



The Rico Group Content Essentials

SHOW PRICE: \$2000/Month

Content remains at the heart of digital engagement, and every successful campaign begins with a deep understanding of its audience. At The Rico Group, we don't just produce content, we seamlessly merge strategy with storytelling. Leveraging your manufacturing brand's core principles and vision, we design content that resonates with your audience while encouraging interaction and engagement. Designed specifically for businesses seeking a robust online voice, our package is meticulously curated to resonate with your target audience across diverse platforms. Bolstered by advanced analytics and website maintenance, we are primed to ensure you remain ahead of the curve, inviting engagement, fostering trust, and elevating brand prominence.

Key Benefits:

- **Strategic Storytelling:**
 - A blend of strategic insight and compelling storytelling designed to resonate deeply with the manufacturing audience.
- **Consistent Content Creation:**
 - Monthly expertly researched blog articles to solidify your industry authority. Five custom social media posts monthly, catering to platforms like LinkedIn, Twitter, and Facebook, ensuring broad digital visibility.
- **Website Excellence:**
 - Regular content refreshes and strategic page additions to maintain relevance and adaptability in the fast-paced manufacturing sector.
- **Advanced Analytical Edge:**
 - Gain a profound understanding of your audience with advanced analytics. Discover company details, monitor behaviors, and refine your strategies for maximum engagement.
- **SEO Proficiency:**
 - Content optimized for search engines, ensuring your brand's prominence in online searches.
- **Optional Enhancements:**

- Elevate your website's appeal with quality photos, engaging videos, and other additional features offered at competitive prices.

Content Creation: Our specialization in manufacturing and industry ensures a deep understanding of your needs. Blending professionalism with approachability, we make your brand both authoritative and accessible.

- **Blogs:** One blog article per month, tailored to engage and inform your audience, amplifying your brand voice. Each piece is meticulously researched and crafted to resonate with your target audience, reinforcing your brand's authority in the industry.
- **Social Media:** Your brand's presence on social media platforms is paramount in this digital age. A total of five social media posts customized for LinkedIn, Twitter, and Facebook aim to elevate your brand visibility and foster genuine engagement with your target audience.

Website Content and Maintenance:

- **Content Refresh:** Regular updates to existing pages keep your content fresh and relevant in the ever-evolving manufacturing and industry sectors.
- **New Builds:** Occasional page additions based on specific terms.
- **Advanced Analytics with Lead Forensics:**
 - **Insightful Analysis:** Offers more detailed insights than standard Google Analytics, enhancing your understanding of user behavior.
 - **Company Identification:** Discover visiting companies, access contact details, and gain insights into employee information.
 - **User Behavior:** Monitor page visits and downloads to fine-tune your strategies.

Key Features Included:

- **Strategic Content Consultation:** A tailored strategy dives into your brand's essence and business goals to create compelling content.
- **Industry Best Practices:** We incorporate the latest in content strategy to ensure your brand remains at the forefront of digital conversations.
- **SEO-Optimized Content:** Boost your search engine rankings, expanding your digital footprint.
- **Advanced Analytics with Lead Forensics:**

- **Deep Insights:** More than just numbers - get insights that guide strategy and decision-making.
- **User Understanding:** Understand your audience better with data on behavior, page visits, and downloads.

OPTIONAL ENHANCEMENTS:

- **Photography:** Get quality photos with a one-day shoot. Perfect for product pictures, workplace snapshots, or any other business needs.
SHOW PRICE: \$1700 (Regular: \$3500).
- **Video Production:** With a four-hour video session, you'll receive a website header video and a one-minute shop or product tour. We'll handle scripting and voiceover for you.
SHOW PRICE: \$3000 (Regular: \$5500)
- **Website Maintenance:** Keep your website fresh. We'll update it, add new pages, make revisions, and integrate your monthly blog.
SHOW PRICE: \$400/month for the first six months (Regular: \$1500/month).
- **A/B Testing:** Find out what landing pages and ads work best by testing different versions.
SHOW PRICE: \$500/month
- **Retargeting Campaigns:** Reconnect with potential leads who showed interest but didn't buy or sign up.
SHOW PRICE: \$600/month