LOOP™

THE CALL CENTER FOR SUBSCRIPTION BUSINESSES

LOOP CONTACT SOLUTION

THE LODI AGENCY

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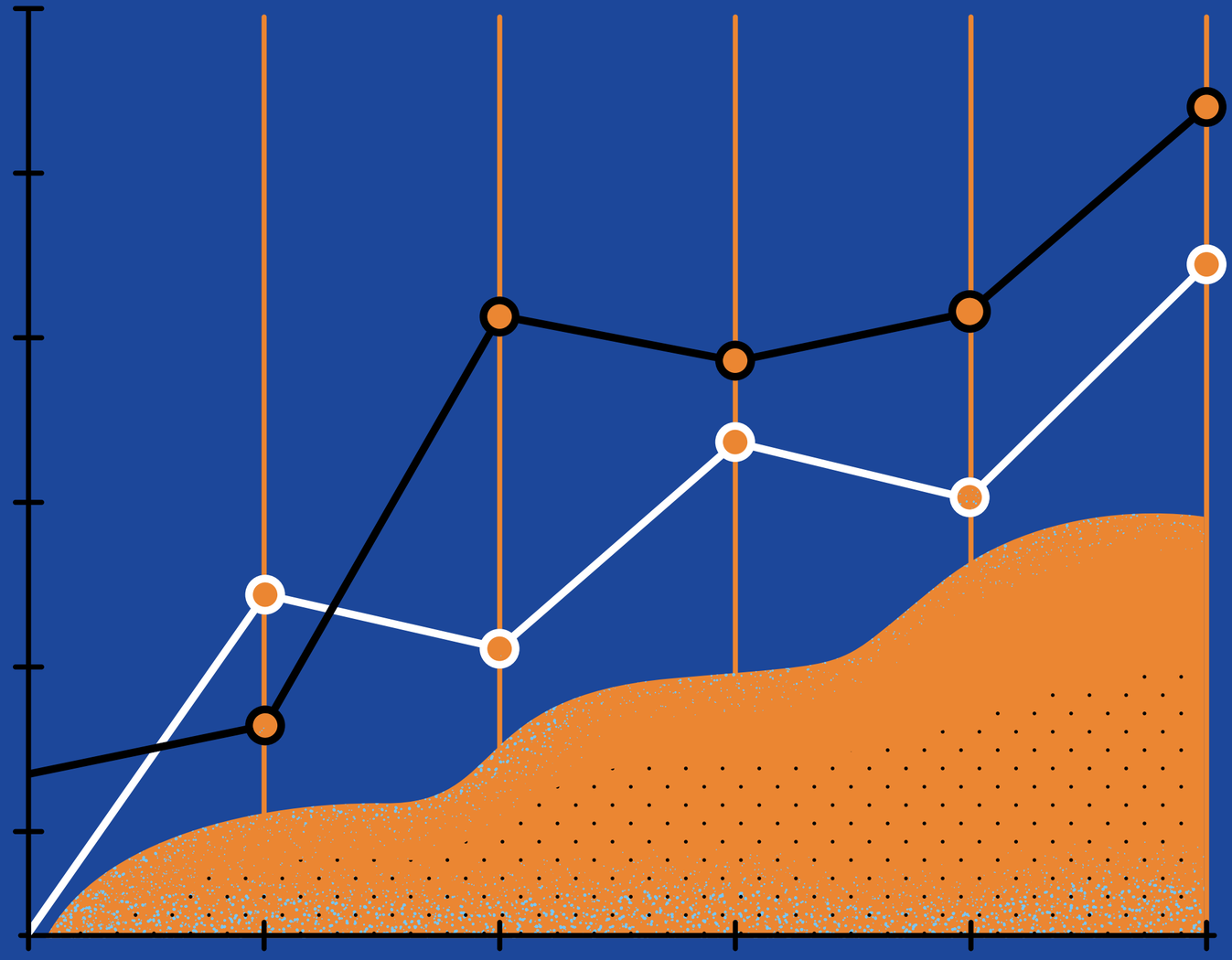
Loop Contact Solutions, *The Call Center for Subscription Businesses*, specializes in helping businesses grow and maintain loyal, paying subscriber bases that generate more near and long-term profit.

WEBSITE AUDIT



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B

On-Page SEO

A+

Links

A

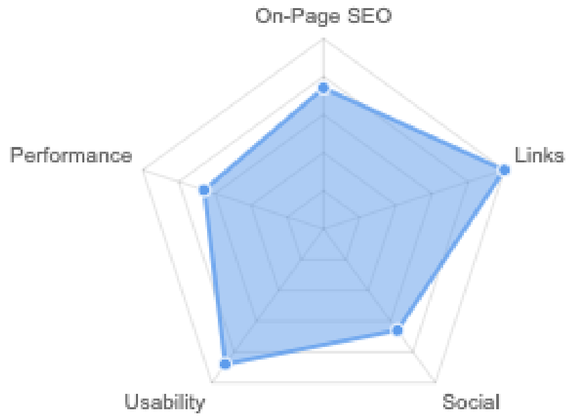
Usability

C+

Performance

C+

Social



B

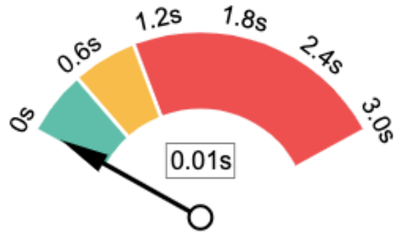
Your On-Page SEO could be better

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.

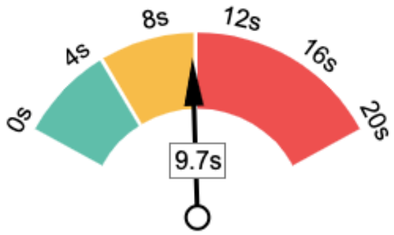
Page Speed Info

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

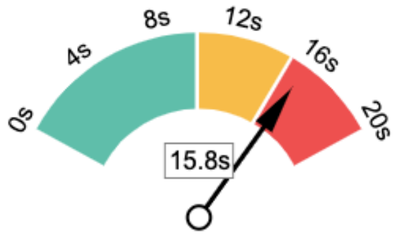
Server Response



All Page Content Loaded



All Page Scripts Complete



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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.

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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

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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

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Marketing Funnel

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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

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STRATEGY

Content Plannning
Targetting
SEO

TACTICS

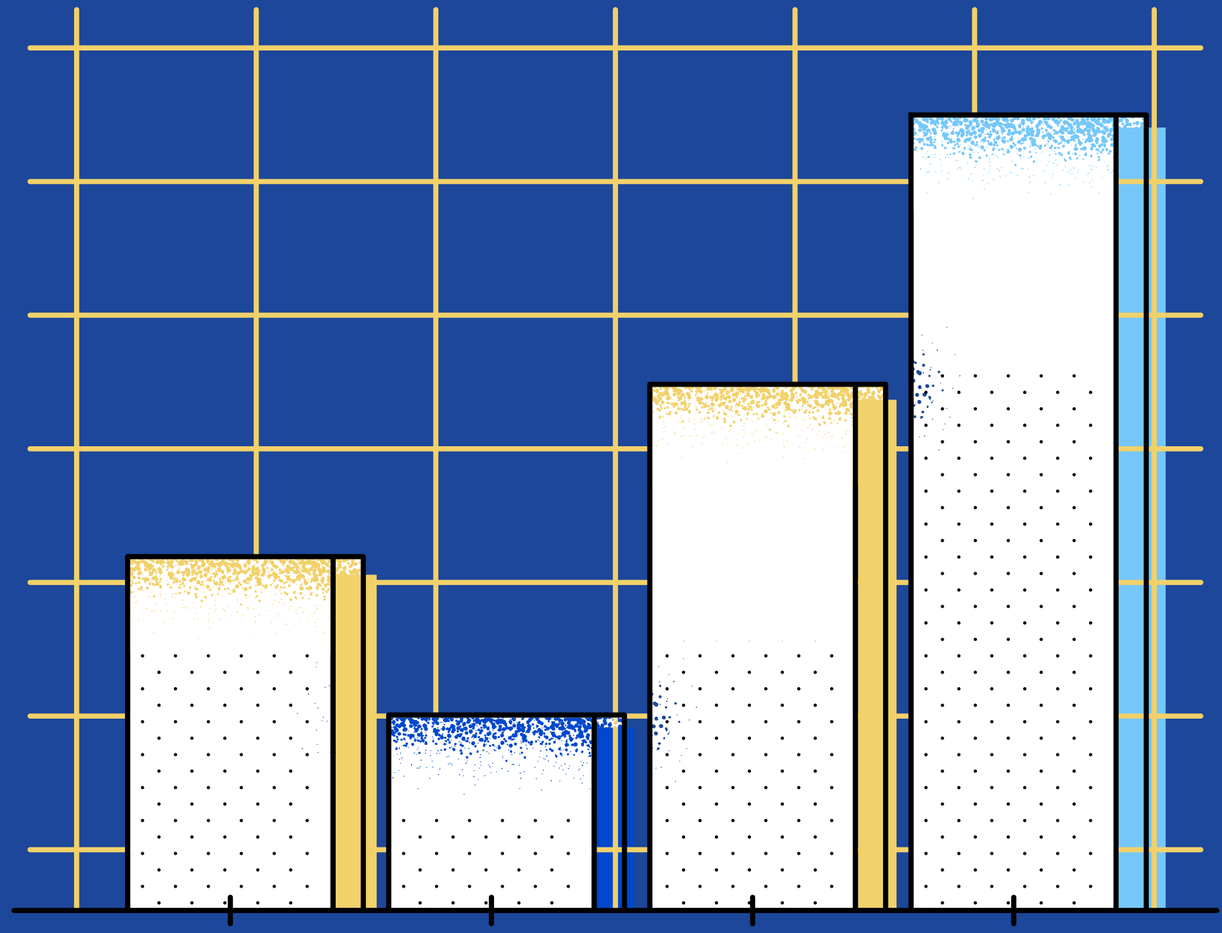
SEO
FACEBOOK BUSINESS ACCOUNT
GOOGLE MY BUSINESS
E-MAIL MARKETING

EXECUTION

NEWSLETTER
FACEBOOK AND INSTAGRAM
GOOGLE ADS
TVC

COMPETITORS ANALYSIS

- AVOXI
- INFOBIP
- ADVANTAGECALL



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AVOXI

GOOD BRAND POSITIONING/PROMO STRATEGY

GOOGLE ADS

SOCIAL MEDIA PLATFORM

EXPLAINER VIDEO

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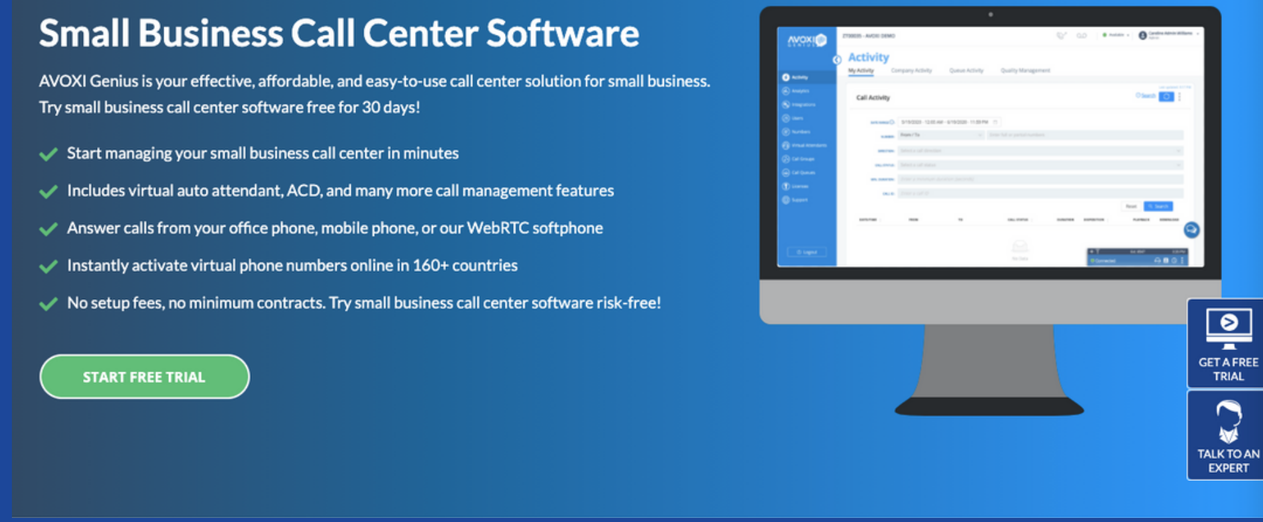
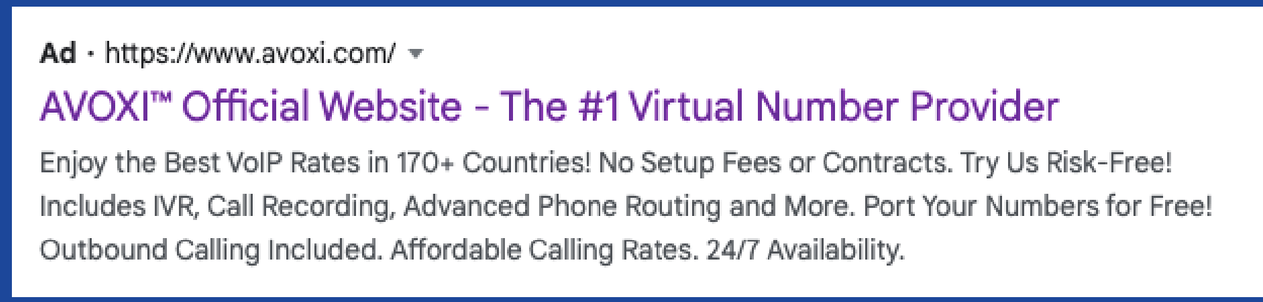
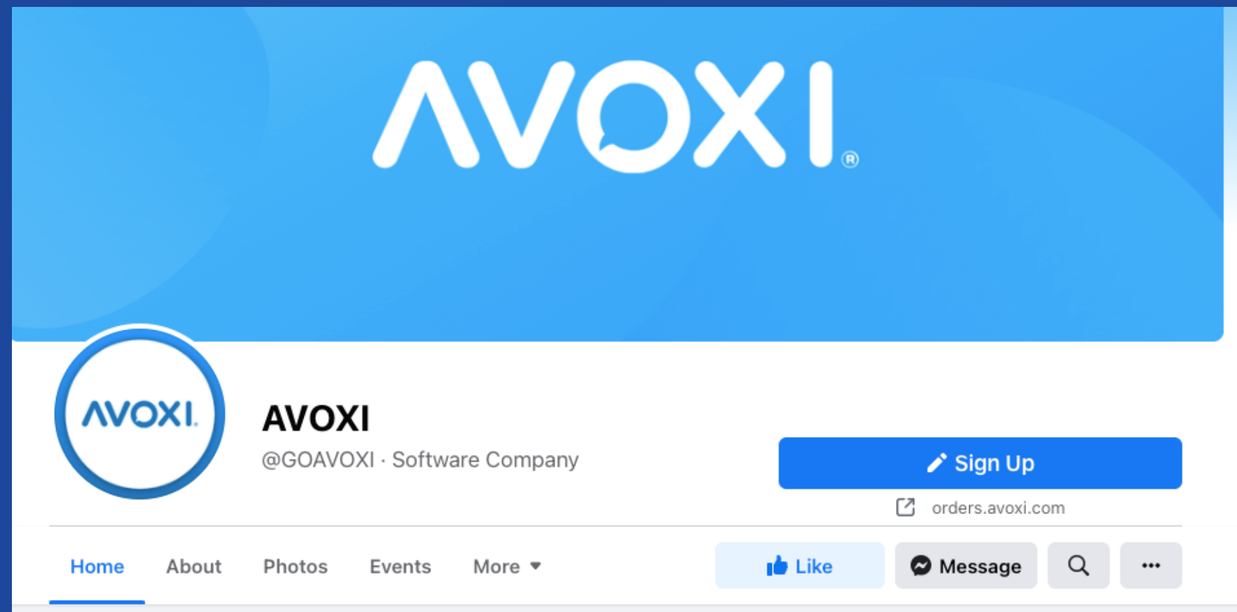
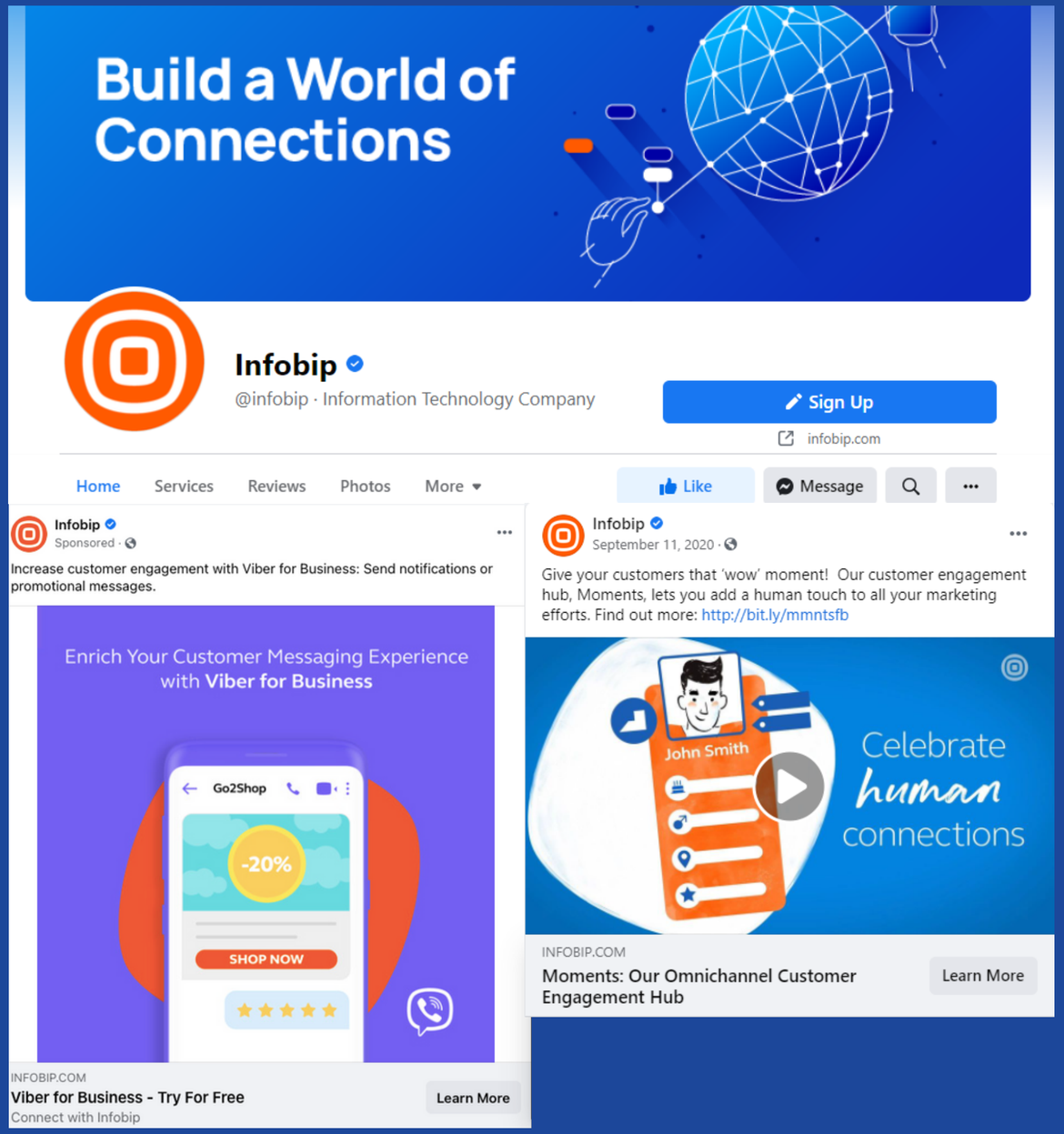






infobip

- EXPLAINER VIDEO
- SOCIAL MEDIA ADS



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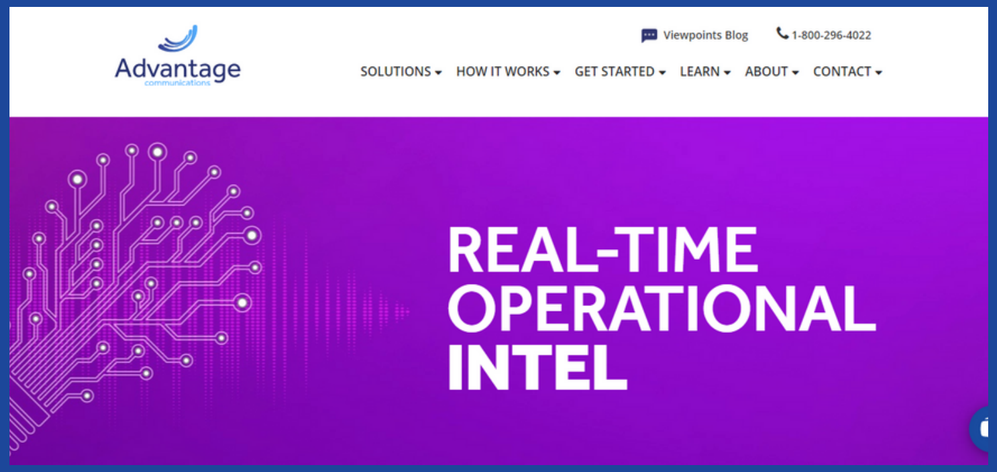
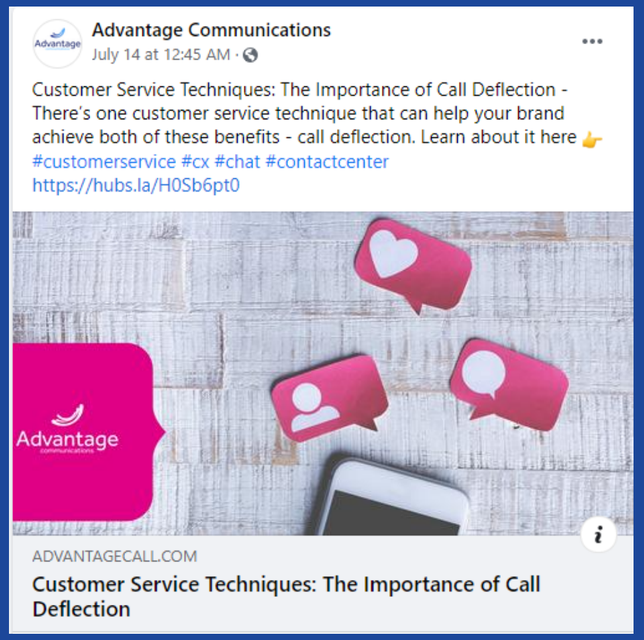
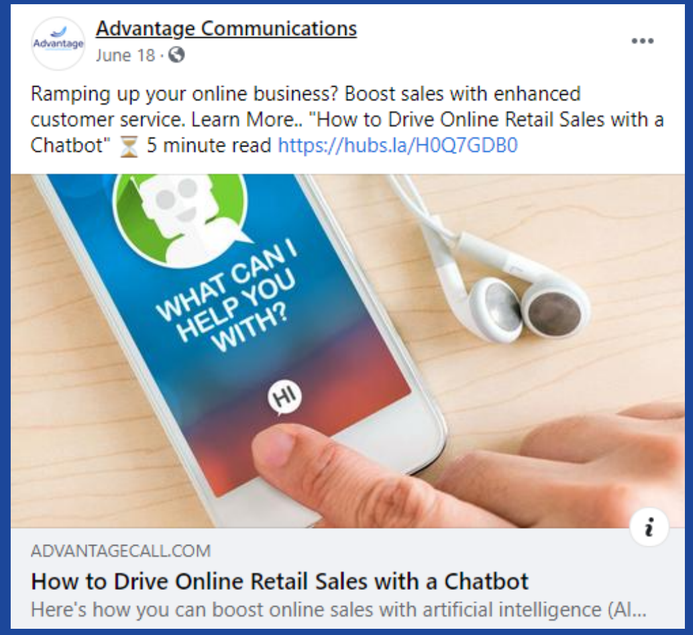
ADVANTAGE CAL

https://www.advantagecall.com/







CLEAR DEFINITION OF SERVICES OFFERED

SOCIAL MEDIA PLATFORMS

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WHAT WE CAN DO

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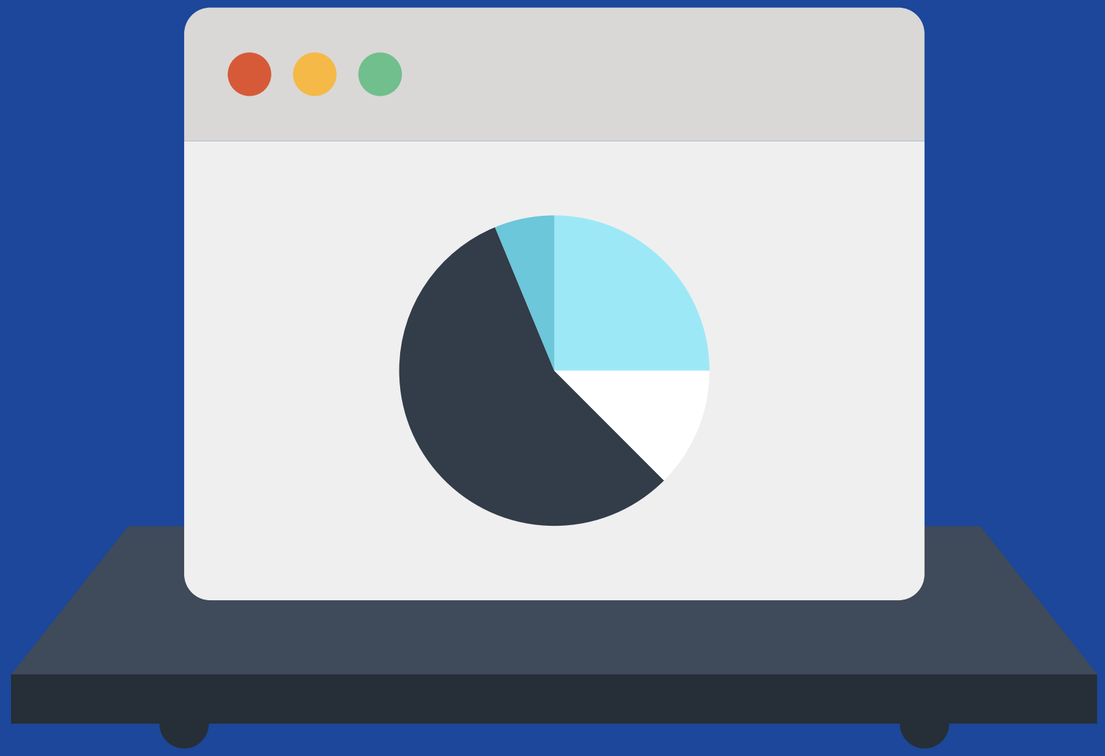
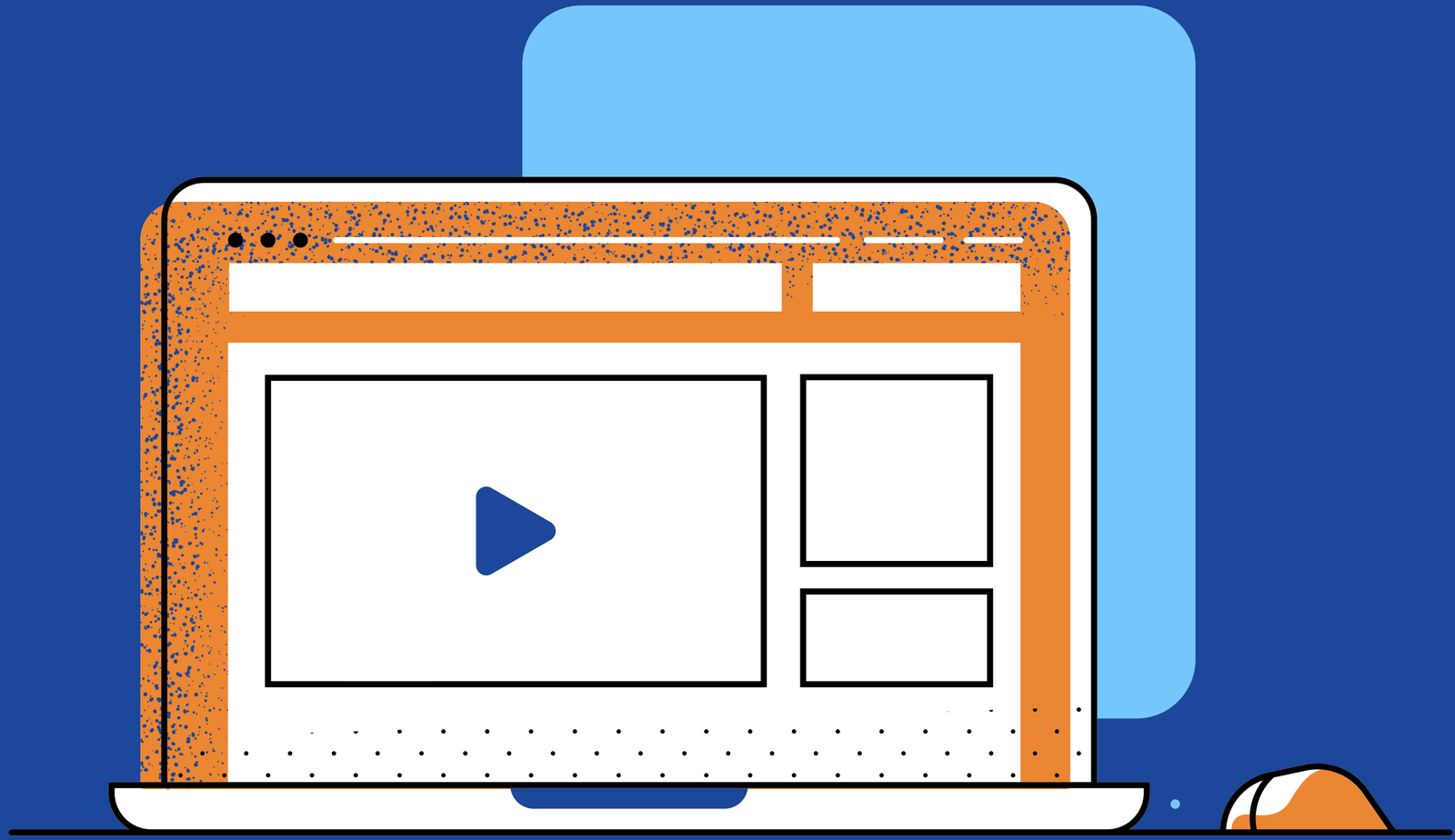
Platform Analysis Report

Analysis of data for website traction
Social Media Performance report



SOCIAL MEDIA SAMPLE



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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

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PROGRESS

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Focus

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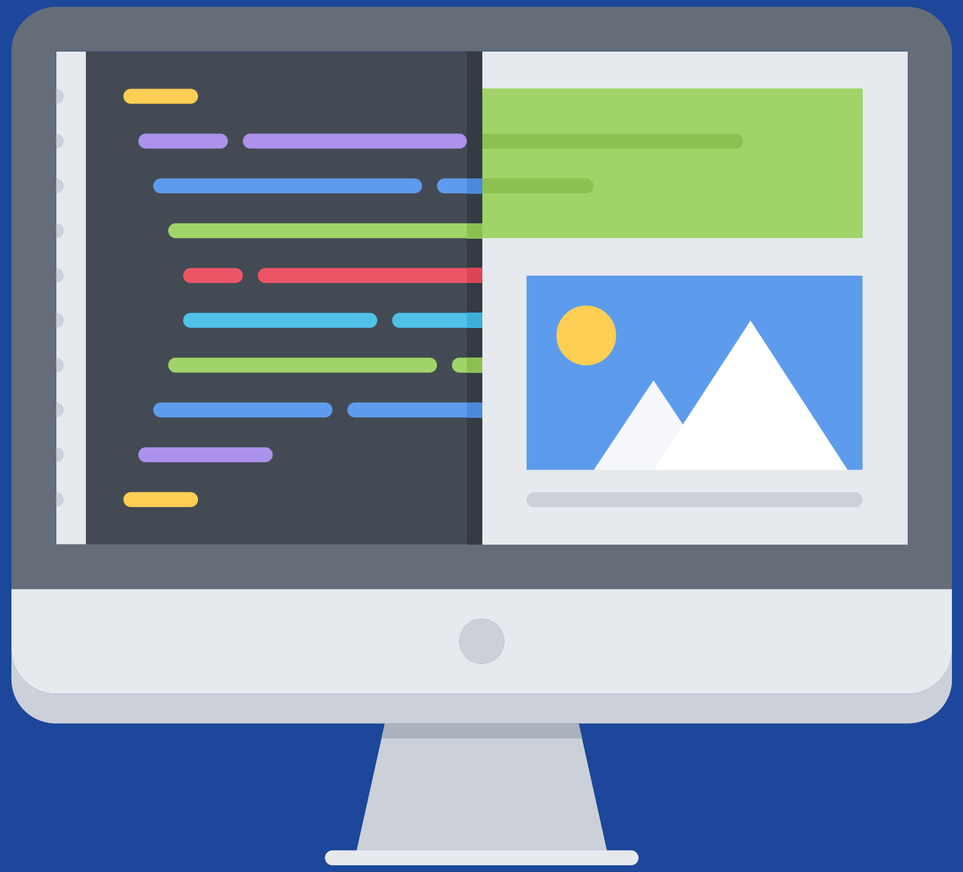
WEBSITE DEVELOPMENT

Increase Website performance
Increase SEO Score
Improve Social



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HOME
SOLUTIONS
ABOUT
FAQ
GET STARTED
THE CALL CENTER FOR SUBSCRIPTION BUSINESSES
We grow subscription businesses with premium sales, customer service, and retention call center services
CALL OR TEXT 1-800-417-4522 FOR A FREE QUOTE

E-MAIL MARKETING

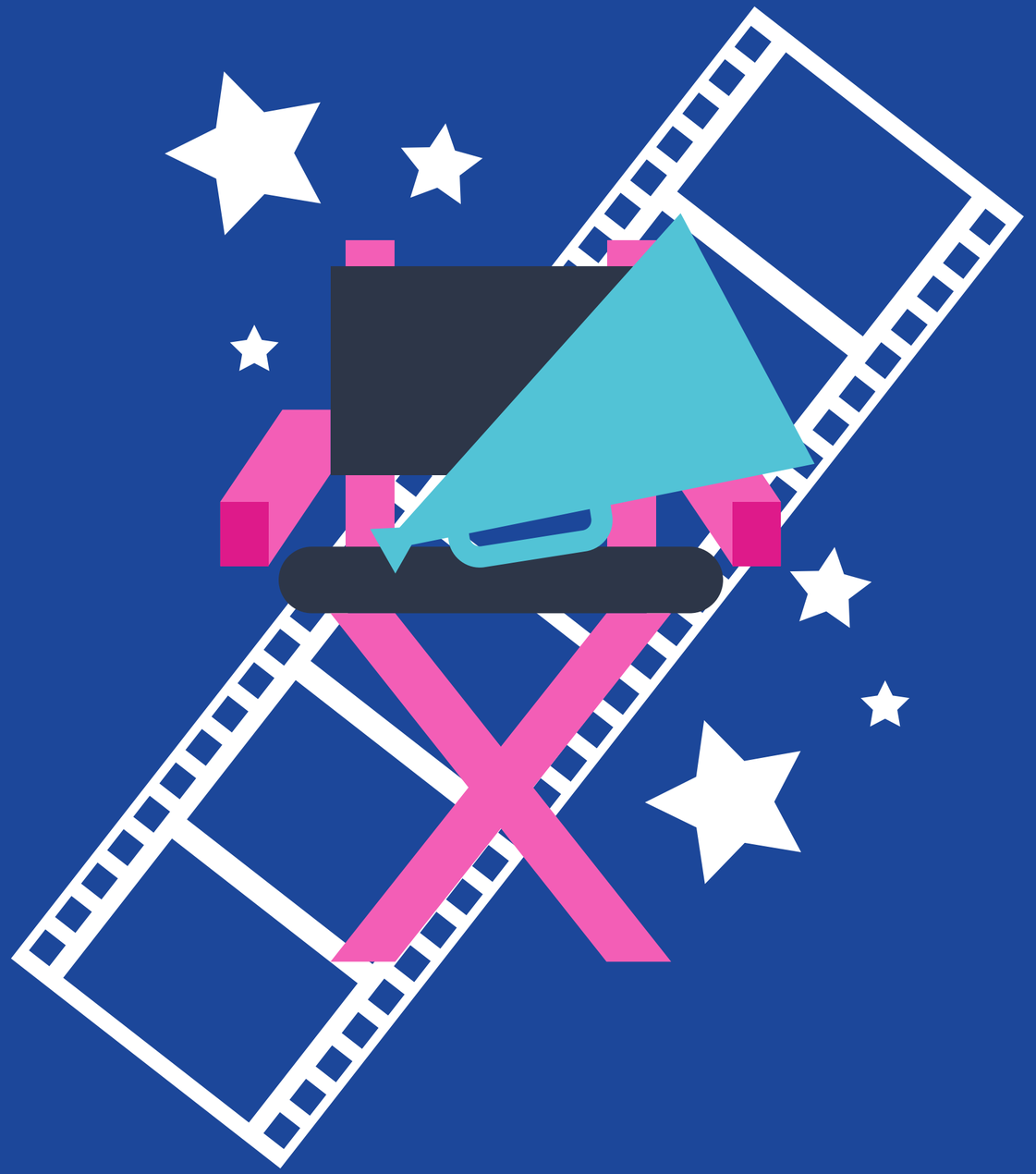
\Newsletter
E-mail campaigns to strengthen communication
Promotional E-mails
Gain Brand Awareness

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