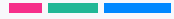




Marketing Implementation Packages

From design, copy, development, and HubSpot portal updates, this is an overview of the implementation packages that Lynton offers.





Agenda



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About Lynton



Who Are We?

We are a full-service in-house team of Account Managers, Strategists, Copywriters, Designers, Developers, HubSpot Implementers, and Onboarding Professionals whose sole goal is to ensure your success is met in your areas of need.

From training and onboarding to website designs to marketing strategies, to implementing pre-determined assets, to just writing emails, we'll provide you with the knowledge, tools, assets, and deliverables to grow your business through integrated marketing implementation packages.

Rather than making a defined month-to-month commitment that can sometimes strain internal resources, and budget and put you in a locked-in timeline partnership, Lynton offers clearly defined packages with deliverables around a wide variety of our core Agency services. This allows you to be flexible and get quick wins while working towards your long-term marketing goals.



Team



Agency + Account Managers



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Lara Nour Eddine

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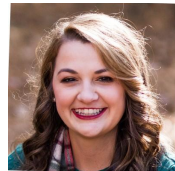
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Creative Director
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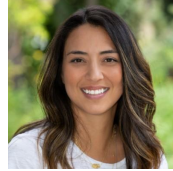
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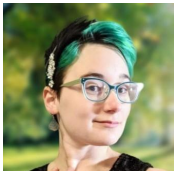


Developers



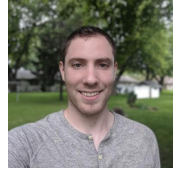
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Katherine Gavin

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Overview of Package Types



Lynton Implementation Package Types



Strategy and Consulting Packages

Partner with a knowledgeable HubSpot strategist who can audit, recommend, and strategize small and large concepts to set up your business for success while following industry best practices.



Copywriting and Content Packages

Partner with a knowledgeable copywriter who can review or create various content pieces intended for either small and segmented audiences or large industry businesses.



Design and Creative Packages

Partner with a knowledgeable designer who can compose diverse assets and deliverables that elevate how your brand is seen by people through digital marketing efforts.



Lynton Implementation Package Types



Development and Website Packages

Partner with a knowledgeable developer who can build and code any page, template, script or development request that lives on HubSpot or WordPress that may be needed.



HubSpot Implementation Packages

Partner with a knowledgeable implementer who know Marketing, Sales and Service Hub and can construct and assemble anything and everything needed for a campaign.



HubSpot Onboarding Packages

Partner with a knowledgeable onboarder who can train and guide you on general or specific areas around HubSpot by providing best practices for how to set up, manage and use your portal.



How it Works

Before we get ahead of ourselves, let's talk about how this all works.



It's as Easy as One, Two, Three

Let's make this easy on you and walk you through how this all works in three easy steps.



Step #1

Select the package focus you need.

As shown in the previous two slides (slide 13/14), there are six packages areas: Strategy/Consulting, Content/Copywriting, Design/Creative, Development/Web, Implementation and Onboarding. The first step of this process is for you and your business to decide which package area you'd like to move focus on and forward with.



Step #2

Pick your budget and package type.

As you will see in future slides (slide 37/38) there are different budget allotments that align to a type of package: Iron, Bronze, Silver, Gold, Platinum, Diamond, Elite, and Olympian. The second step of this process is for you and your business to decide which budget and package type you'd like to move forward with.



Step #3

Review and sign Lynton contract.

The third and final step in the process will be to review this deck, reach out with any follow-up questions and to then let us know which package focus and type we should draft our contract up for. Kickoff and team introductions typically take place within two weeks after contract signature



Strategy and Consulting Packages



Strategy and Consulting Packages

Our in-house expert team of technical, digital marketing, and website strategists who will work closely with you. We will learn your business and goals, audit your current structure to provide recommendations, or execute a complete discovery to build a strategic plan.

By providing best practices and utilizing HubSpot and other items in your business's tool stack, we will ensure you're set up for success and have a well created plan with clearly designed steps to move forward.

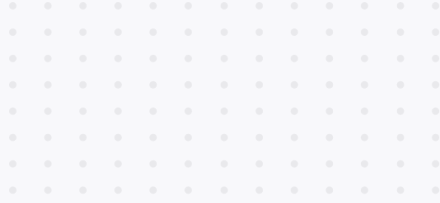
Check out [slide 8](#) for our list of in-house strategists.

Your true strategic partner.

Here are some service examples:

- ABM Strategy
- Buyer Personas
- SEO Audit + Strategy
- Workflow Audit + Strategy
- Project Brief
- 1-Hour Strategic Meeting
- 1-Hour Consulting
- HubSpot Report, Custom
- Scorecard Creation
- Goal Establishment
- Discovery Brief
- Paid Media Strategy
- Content Strategy
- Competitor Analysis
- SWOT Analysis
- Buyer's Journey Mapping
- Pipeline Audit + Strategy
- Keyword Audit + Strategy
- Website Site Map
- Website Structure Architecture

For a full list of Lynton strategy and consulting packages options, services and initiatives with included pricing, click [here](#).



“The Lynton team provides us with full service of digital marketing that encompasses demand generation, digital advertising, design, development, ABM, email and marketing automation that has not only increased our visibility, but has increased our inbound lead generation! Everyone is extremely efficient and works as an extension of our team at Duetto, providing strategy, implementation and real time metrics that clearly demonstrate the constant value that they're delivering to our organization!”

Elluz Polanco, Marketing Manager | Duetto



A woman with blonde hair and glasses, wearing a striped sweater, is sitting at a desk and working on a laptop. The scene is dimly lit, with a blue tint. The background shows a brick wall and a radiator.

Content and Copywriting Packages



Content and Copywriting Packages

Our in-house expert team of technical, marketing, and website copywriters will work with you to assist you in everything from simple to complex writing tasks, matching your brand's voice and tone along the way. Whether you're looking for a quick turnaround or an in-depth piece of collateral, we're here to help bring your content to the next level.

By including search engine optimization best practices and ensuring the proper keyword research is completed, our content creation will help you engage with your audience and rank on search engines.

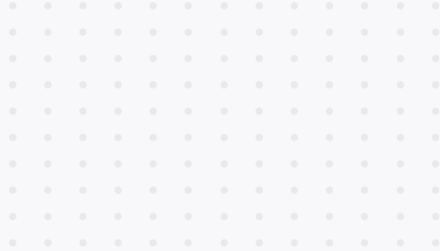
Check out [slide 7](#) for our list of in-house copywriters.

Your optimized content expert.

Here are some service examples:

- Monthly Content Calendar
- Blog
- Promotional Email
- Newsletters
- Lead Nurture Email
- Guides / eBooks
- Case Studies
- Press Releases
- Infographics
- Datasheets
- Whitepapers
- Product Information Sheets
- Paid Media
- Social Media
- Landing Page
- Thank You Page
- Website Page
- Pillar Page
- Call to Actions
- Video Scripts

For a full list of Lynton strategy and consulting packages options, services and initiatives with included pricing, click [here](#).



“Lynton has significantly assisted our company in modernizing our digital marketing and content efforts with HubSpot as the backbone. They've helped us turn our website into a lead driver and business supporter and their work with complex email flows is very impressive!”

Derek Hartley, Director of Marketing | Plancorp





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Design and Creative Packages



Design and Creative Packages

Our in-house expert team of marketing and website designers, who will match your branding guidelines and overall look and feel. Whether it's optimizing an existing design or a creating an new one from scratch we're here to help with every design need.

By keeping ADA compliance, mobile responsiveness, and other design best practices in mind, we'll ensure your design solutions exceed your expectations and align with your goals.

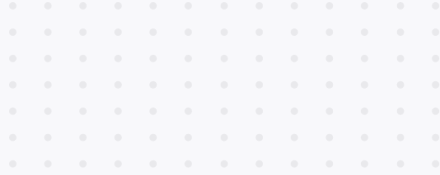
Check out [slide 9](#) for our list of in-house designers.

Your brand and design creator.

Here are some service examples:

- Email Banner
- Email Template
- Newsletters
- Guides / eBooks
- Case Studies
- Press Releases
- Infographics
- Icons
- Brand Sheet / Style Guide
- Typography
- Paid Media
- Social Media
- Landing Page
- Thank You Page
- Website Page
- Pillar Page
- Blog Listing and Post Page
- Font Establishment
- Call to Actions
- Logo

For a full list of Lynton strategy and consulting packages options, services and initiatives with included pricing, click [here](#).



“Lynton knows the secret sauce to providing high value marketing services. For starters, each member of their team is talented and invested in the overall performance of their clients. Then there's the team's commitment to excellence – across strategy, planning, design, development, and lead generation – and all around like-ability that make them feel like an extension of the team versus a traditional "agency" partner. Of course, there's also the depth and breadth of marketing support they can provide and how they are always bringing new ideas to the table. I'd hire them again in a heartbeat.”

Heather Bartel, Business Owner | Heather Bartel Consulting





Development and Website Packages



Development and Website Packages

Our in-house expert team of Front-End and Back-End Developers who can work in HubSpot or WordPress, we can help you create pages that result in better user experiences and web performance scores like speed and responsiveness.

Whether we're working with an existing design or a design we've created with your team's approval, we will be flexible in ensuring the final developed product is something you're proud of.

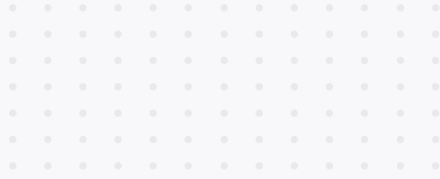
Check out [slide 10](#) for our list of in-house developers.

Your coding constructor.

Here are some service examples:

- Email Template
- Simple Module
- Complex Module
- Landing Page
- Thank You Page
- Website Page
- Blog Listing Page
- Blog Post Page
- Content Migrations
- Page Migrations
- Portal HubDB Integration
- Custom Javascript Form Post
- UAT Process
- ADA Compliance
- Launch Process
- HubDB Creation
- Starter Themes
- WordPress Installation

For a full list of Lynton strategy and consulting packages options, services and initiatives with included pricing, click [here](#).



“We recently completed a website development project with Lynton where they introduced us to and helped us leverage Hub DB. The new sections of our website looks great and the assets Lynton put together for us have helped reinforce our branding while also providing a more consistent user experience. These new assets are also going to be a big time saver. Overall, we are very grateful for their services and definitely will continue to use them for any of our future web development needs. We highly recommend you consider Lynton for any of your HubSpot related website development needs..”

Timothy Britton, Marketing Specialist | Innovia Consulting





Implementation Packages



Implementation Packages

Our in-house expert team of technical and marketing-driven implementation specialists we can take any pre-defined strategy or segmentation and create and implement any findings or recommendations in HubSpot.

Following best practices, all assets created by our team go through testing and quality assurance to ensure only the highest quality of items are created and launched. Our team will work towards quick returns and high quality to give you the best engagement and interactions with your end product.

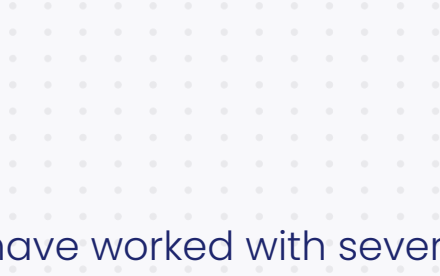
Check out [slide 11](#) for our list of in-house implementers.

Your next-level type of doer.

Here are some service examples:

- Workflow Creation
- CTA Placement
- Form Creation
- Import / Export
- Property Creation
- List Creation
- Email Creation
- Content Insertion
- Blog Staging
- Blog Tag Implementation
- Blog Subscription Set Up
- Page Creation
- Topic Cluster Creation
- Chatbot Creation
- Audit Implementation
- Connection of Ad Accounts
- Connection Social Media Accounts
- Google Account Set Up
- Google Account Optimizations
- HotJar Set Up and Tracking Creation

For a full list of Lynton strategy and consulting packages options, services and initiatives with included pricing, click [here](#).



“We have worked with several digital marketing agencies over the past 10 years. Lynton has surpassed all others with their willingness to understand our business and what makes us successful. Once they gained this understanding of us, their experience and expertise with all aspects of digital marketing and HubSpot took over, and we couldn’t be happier with the outcomes we are seeing.”

Matt Miller, Director of Marketing and Communication | MRC Recreation





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HubSpot Onboarding Packages



Onboarding Packages

Our in-house expert team of Lynton onboarding specialists and consultants will discover your business goals and why your team needs HubSpot to act as your certified trainer in everything related to your portal.

Whether you need help in Marketing, Sales, or Service Hubs, we can set you and your team up for success regarding how to use your HubSpot to the best of its capabilities. You can choose a light, medium, or heavy approach for flexibility.

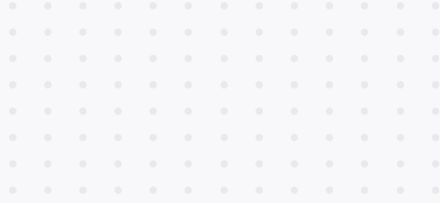
Check out [slide 12](#) for our list of in-house onboarders.

Your knowledgeable guider.

Here are some service examples:

- Portal Audit
- Custom Training Plan
- Marketing Hub Onboarding: Starter, Pro, Enterprise
- Sales Hub Onboarding: Starter, Pro, Enterprise
- Service Hub Onboarding: Starter, Pro, Enterprise
- HubSpot Custom Training
- Training Documentation
- Academy Resource Findings

For a full list of Lynton strategy and consulting packages options, services and initiatives with included pricing, click [here](#).



“We decided to go with HubSpot and partnered with Lynton for Sales and Operations onboarding. Without their shepherding, we would have been lost in HubSpot; the result would have likely been loss in money and time trying to get HubSpot to work. Their hands-on and friendly approach was more than we could have asked for...and it was clear they truly cared about our success and effectiveness. Don't hesitate to work with Lynton if you are trying to make HubSpot work for your business – they will help!”

Kristen Jacobson, Executive Director | Youth In Arts



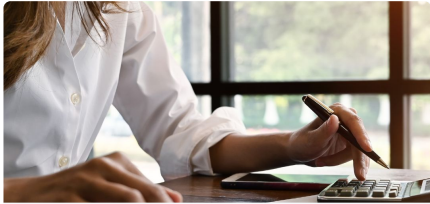


Package Options w/ Pricing



Pick Your Own Plan

We're with you every step of the way, making this as easy as possible for a successful partnership.



20 Points (\$4,000) Iron Package

Packaged for the type of business that wants to be in and out of the door while being able to select a small number of diverse initiatives, this partnership will be completed within **three to five weeks**.

Project Management: 1 point per week
30 Min Meetings: 1 point per meeting



35 Points (\$7,000) Bronze Package

Packaged for the type of business that wants a quick turnaround but the ability to select multiple deliverables, this partnership will be completed within **three to five weeks**.

Project Management: 1 point per week
30 Min Meetings: 1 point per meeting



50 Points (\$10,000) Silver Package

Packaged for the type of business that wants to stay budget conscious while still making an impact with a quick turnaround, this partnership will be completed within **four to six weeks**.

Project Management: 1 point per week
30 Min Meetings: 1 point per meeting



65 Points (\$13,000) Gold Package

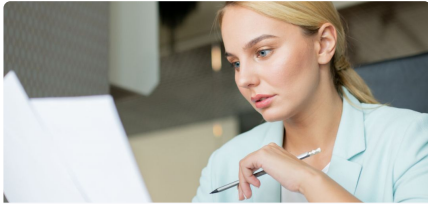
Packaged for the type of business that wants to start a true partnership by working on multiple items at once with quick ROI, this partnership will be completed within **four to six weeks**.

Project Management: 1 point per week
30 Min Meetings: 1 point per meeting



Pick Your Own Plan...Continued

Let us help you take your business to the next level with quick, high-quality custom packages.



80 Points (\$16,000) Platinum Package

Packaged for the type of business that wants to invest longer than one month while committing to collaborating, this partnership will be completed within **five to seven weeks**.

Project Management: 2 points per week
1 Hour Meetings: 2 points per meeting



95 Points (\$19,000) Diamond Package

Packaged for the type of business that wants to capitalize by having the flexibility to pick several initiatives, this partnership will be completed within **five to seven weeks**.

Project Management: 2 points per week
1 Hour Meetings: 2 points per meeting



110 Points (\$22,000) Elite Package

Packaged for the type of business that wants to choose what they want to focus on while still getting a quick turnaround, this partnership will be completed within **six to eight weeks**.

Project Management: 2 points per week
1 Hour Meetings: 2 points per meeting



125 Points (\$25,000) Olympian Package

Packaged for the type of business that wants the most bang for their buck by utilizing us to the fullest potential, this partnership will be diverse and agile while being completed within **six to eight weeks**.

Project Management: 2 points per week
1 Hour Meetings: 2 points per meeting



Other Reviews and Testimonials

You can read other testimonials and reviews of previous happy customers by heading to [Lynton's profile](#) on the [HubSpot Solution Directory](#) or reading some of our [case studies](#) on the [Lynton website](#).



Ready to Get Started?

Any Questions?

Contact us at:

lyntonweb.com

hello@lyntonweb.com

