



The Rico Group - Lead Generation Solutions

SHOW PRICE: \$700 setup + \$1200/month

In the contemporary manufacturing environment, securing qualified leads is paramount to growth. The Rico Group stands as your strategic partner in this endeavor. Equipped with an in-depth appreciation of your brand, we devise strategies that don't just fit - they resonate. We craft compelling content narratives that position you at the forefront of industry leadership.

- **Custom-Tailored Strategy:**
 - Agile, feedback-driven approach tailored to your unique business context.
- **Optimized Engagement:**
 - Maximized lead acquisition through persuasive CTAs and capture forms.
- **Insightful Metrics:**
 - Monthly reports on lead capture, conversion rates, and essential KPIs.
- **Active Monitoring & Adjustment:**
 - Proactive strategies ensuring continuous campaign improvement.
- **Content Precision:**
 - Resonating, action-compelling content tailored to your target audience.
- **Optional Enhancements:**
 - Elevate your website's appeal with quality photos, engaging videos, and other additional features offered at competitive prices.

Our lead generation package isn't a one-size-fits-all solution; it's a carefully curated blueprint tailored to your specific business context. Recognizing that each enterprise has its unique challenges and opportunities, we delve deep to understand your brand, target audience, and market positioning. Navigating the ever-evolving digital landscape requires agility. Our strategies are fluid, adjusting promptly to real-time metrics and market shifts. Feedback remains integral to our process, driving continuous alignment with your growth trajectory.

Lead Generation Components:

- **Landing Page Revamp/Analysis:** Includes either a fresh landing page creation or a revamp that aligns with your brand essence and objectives.
- **Engagement Tools:** Feature lead capture forms and persuasive CTAs to ensure maximum lead acquisition.
- **Campaign Oversight:** Comprehensive management of all campaigns and strategies to seamlessly align with and achieve your customer goals.
- **Metrics:** Monthly detailing of lead capture metrics, conversion rates, and other pivotal KPIs to keep you informed and strategic.
- **Targeted Ad Campaigns:** Launch precision-targeted campaigns with an additional ad spend starting at \$800/month, guaranteeing optional use of every dollar for maximum ROI. This is over and above package cost. All Ad creatives come included assuring campaigns that are visually striking and consistently on-message.
- **Monitoring:** We don't just set and forget. Our team actively monitors all results, adjusting strategies to further enhance campaign performance, and seeks improvement avenues on a monthly basis.
- **Content:** Every touchpoint, from landing pages to ad creatives, is crafted with precision to speak directly to your target audience. By understanding the intricacies of your industry and brand voice, The Rico Group ensures content that not only captures attention but compels action.
- **Onboarding:** Beginning with a deep dive into your current lead generation strategies, our onboarding process is systematic and insightful. We aim to understand your goals, audience, and brand voice intimately, setting the stage for a partnership that drives tangible results.

Key Features Included:

- **Strategic CTAs:** Engaging Design crafted to capture and convert, ensuring the user's journey from arrival to action is smooth and compelling along with CTAs that resonate with your audience, driving interaction and lead capture.
- **Holistic Oversight:** Total management of your campaigns, ensuring alignment with goals and maximizing results.
- **Data-Driven Insights:** Monthly reports to offer you a clear understanding of lead capture metrics, conversion rates, and more, empowering informed strategy adjustments.
- **Captivating Creatives and Active Monitoring:** Designs that align with your brand voice and compel action creating proactive approach to campaign optimization, ensuring continuous improvement.

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