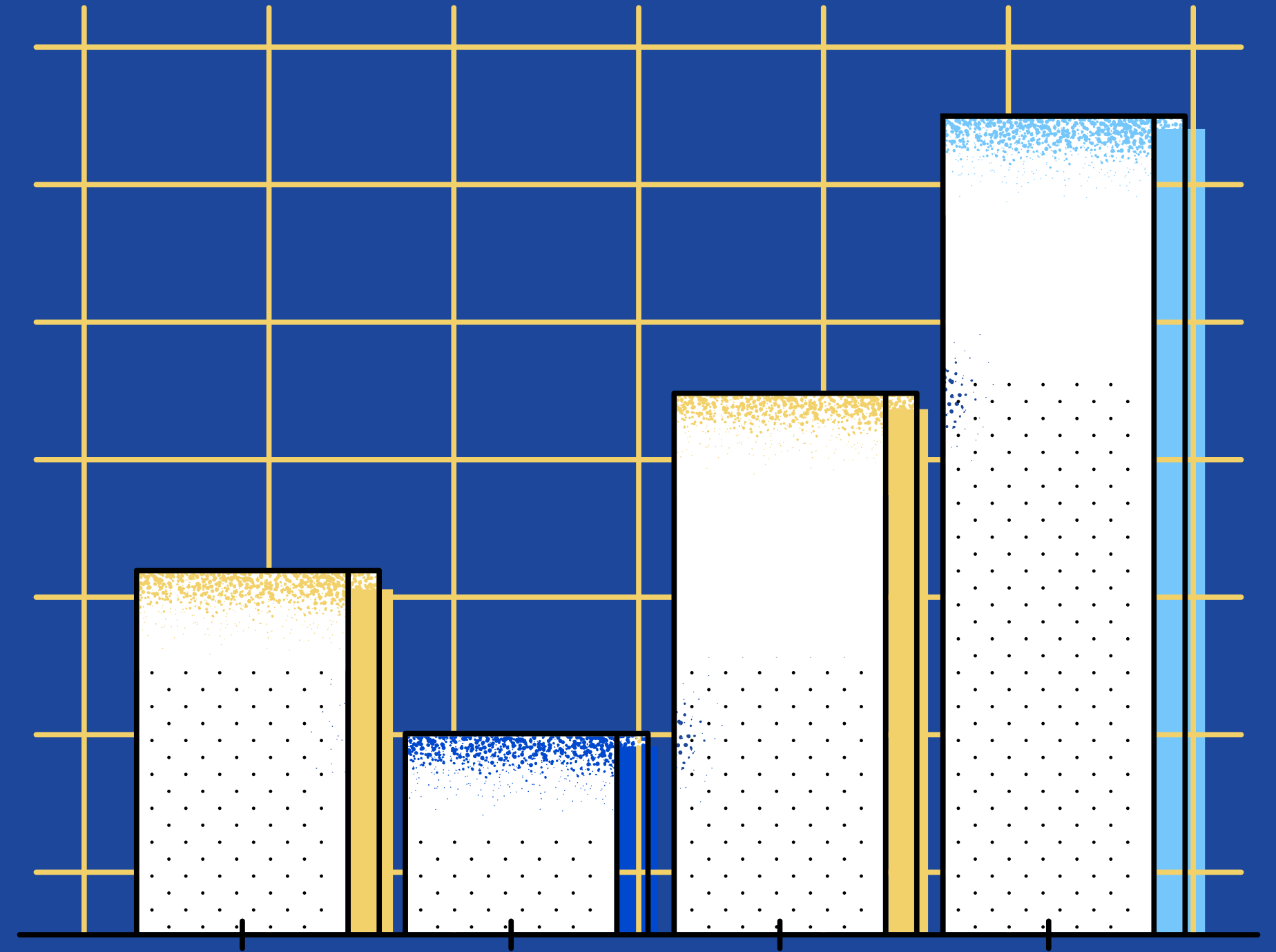
EXECUTION

NEWSLETTER
FACEBOOK AND INSTAGRAM
GOOGLE ADS
TVC



COMPETITORS ANALYSIS

- AVOXI
- INFOBIP
- ADVANTAGECALL



THE LODI AGENCY

AVOXI

GOOD BRAND POSITIONING/PROMO STRATEGY

GOOGLE ADS

SOCIAL MEDIA PLATFORM

EXPLAINER VIDEO

Small Business Call Center Software

AVOXI Genius is your effective, affordable, and easy-to-use call center solution for small business. Try small business call center software free for 30 days!

- ✓ Start managing your small business call center in minutes
- ✓ Includes virtual auto attendant, ACD, and many more call management features
- ✓ Answer calls from your office phone, mobile phone, or our WebRTC softphone
- ✓ Instantly activate virtual phone numbers online in 160+ countries
- ✓ No setup fees, no minimum contracts. Try small business call center software risk-free!

START FREE TRIAL



Ad • <https://www.avoxi.com/>

AVOXI™ Official Website - The #1 Virtual Number Provider

Enjoy the Best VoIP Rates in 170+ Countries! No Setup Fees or Contracts. Try Us Risk-Free! Includes IVR, Call Recording, Advanced Phone Routing and More. Port Your Numbers for Free! Outbound Calling Included. Affordable Calling Rates. 24/7 Availability.

AVOXI®



AVOXI

@GOAVOXI · Software Company

Sign Up

orders.avoxi.com

Home

About

Photos

Events

More

Like

Message

Search icon

More options icon

THE LODI AGENCY



- EXPLAINER VIDEO
- SOCIAL MEDIA ADS

The image shows a mockup of the Infobip Facebook page. At the top is a blue header with the text "Build a World of Connections" and an illustration of a hand connecting to a globe. Below this is the Infobip profile section, including the logo, name "Infobip", handle "@infobip", and a "Sign Up" button. The main content area displays two posts. The first is a sponsored post for Viber for Business, featuring a smartphone screen showing a "-20%" discount and a "SHOP NOW" button. The second is a post from September 11, 2020, about "Moments" customer engagement, featuring an illustration of a smartphone with a play button and the text "Celebrate human connections". Both posts include "Learn More" buttons.

Build a World of Connections

Infobip ✓
@infobip · Information Technology Company
[infobip.com](#)

[Home](#) [Services](#) [Reviews](#) [Photos](#) [More](#)

[Like](#) [Message](#) [Search](#) [More](#)

Infobip ✓
Sponsored · [Report](#)

Increase customer engagement with Viber for Business: Send notifications or promotional messages.

Enrich Your Customer Messaging Experience with **Viber for Business**

Go2Shop
-20%
SHOP NOW
★★★★★

Infobip ✓
September 11, 2020 · [Report](#)

Give your customers that 'wow' moment! Our customer engagement hub, Moments, lets you add a human touch to all your marketing efforts. Find out more: <http://bit.ly/mmntsfb>

John Smith
Celebrate *human* connections

INFOBIP.COM
Moments: Our Omnichannel Customer Engagement Hub [Learn More](#)

INFOBIP.COM
Viber for Business - Try For Free [Learn More](#)
Connect with Infobip

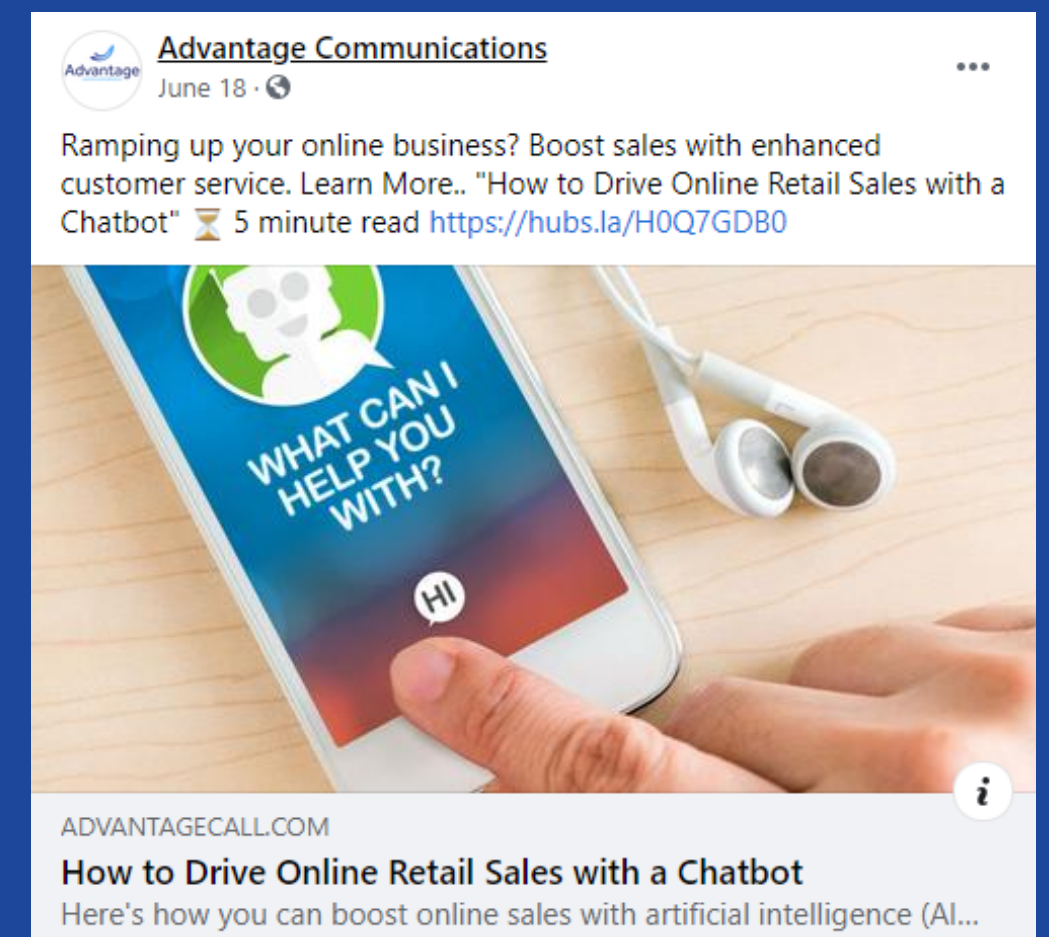
ADVANTAGE CALL

<https://www.advantagecall.com/>



[Viewpoints Blog](#) [1-800-296-4022](#)
SOLUTIONS ▾ HOW IT WORKS ▾ GET STARTED ▾ LEARN ▾ ABOUT ▾ CONTACT ▾

**REAL-TIME
OPERATIONAL
INTEL**



**CLEAR DEFINITION OF SERVICES OFFERED
SOCIAL MEDIA PLATFORMS**

THE LODI AGENCY

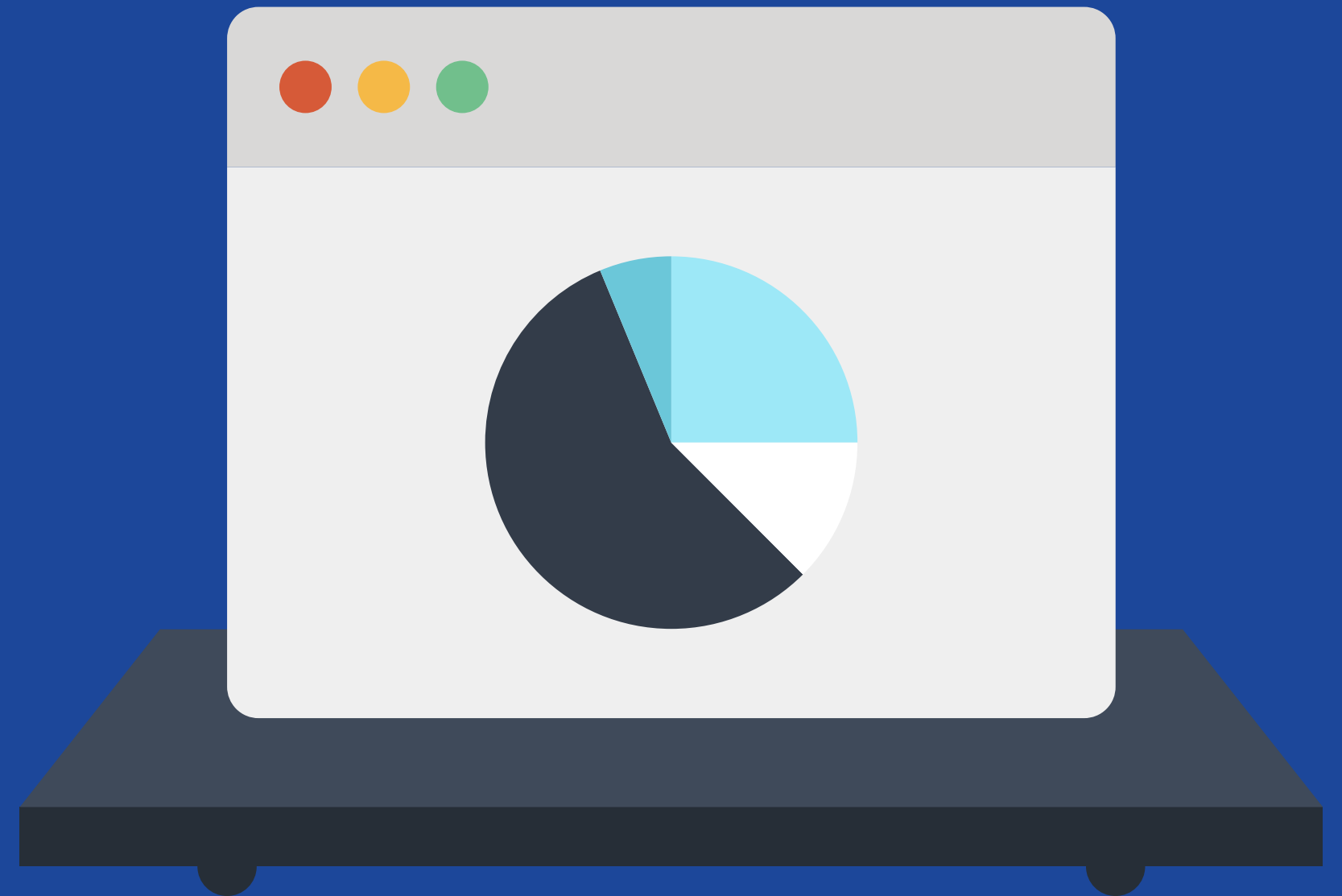
WHAT WE CAN DO

THE LODI AGENCY



Platform Analysis Report

Analysis of data for website traction
Social Media Performance report



SOCIAL MEDIA SAMPLE



THE LODI AGENCY

Social Media Management and Content Creation

- Increase posting frequency and create more engagement
- Social Media Ads e.g. Facebook, Instagram, and LinkedIn to reach more potential clients
- Increase brand awareness through social media



LOOPTM
THE CALL CENTER FOR
SUBSCRIPTION BUSINESSES

eb8632

1c479a



**SPEAK
WITH
US
NOW**

Loop Contact Solutions, The Call Center for Subscription Businesses, specializes in helping businesses grow and maintain loyal, paying subscriber bases that generate more near and long-term profit.

<https://loopcontactsolutions.com>

GET STARTED



**GET MORE
SUBSCRIBERS**

SPEAK WITH US NOW

We build and manage high-performance sales teams for subscription businesses

<https://loopcontactsolutions.com>



Manage to
**GET MORE
RENEWALS**

SPEAK WITH US NOW

LOOP
CONTACT SOLUTIONS

<https://loopcontactsolutions.com>

PROGRESS

THE CALL CENTER FOR
SUBSCRIPTION BUSINESSES



LOOPTM
THE CALL CENTER FOR
SUBSCRIPTION BUSINESSES

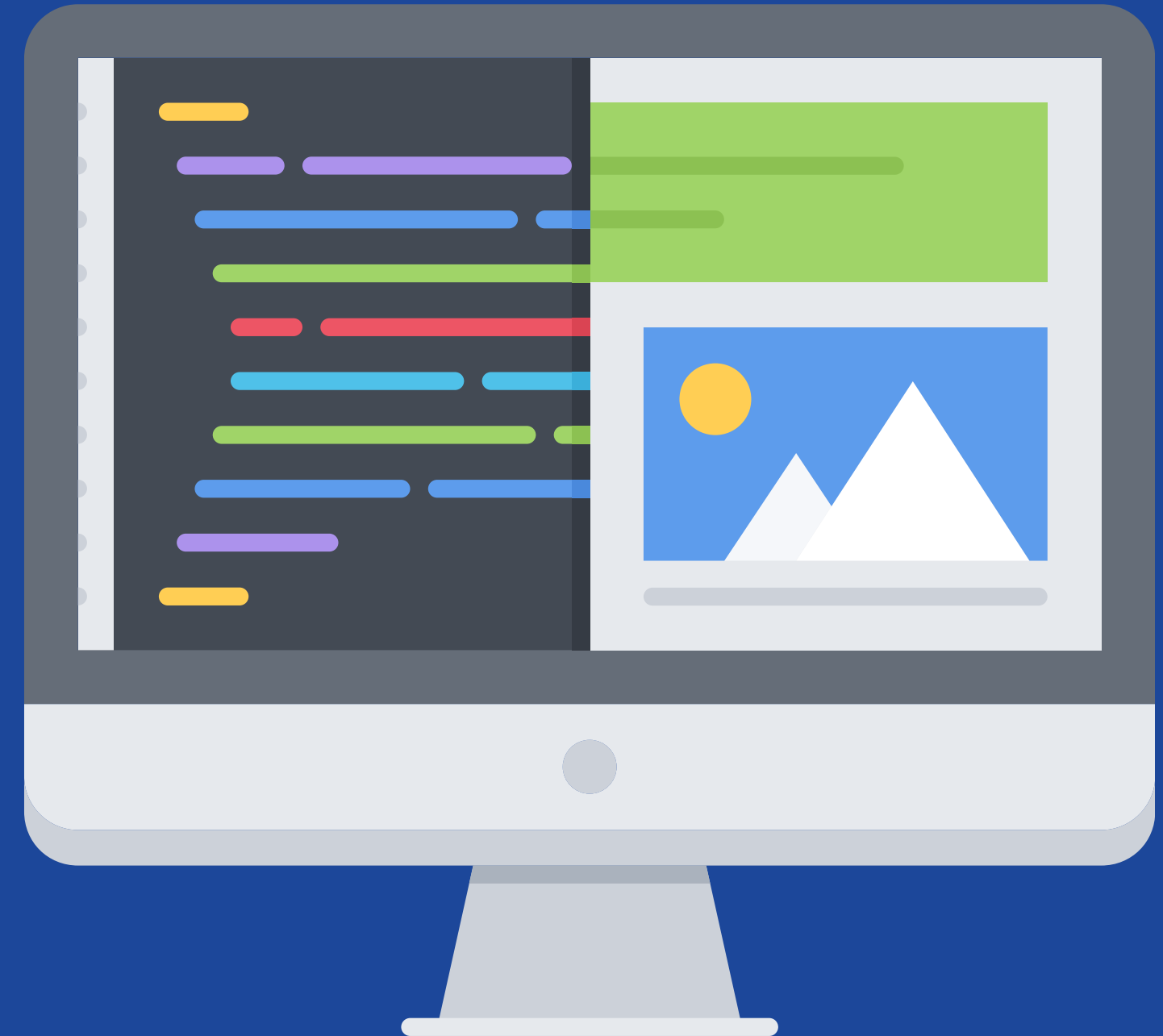
Focus

THE CALL CENTER FOR
SUBSCRIPTION BUSINESSES

THE LODI AGENCY

WEBSITE DEVELOPMENT

Increase Website
performance
Increase SEO Score
Improve Social





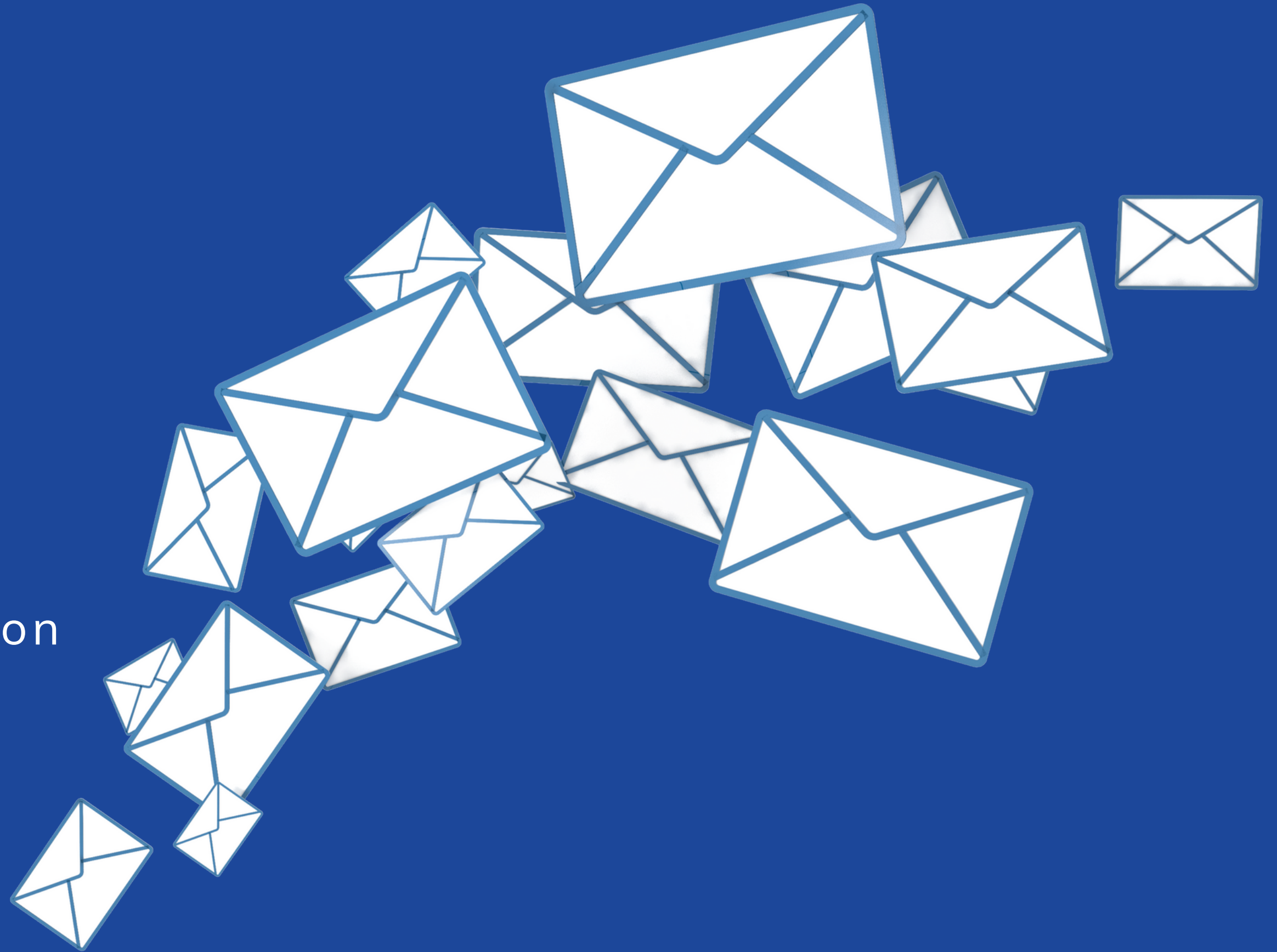
E-MAIL MARKETING

\Newsletter

E-mail campaigns to
strengthen communication

Promotional E-mails

Gain Brand Awareness



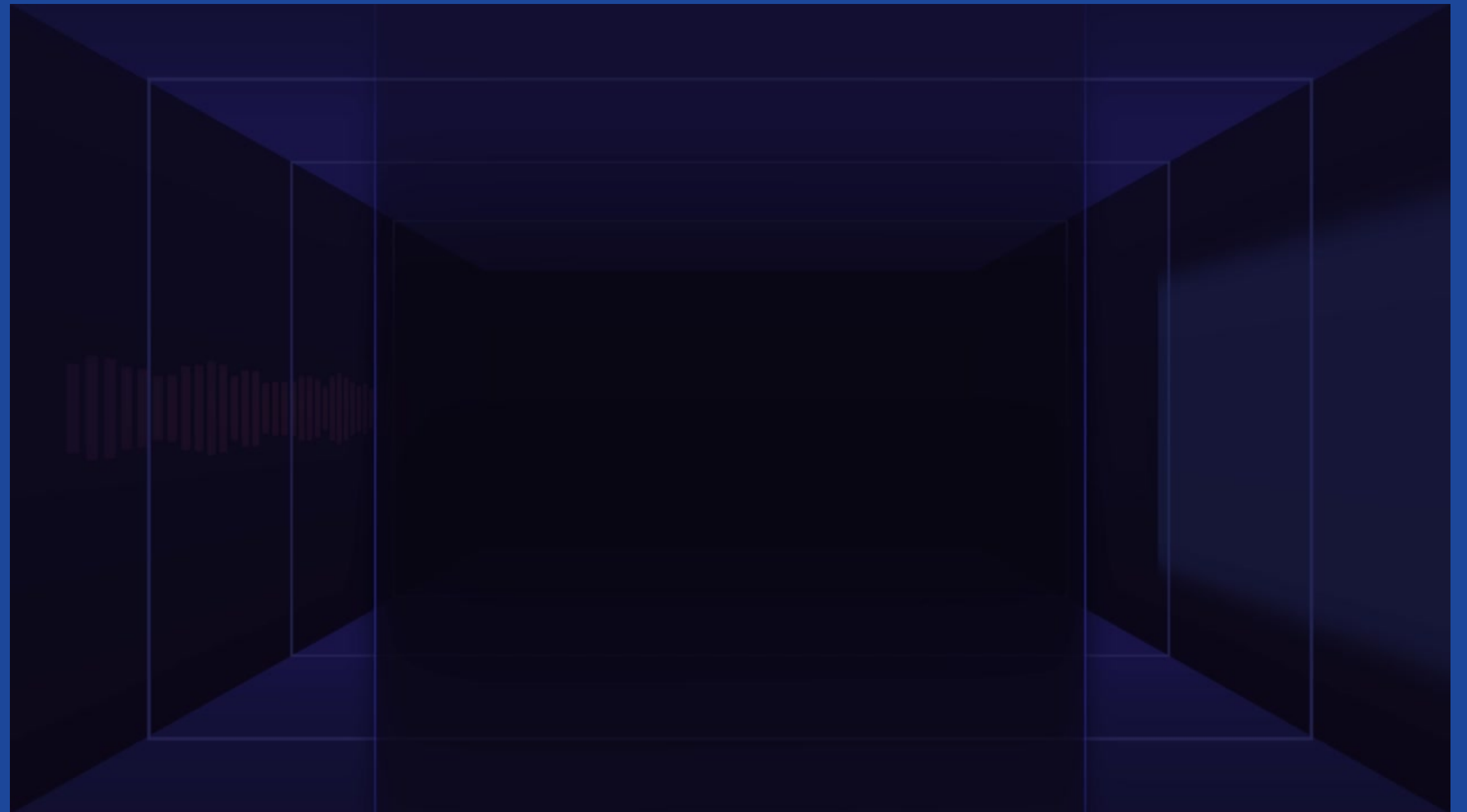
VIDEO EDITING

Showcase branding identity
Enumerate Service
Highlight importance of
business service
Ads Campaign
Create engagement/lead
generation



VIDEO ANIMATION

Discuss business service
Showcase past clients
Showcase business
framework



TVC

Increase branding
awareness
Promote business service
Attract prospective clients

