

Business Edge Services  
76 City Center dr,  
Mississauga, On  
416-436-8818  
1-800-975-6352

BUSINESS EDGE SERVICES

# BUSINESS EDGE SERVICES

Business Edge Services  
Internet Marketing

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Internet Marketing Services  
416-436-8818  
businessedge1@live.com  
[www.businessedgeservices.net](http://www.businessedgeservices.net)

## Statement of Confidentiality

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# About Us

Business Edge Services has been 12 YEARS within the business of marketing providing business systems and solutions for our clients. Our staff is dedicated to provide you with consultations in a variety of business markets and fields.

We involve our clients from beginning to the end, structuring and restructuring their operational activities so their efforts can produce a higher return on their investment. Our customer service is 24hrs per day 7 days a week to keep our clients updated and for formal inquiries.

Company's 6 key principles are:

**Respect your clients:** Clients are a part of your growth, treat people with the level of respect you'd expect to be treated. **Business Growth:** Is a part of our existence through building relationships and reinvesting. It's important that your business evolves.

**Accountability:** Accountability builds trust. Be accountable to your clients. Apply transparency and integrity with your service.

**Diversity:** Our business is based in Canada where diversity has built the country to where it is now. All ethnicities bring a variety of creativeness for a wonderful experience

**Innovation:** Adapt towards new technology. Be creative to implement new strategies for your clients.

**Partnership:** Extend partnership to your clients and their business. Work hand in hand with your clients to achieve their business objectives.

From the "clients" perspective knowing which company to invest your dollars in can take you a long way and put your mind at ease. We provide a variety of services in the marketing and website development industry. Our goal is to build a relationship with our clients and a possible partnership as we value your business.

## Who we are

All of our professionals strive to help you individually and your business. Achieving your business goals, improving the efficiency of your business operations, increasing profitability, success and long term financial stability and growth.

## What we do

Providing Internet Marketing Services:

- ▶ Social Media Marketing

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- ▶ Google Advertising (Google Adwords)

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- ▶ (S.E.O) google search engine rank#1

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- ▶ Website Content+ Sales Copy Writing

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- ▶ E-mail Marketing

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- ▶ Strategic Business & Marketing Plans

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# Our Services

Business Edge Services has been 12 YEARS within the business of marketing providing business systems and solutions for our clients. Our services are listed below.



## BUSINESS MARKETING PLANNING

Purpose of business plan is to create a road map for the effective running of the business



## WEBSITE AUDIT

An audit service can identify the challenges and barriers through in-depth analysis.



## ADVERTISING PLAN

Advertising plan is a blue print of the advertising strategy towards increasing sales.



## BRAND DEVELOPMENT

Our efficient service will help you to revamp your business to meet up with competitors.



## WEBSITE DEVELOPMENT

We design websites seo friendly to target your market audience not just a design.



## INTERNET MARKETING SERVICES

The main objectives of marketing is to create brand awareness, and to promote products



## A WEBSITE PLAN

A website marketing plan should include a strategic focus that includes a sales forecast, objectives, development strategy



## WEBSITE MAINTENANCE

Our maintenance service includes daily backup, software updates, performance optimization, spam removal, security monitor, and analytical report on your website.



## SOCIAL MEDIA MARKETING

Distribute content, capture potential customers, and generate leads and sales through social networks. Optimize each network.

Find more detailed list of the services at our website [www.businessedgeservices.net](http://www.businessedgeservices.net)

# Why To Choose Us

To attain your desired online visibility we provide a solution that fits within your company's budget. Ensuring you get the professional support before and after at each stage to meet your business goals.

## Experience

We have over ten years of experience in online marketing. Our team consists of experts in marketing, branding, advertising, and data analysis. Also, our experts come from different ethnicities bringing a lot of creativeness for a great experience.

## Deadlines

We involve our clients from the beginning to the end in constructing and reconstructing their operational activities. Our customer service is 24hrs per day 7 days a week to keep our clients updated and for formal inquiries.

## Management

Our team of consultants helps a client in achieving the established goals. They also assist in growing your business to its full potential. They also help in creating brand identity and also help in increasing local and international traffic for your establishment .We help you turn dreams into reality by helping business attain leverage within digital marketing.

## Quality

Client success is our primary motivation. Our team does not rest until all creative aspects of one's business are properly engineered to provide results.

## Pricing

The company of each client is evaluated individually according to one's objective. We require a minimum of 3 months agreement to analyze your data and determine the direction the client should invest. We charge a minimum fee for our advertising at \$249

## Original

We ensure that you get a website that speaks about your business and we will create a brand entity tailor-made for you.

# Detailed Services

Successfully applied, an organization’s marketing system can be set on autopilot. Thus generating a residual income stream!

Marketing is activities undertaken by a business to stimulate consumers to buy their products or services. The main objectives of marketing are to create, promote and distribute products or services, at a fair price and making a profit from the sales. We experience different forms of marketing strategies in our day-to day activities.

## Detailed Services

Providing Internet Marketing Services:

- |                                       |  |
|---------------------------------------|--|
| ▶ Social Media Marketing              | ▶ Website Content+ Sales Copy Writing  |
| ▶ Google Advertising (Google Adwords) | ▶ Strategic Business & Marketing Plans |
| ▶ (S.E.O) google search engine rank#1 | ▶ E-mail Marketing                     |

## Service 1 Social Media Marketing Facebook/ Instagram Advertising Campaign Starting \$199

- |  |                 |
|--|-----------------|
| ▶ Manage your social media accounts 1 account, 2 posts per day | \$149 per month |
| ▶ Craft messages per account with photos, graphics, videos     | \$299 per month |
| ▶ Platinum Deal!! Manage 3 accounts 4 post per day             | \$599 per month |

## Service 2

- |   |                 |
|---|-----------------|
| ▶ Google Advertising (Google Adwords)   | \$400 per month |
| ▶ (S.E.O) google search engine rank#1   | \$800 per month |
| ▶ Website Content+ Sales Copy Writing (Average website content/ sales copy consultation needed) | \$350 per page  |

# Case Study

Jerah Beauty Salon has been operating for over two years and needed social media marketing assistance to increase brand awareness and profitability. Business Edge Services has done an evaluation to determine the possible factors that are hindering the business' success.

## Social Media Marketing Details

Without a social media marketing plan or professional ongoing management your business will likely lose out on the variety amount of opportunity and potential growth.

An analysis was conducted by us; Jerah Beauty Salon was not implementing any of the marketing techniques. It was proven that when implementing some marketing with engagement would increase their brand awareness towards obtaining potential clients. Professional Ads campaigns were created to

target their niche. After implementing our continuous social media marketing practices. Jerah Beauty Salon has followed our advice and guidance; together we have built a strong marketing campaign that has truly turned their business around for the better.

## Project Details

- ▶ Review marketing objectives
- ▶ Analyze Facebook demographics for their target audience for ads campaign
- ▶ Monitor the ad campaign and make modifications

# Pricing Breakdown

## Social Media Marketing

- ▶ Manage your social media accounts 1 account, 2 posts per day \$149 per month
- ▶ Facebook Ad Campaign - basic \$199 p/h
- ▶ Craft messages per account with photos, graphics, videos \$299 per month
- ▶ Platinum Deal!! Manage 3 accounts 4 post per day \$599 per 1 month

## Google/Bing/Yahoo Advertising

- ▶ Google Adwords \$400 per month
- ▶ Banner Branding Design \$149
- ▶ Advertising written content ( depending on how much text is needed) \$100-\$250

## Website Analysis

\$250

- ▶ (S.E.O) google search engine rank#1 (needs to discuss) \$800 per month
- ▶ E-mail Marketing \$325
- ▶ Website Content+ Sales Copy Writing – need to discuss! \$350 per page
- ▶ Website Maintenance - updates 6 months minimum \$160 per month

## Marketing Plan

\$1950

- ▶ Social Media Marketing Plan \$1950
- ▶ A Website Plan \$1450 p/h
- ▶ Strategic financial budgeting planning \$1950 p/h
- ▶ Business Plan starting \$8000

# Estimate Proposal & Sign-Off

## Business Edge Services— Internet Marketing Services

Business Edge Services  
76 City Center dr, Mississauga On  
P 416-436-8818 E businessedge1@live.com

Project Due- Average  
1 week after initial deposit

Print name

Contact Information

Sign here

Date

### Payment Information

Direct Deposit

E-transfer: businessedge1@live.com

Bank Deposit: Business Edge Services

PayPal: businessedge1@live.com

Cheque: Business Edge Services

Invoice: Our company can send you invoice

### Terms & Conditions

This agreement stands for a project which exists between the customer whose name has been mentioned on the Agreement and (Business Edge Services). Customers are required to supply the company with all relevant information within 30 days of signing of the contract.



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Company Representative  
Anthony Simpson