Digital Marketing Outlook

Performance & Planning

2017 - 2018

Reach (visitors)

38,444
Total Reach

2017 - Users

~20,000
Previous Reach

2016 Users

2017 Analytics Overview

(by channel)

	Acquisition			Behavior		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	38,444	38,427	44,390	66.30%	1.97	00:01:29
1 Organic Search	33,056			65.98%		
2 Direct	4,367			66.70%		
3 Referral	1,220			65.46%		
4 Display	201			95.58%		
5 Social	171			62.30%		
6 Email	100			64.71%		
7 (Other)	3			100.00%		

New Contacts Added

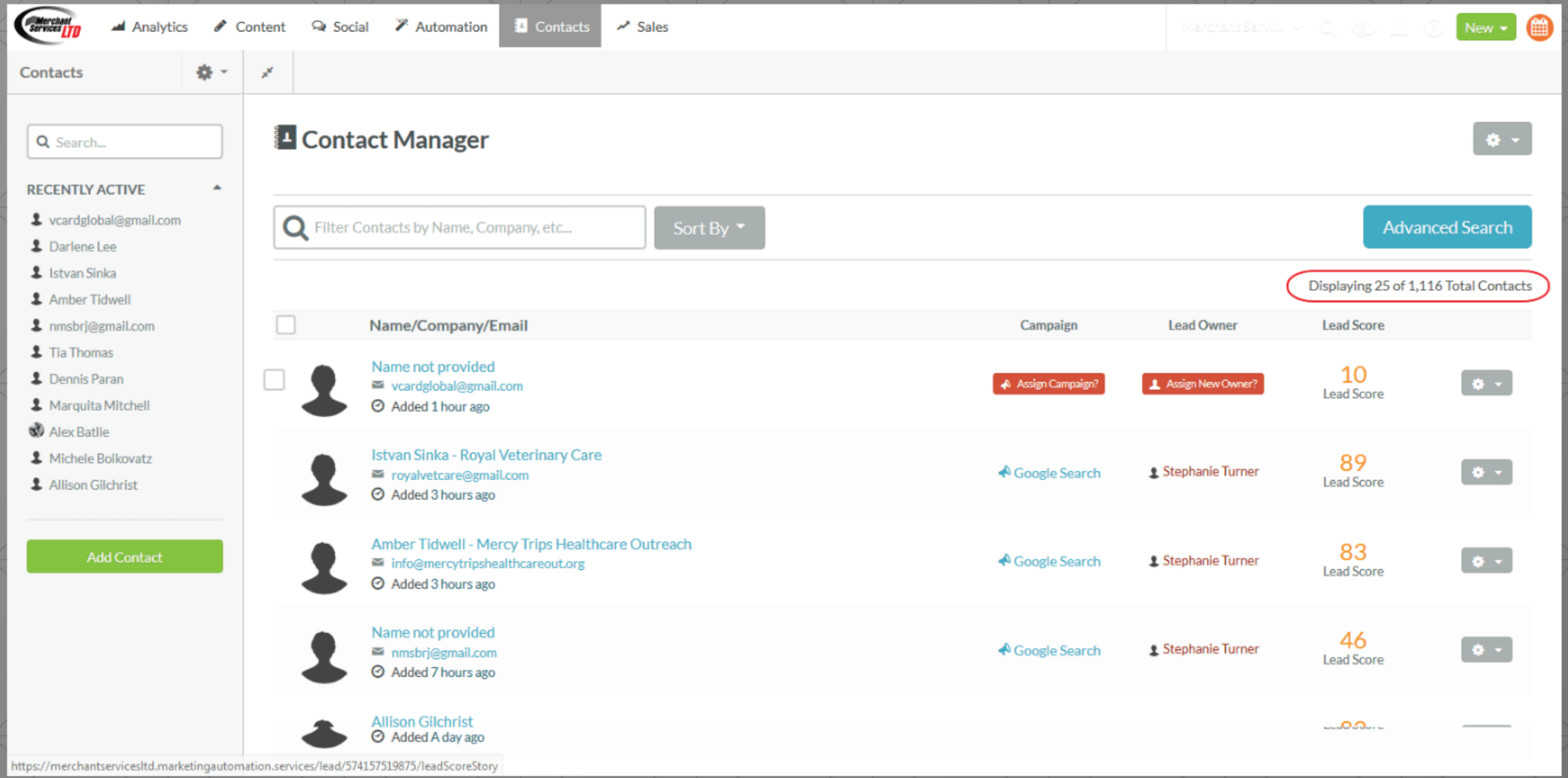
~1000
Contacts Added

2017 Overview

~100
Contacts Added

Each Month

SharpSpring Contacts Overview



Drift Conversations

~60
Conversations

Each Month

~40
Contacts Created

Each Month

Drift Performance Snapshot

Dashboard

This Month | 01/01/2018 → 01/26/2018

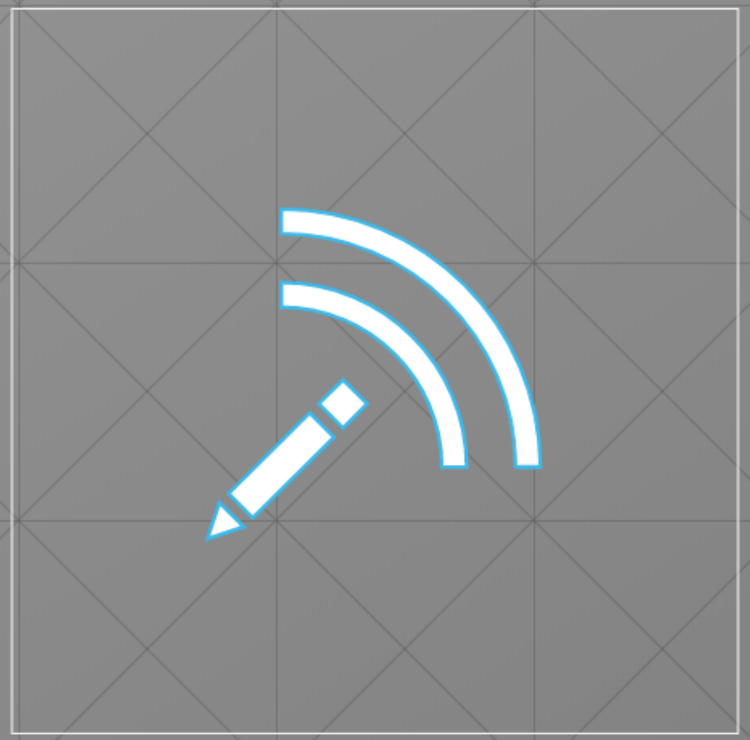
Introducing Drift Sequences

We've redesigned sales email automation to help you start more conversations with your potential customers. It's free to get started. All you need to do is connect your gmail account using the Drift Chrome Extension. Learn More

How it Works | Create a Sequence

Drift Overview

Conversations	Emails Captured	CQLs	Meetings Booked
58	39	0	0
▲ 38%	▲ 56%	▼ 0%	▼ 0%



2018 Estimated Reach

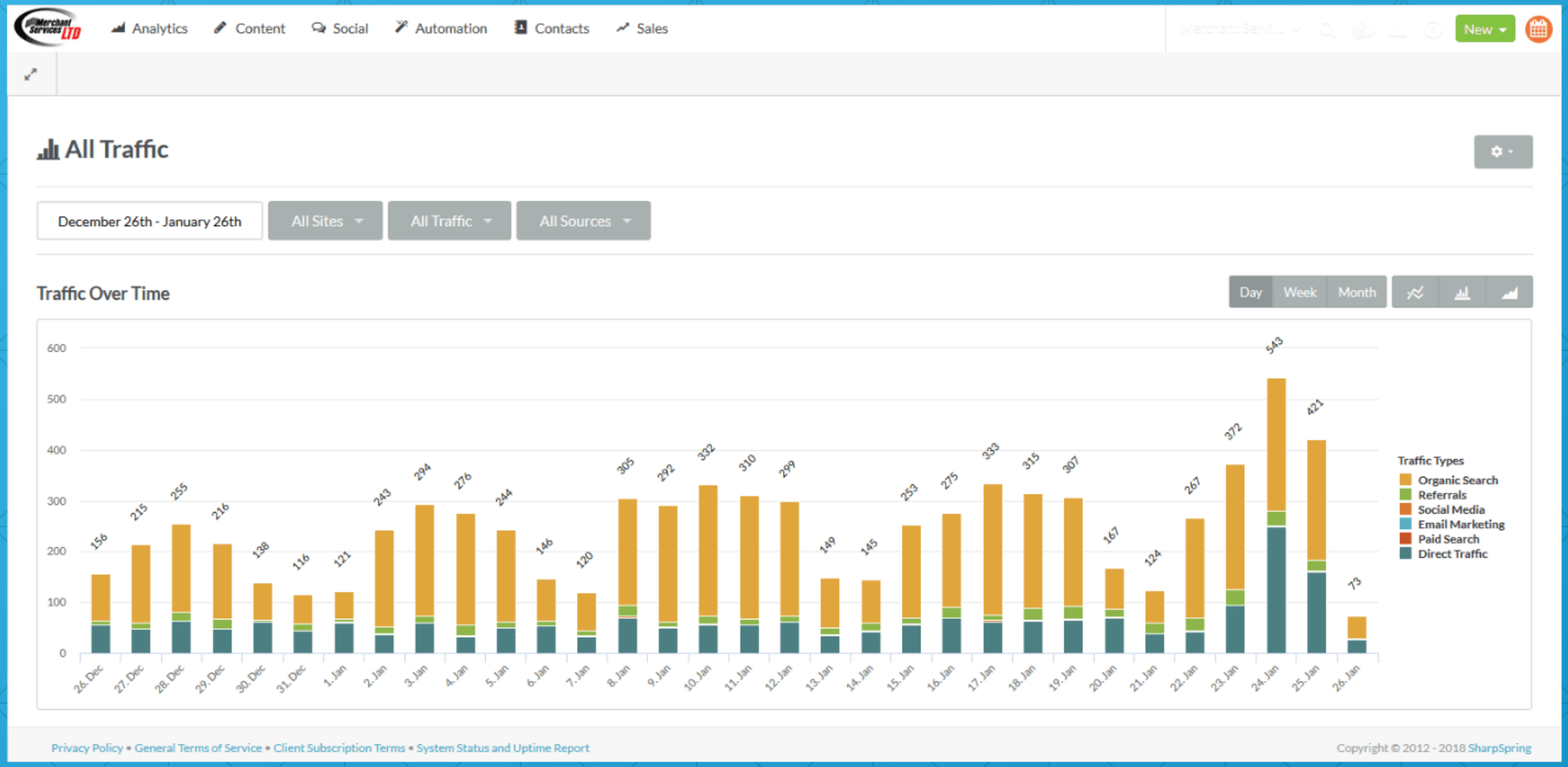
60,000
Total Reach

2018 - Users

2000
New Contacts

2018 - Contacts / Leads

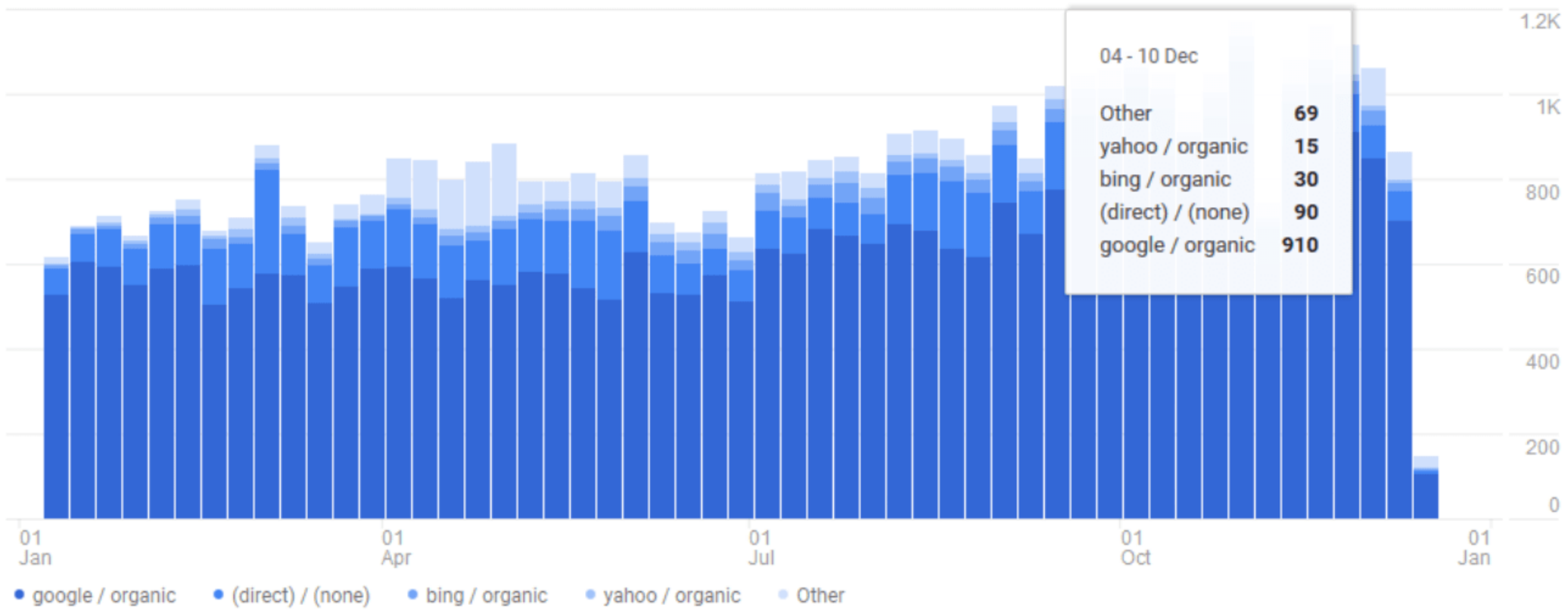
Recent Traffic Snapshot
(1 month)



Traffic by Source - 2017

How do you acquire users?

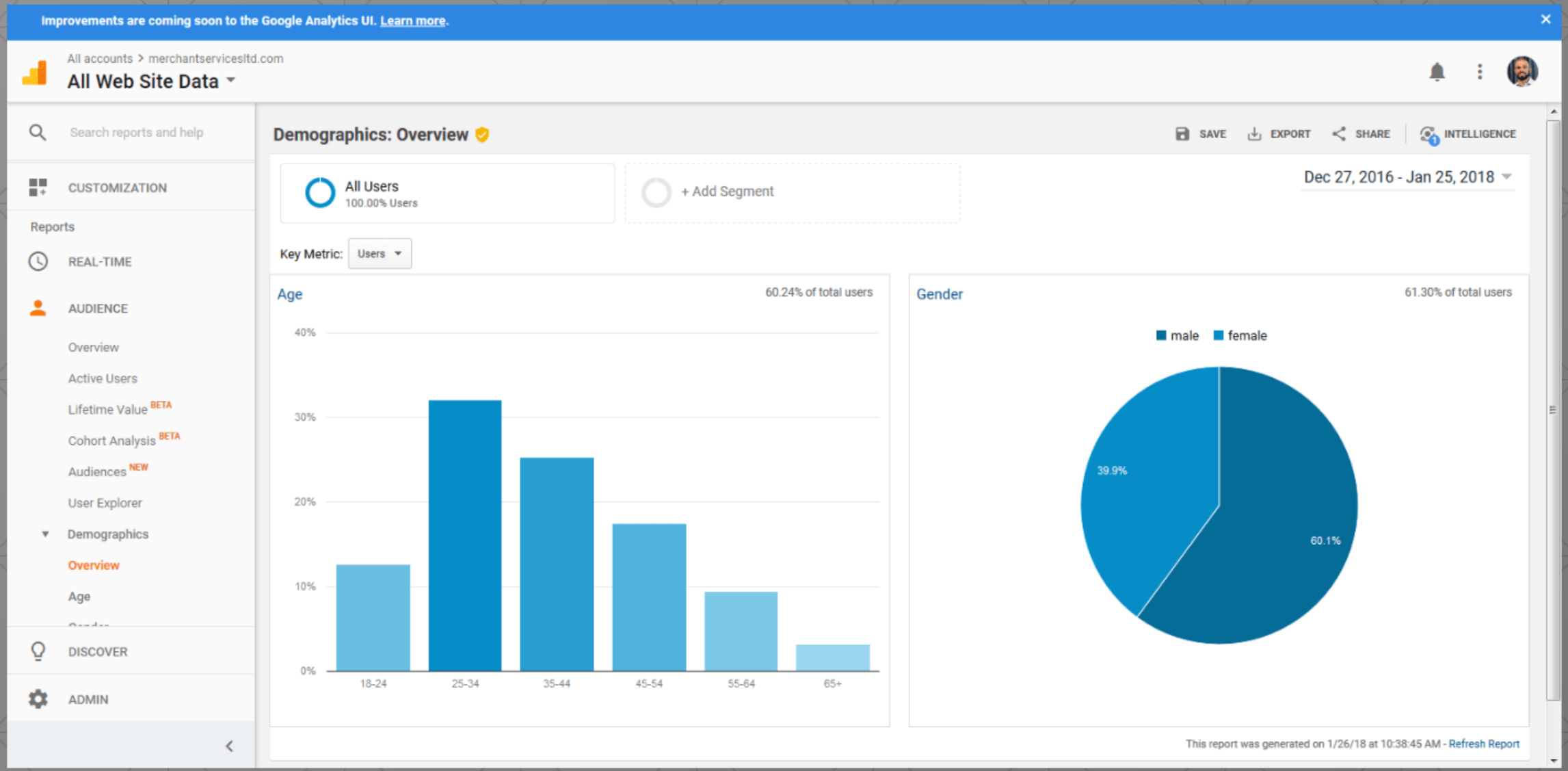
Traffic Channel | **Source / Medium** | Referrals

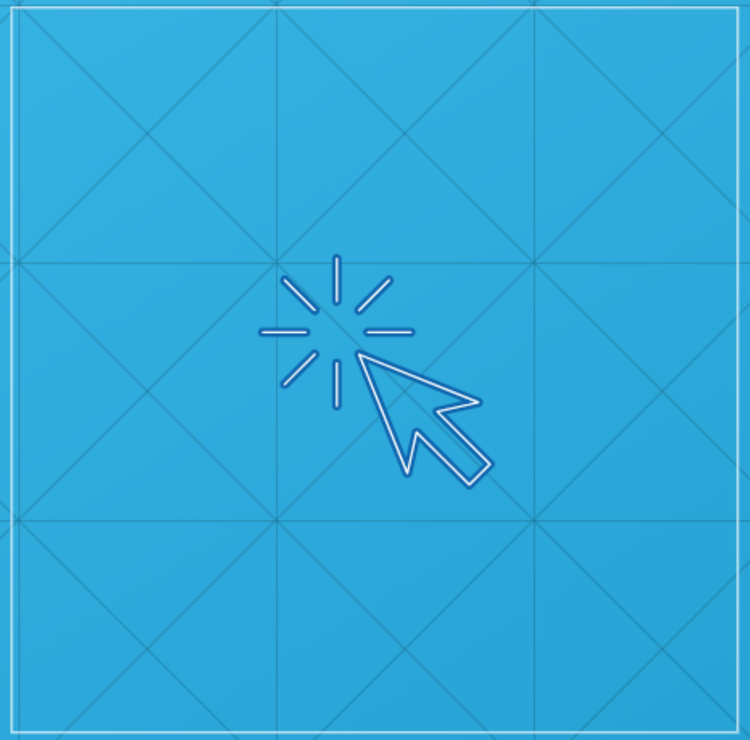


Last year

ACQUISITION REPORT

Demographics Snapshot





User Engagement Metrics

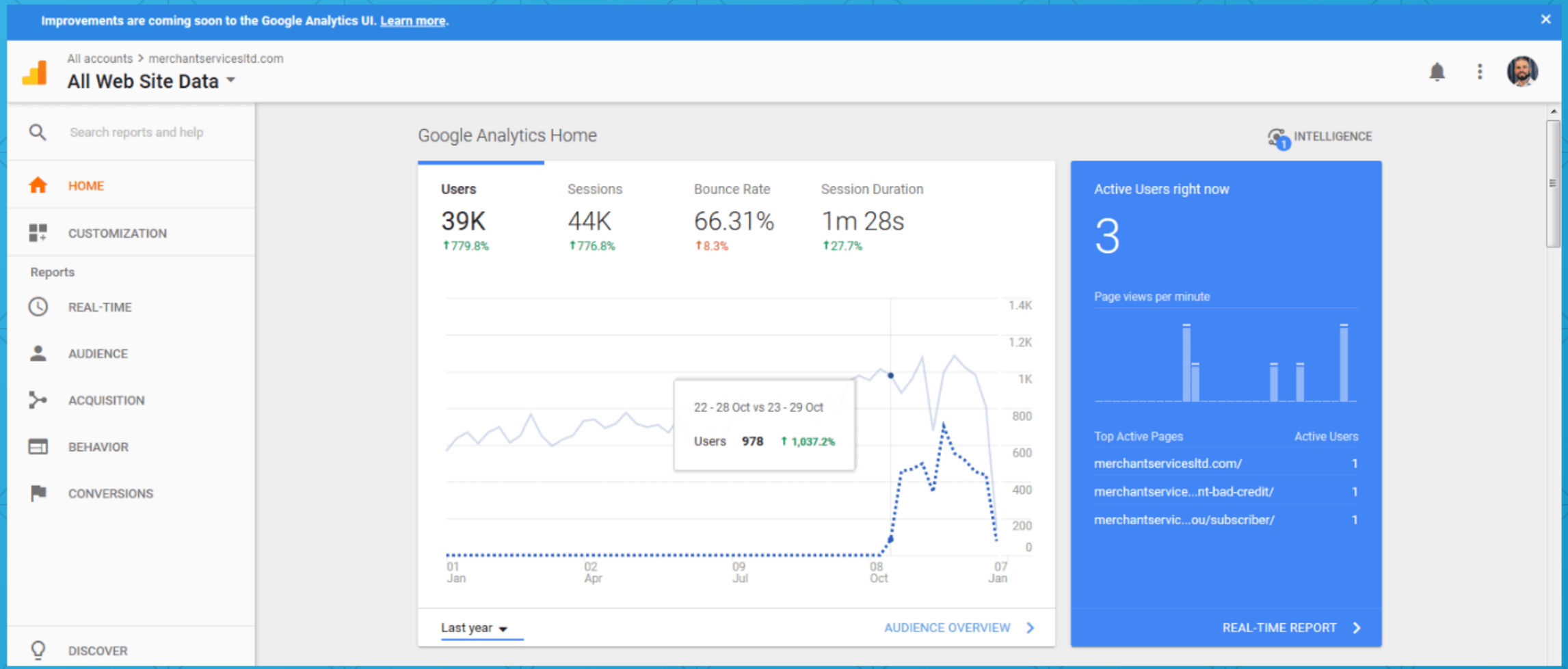
12,000
Visits Longer than 30 Seconds

Time Spent On Site

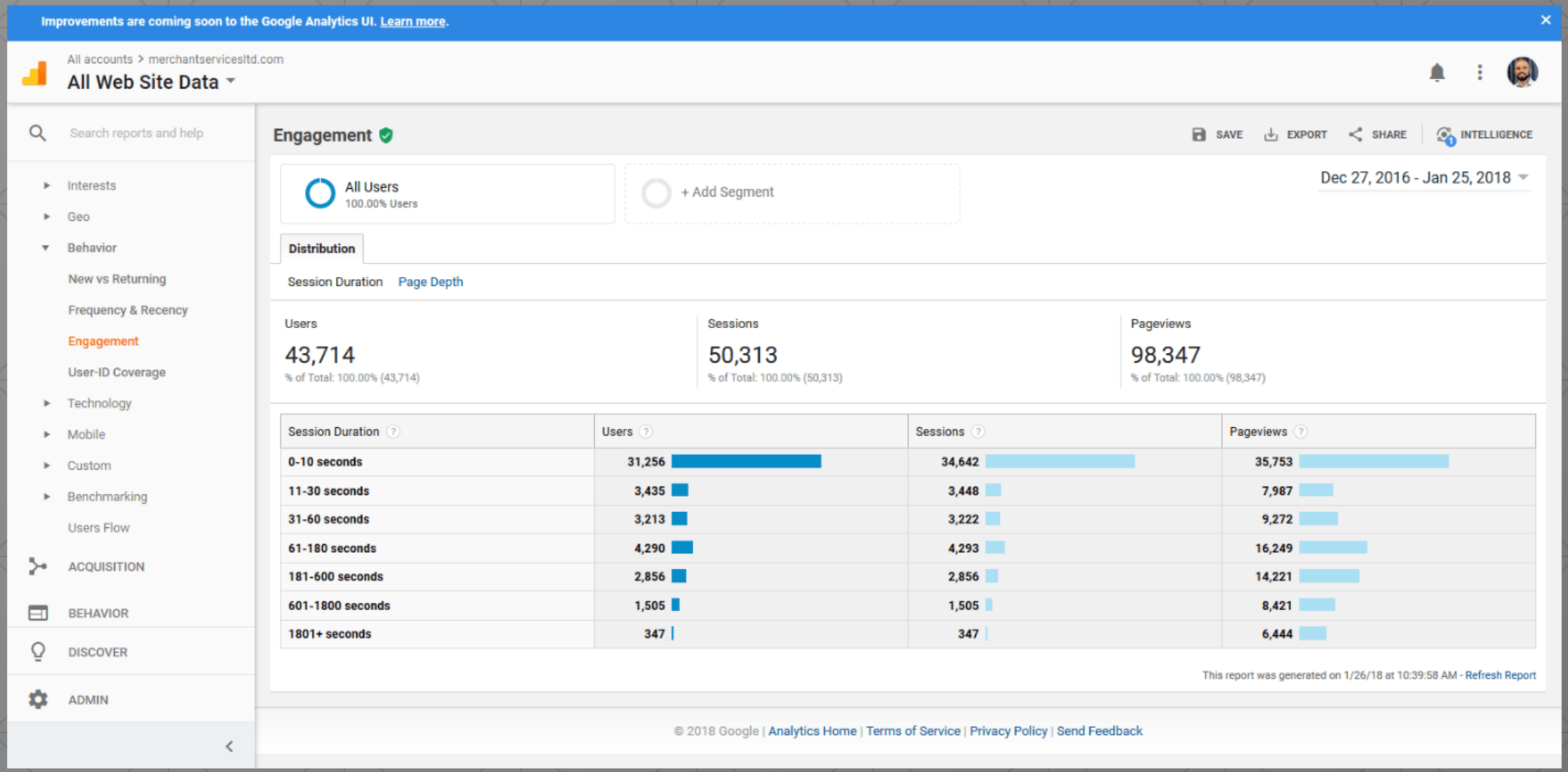
50,000+
Page Views

Visits Longer than 30 Seconds

User Engagement - Sessions Overview



User Engagement - Traffic Detail



Feed the Funnel

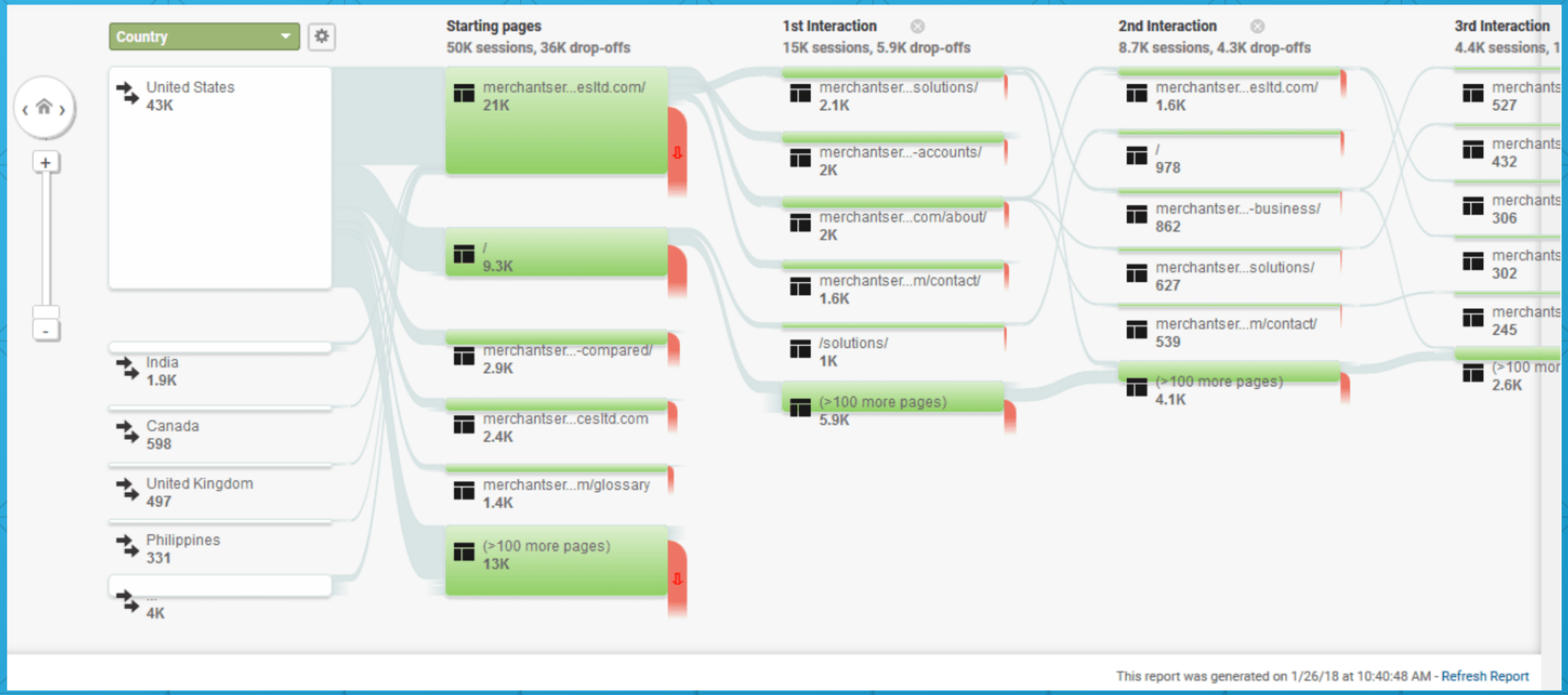
15,000
Sessions

One Interaction

8,700
Sessions

Two+ Interactions

Funnel Visualization - 2017



Organic Ranking - Google-US

5,119+
Total Keyword Positions

Website Appears in Google Search

700+
Top 10 Positions

Appears on Page One

1,400+
Top 10 Positions

Projected for 2018

600+
Top 20 Positions

Appears on Page Two

Sample Organic Keyword Targets - 2017

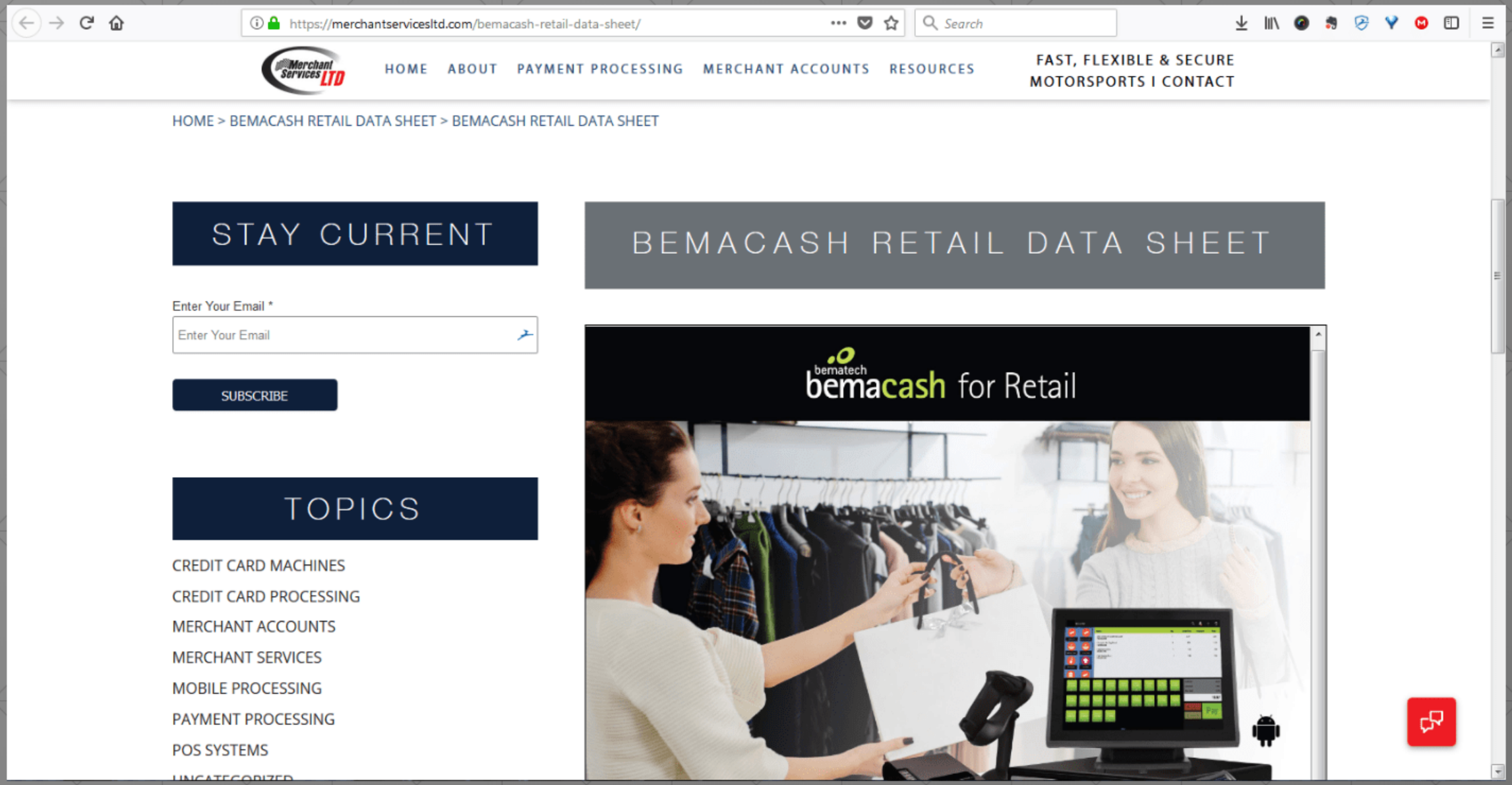
#	Keyword	Position	Position History	Position History Date	Volume	URL
1	merchant services	1	2	1/19/2018 20:15	26000	https://merchantservicesltd.com/
14	merchant services	1	2	1/19/2018 20:15	26000	https://merchantservicesltd.com/motorsports/
15	merchant services	1	2	1/19/2018 20:15	26000	https://merchantservicesltd.com/glossary-of-ter
16	merchant services	1	2	1/19/2018 20:15	26000	https://merchantservicesltd.com/merchant-acco
17	merchant services	1	2	1/19/2018 20:15	26000	https://merchantservicesltd.com/about/
9	credit card machine	10			8600	https://merchantservicesltd.com/solutions/credi
2	best merchant services	1			2000	https://merchantservicesltd.com/best-merchant-
3	best merchant services	3			2000	https://merchantservicesltd.com/best-merchant-
7	american express merchant account	6	7	12/26/2017 14:48	2000	https://merchantservicesltd.com/merchant-acco
8	merchant service provider	5			1500	https://merchantservicesltd.com/best-merchant-
11	square merchant services	6	4	1/3/2018 5:52	1400	https://merchantservicesltd.com/merchant-acco
74	square merchant	10	6	12/27/2017 9:40	1300	https://merchantservicesltd.com/merchant-acco
21	credit card machine for small business	6	8	12/30/2017 3:28	1100	https://merchantservicesltd.com/best-credit-car
32	credit card machine for small business	8			1100	https://merchantservicesltd.com/best-credit-car
413	stripe credit card processing	8	9	12/27/2017 4:26	1100	https://merchantservicesltd.com/merchant-acco
58	clover vs square	9			900	https://merchantservicesltd.com/clover-vs-squar
5	merchant service	1			800	https://merchantservicesltd.com/
20	credit card terminals	6	7	1/7/2018 10:46	800	https://merchantservicesltd.com/solutions/credi
202	merchant service	1			800	https://merchantservicesltd.com/glossary-of-ter
203	merchant service	1			800	https://merchantservicesltd.com/about/
204	merchant service	1			800	https://merchantservicesltd.com/merchant-acco
205	merchant service	1			800	https://merchantservicesltd.com/solutions/
4	merchant account providers	1			700	https://merchantservicesltd.com/best-merchant-
19	stripe merchant	5	6	12/27/2017 10:56	700	https://merchantservicesltd.com/merchant-acco
25	credit card merchant services	8	54	12/25/2017 5:27	700	https://merchantservicesltd.com/
45	merchant account providers	9			700	https://merchantservicesltd.com/best-merchant-
55	merchant account providers	8	10	12/1/2017 3:41	700	https://merchantservicesltd.com/best-merchant-
56	merchant account providers	8			700	https://merchantservicesltd.com/best-merchant-
71	merchant account providers	9	8	12/14/2017 6:32	700	https://merchantservicesltd.com/best-merchant-
88	merchant account fees	10	9	12/31/2017 3:02	700	https://merchantservicesltd.com/how-merchant-
68	credit card processing companies for small business	10			600	https://merchantservicesltd.com/best-credit-car
79	square payment processing	10	24	12/7/2017 17:05	600	https://merchantservicesltd.com/clover-vs-squar
38	merchant fees	4	7	11/22/2017 5:21	450	https://merchantservicesltd.com/how-merchant-
41	best merchant services for small business	8	17	11/23/2017 13:13	450	https://merchantservicesltd.com/best-credit-car

Sample Organic Keyword Targets - 2018

#	Keyword	Position	Position History	Position History Date	Volume	URL
5098	stripe payments	32	37	1/19/2018 3:05	23000	https://merchantservicesltd.com/merchant-acc
2238	credit card processing	82	79	1/18/2018 9:36	18000	https://merchantservicesltd.com/solutions/
5091	verifone vx520	92	85	1/19/2018 9:14	13000	https://merchantservicesltd.com/solutions/cre
2538	credit card reader	70	75	1/18/2018 11:46	9900	https://merchantservicesltd.com/using-credit-c
9	credit card machine	10			8600	https://merchantservicesltd.com/solutions/cre
1606	merchant account	50	52	1/21/2018 18:15	7000	https://merchantservicesltd.com/merchant-acc
672	clover go	32	31	1/5/2018 18:11	5700	https://merchantservicesltd.com/solutions/cre
4838	vx520	91	92	1/18/2018 6:32	5700	https://merchantservicesltd.com/solutions/cre
152	stripe account	12			5600	https://merchantservicesltd.com/merchant-acc
5099	square account	35			4600	https://merchantservicesltd.com/merchant-acc
5088	stripe payment	31	24	1/21/2018 16:54	4000	https://merchantservicesltd.com/merchant-acc
883	square vs paypal	38	44	1/19/2018 0:14	3900	https://merchantservicesltd.com/clover-vs-squa
3752	credit card processing fees	97	95	1/17/2018 2:00	3600	https://merchantservicesltd.com/how-merchan
2075	mobile credit card processing	72			3300	https://merchantservicesltd.com/clover-vs-squa
2744	mobile credit card reader	80	88	1/20/2018 1:16	3200	https://merchantservicesltd.com/using-credit-c
4351	accept credit cards	81	74	1/17/2018 10:05	2800	https://merchantservicesltd.com/top-10-reason
50	ingenico ict250	19	20	1/19/2018 16:30	2700	https://merchantservicesltd.com/solutions/cre
2997	credit card readers	90	98	1/20/2018 7:12	2500	https://merchantservicesltd.com/using-credit-c
5101	best credit card processing	92			2500	https://merchantservicesltd.com/clover-vs-squa
2381	pax s80	44	49	1/2/2018 18:26	2300	https://merchantservicesltd.com/solutions/cre

Website Upgrades - Q4 2017

PDF Rendering & Additional Breadcrumbs

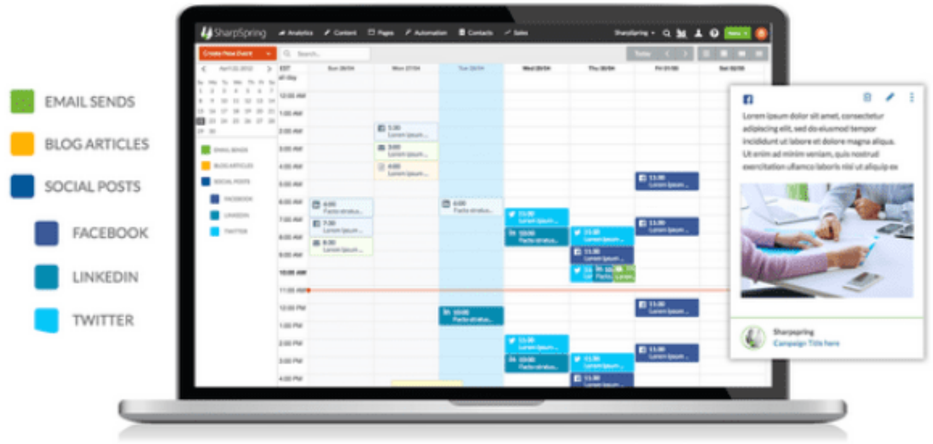


SharpSpring Upgrade & Improvements

pricing increase - $249/mo

Since MSL has started using the SharpSpring platform there has been quite a few improvements; first with the visual workflow builder and most recently with the addition of social media for Facebook, Twitter, and LinkedIn as well as an integrated content calendar to help visualize and better manage the plan for new sales & content. Highlights include:

- Content Calendar: A bird's-eye view of your social posts, email sends, and blog articles.
- Social Posting: Post directly to Facebook, Twitter, and LinkedIn without leaving SharpSpring.
- Social Listening: Monitor social media activity with customized listening feeds.
- New Trigger/Filter: Create automations based on when leads interact with your social media accounts.



There have also been other minor updates including an upgrade as to how SharpSpring handles e-mail syncing, and we can now integrate 3rd party mail services via IMAP, so a SharpSpring user's inbox can be synced with the CRM to help streamline communications during the sales process. I would be happy to provide additional help docs or remote support to get this set up.

See: https://help.sharpspring.com/hc/en-us/articles/115001429408-How-Email-Syncing-Helps-Sales

Guest Blogging for Traffic & SEO

Queued					http://achpaymentprocessing.com
Queued					http://creditprocessingcompanies.com
Queued					http://merchantfees.org
Queued					http://websitepaymentgateway.com
Queued					http://mobilewebstrategies.com
Queued					http://skillsnet.net
Active	Guest Blog	Traditional credit card m	https://merchantservice:		http://mobilemarketingandtechnology.com/2017/11/13/square-vs-traditional-credit-card-machine-t
Active	Guest Blog	traditional merchant pro	http://merchantservicesl		http://mobilemarketingandtechnology.com/2017/11/13/square-vs-traditional-credit-card-machine-t
Queued	Guest Blog	Clover Go makes mobile	https://merchantservice:		https://www.techbooky.com/iphone-credit-card-payment/
Active	Guest Blog	merchant service provid	https://merchantservice:		https://www.cloudways.com/blog/credit-card-processing-tips/
Active	Guest Blog	credit card processing e	https://merchantservice:		https://www.cloudways.com/blog/credit-card-processing-tips/
Active	Guest Blog	traditional merchant acc	https://merchantservice:		http://influencedigest.com/business/four-reasons-committing-traditional-merchant-account-provid
Active	Guest Blog	Lower credit card proce:	https://merchantservice:		http://influencedigest.com/business/four-reasons-committing-traditional-merchant-account-provid
Active	Guest Blog	merchant service accou	https://merchantservice:		https://www.futurpreneur.ca/en/2017/top-factors-consider-choosing-credit-card-processing-compa
Active	Guest Blog	Point-of-Sale (POS) sys	https://merchantservice:		https://www.futurpreneur.ca/en/2017/top-factors-consider-choosing-credit-card-processing-compa
Queued					https://technofaq.org
Queued					https://www.varinsights.com/
Queued					https://en.wikipedia.org/wiki/Comparison_of_payment_systems

501c3 Charities with SEO Opportunity

We have been working on a list of 501c3 organizations as potential sponsorship opportunities, with the goal of gaining link(s) for SEO value as well as drive brand recognition and new merchant account signups.

A number of websites have been identified, which we will further refine if it is something you would like us to pursue. These are organizations with websites like this: https://thecapitalnetwork.org/sponsors/

Others include:

wecorlando.com	WEC Orlando
agingintothefuture.com	Aging Into the Future
airraceclassic.org	Air Race Classic
fightforlifefoundation.org	Fight For Life
helpamericanheroes.com	HelpAmericanHeroes
sochidogs.org	SochiDogs
warriorwishes.org	Operation Warrior Wishes
americanveteranscenter.org	AmericanVeteransCtr.
nextgengolf.org	Nextgengolf
frls.org	FRLS
vedc.org	VEDC
bpa.org	Business Professionals of America
winewomen.net	Wine Women
flysnf.org	SUN 'n FUN
historicboulder.org	Historic Boulder
friendsofjupiterbeach.org	Friends of Jupiter Beach
w2wrescue.com	Wags 2 Wishes
philaculturalfund.org	Philadelphia Cultural Fund
petfinderfoundation.com	Petfinder Foundation
vetsgl.org	Vets in GL
wmnf.org	WMNF
patriotacademy.com	Patriot Academy
yogareachesout.org	Yoga Reaches Out

What do you think about donating to some of these organizations? Do you see any that could be a good fit? What is your criteria for getting involved with something like this?

Quora as a Traffic Source

Quora can be a good traffic source, allowing us to answer questions directly related to the payment processing industry. They also have an advertising platform which is relatively untapped.

Check these out:

https://www.quora.com/topic/Payment-Processing

https://www.quora.com/topic/Merchant-Accounts

https://www.quora.com/topic/Payment-Gateways

https://www.quora.com/topic/Online-Payment-Gateways-and-Processing

https://www.quora.com/topic/Chip-and-PIN-Credit-Debit-Card-Authentication

https://www.quora.com/topic/Point-of-Sale-Systems-POS

https://www.quora.com/topic/Credit-Card-Processing-1

https://www.quora.com/topic/Merchant-Services-1

Online Press Release Distribution

for link building & awareness

1. Logo

3. Release Date

4. Headline

6. Dateline

[YOUR LOGO HERE]

FOR IMMEDIATE RELEASE

Contact: [Your Name & Organization]
Phone: [Contact Phone Number]
Email: [Contact Email Address]

2. Your Contact Info

[MAIN PRESS RELEASE HEADLINE]

[Italicized Sub-header]

5. The "Deck" (Subheader)

[CITY, STATE, Month Date—] Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse vestibulum, mi ut pharetra ullamcorper, mauris est suscipit est, non malesuada diam sapien sit amet arcu. Mauris cursus suscipit ipsum, id venenatis nulla fringilla at. Aliquam erat volutpat. Aenean dictum enim vitae consequat lacinia.

7. 1st Paragraph

8. Body Paragraphs

Curabitur sit amet interdum nisl. In id lacinia ligula. Aliquam porta, ipsum in tristique dignissim, eros tellus feugiat magna, in euismod sem sapien semper leo.

Aliquam pharetra fringilla tortor id tempor. Ut metus odio, suscipit tristique risus a, pellentesque finibus quam. Nam vehicula nisl dolor, sed tristique nulla accumsan nec. Duis elementum, urna sed vestibulum facilisis, nisi magna eleifend leo, quis vulputate mauris elit in eros. Donec tempus auctor purus ac fermentum. Aliquam in commodo lectus, id fringilla dui.

Sed blandit sapien nibh, in pretium arcu tristique in. Morbi at ante ut purus dictum varius. Nunc facilisis lorem ut fermentum lobortis. Praesent sit amet augue viverra, luctus ex iaculis, gravida ante.

9. Boilerplate

[Your Business Name] is a [Boilerplate description…]

###

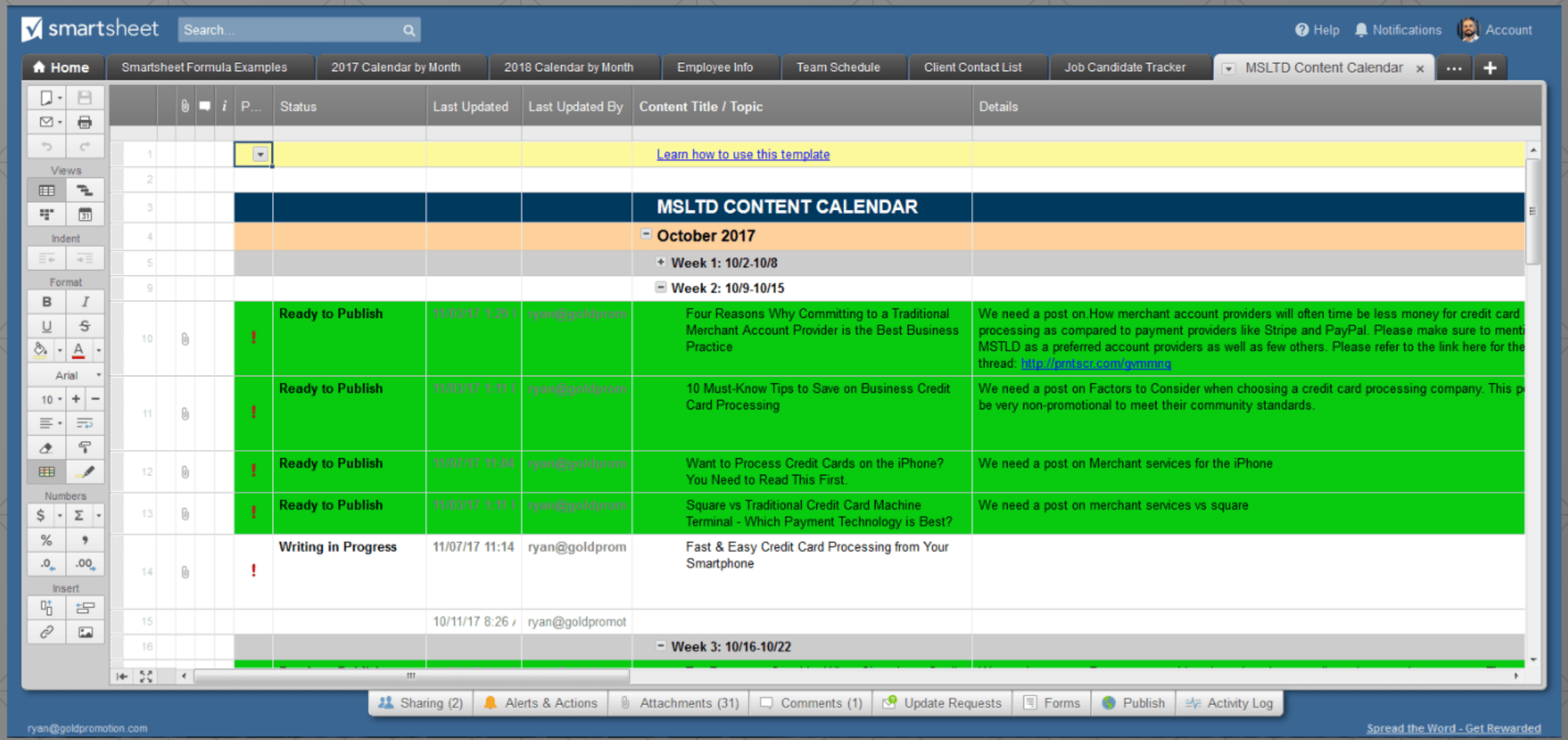
10. End Notation

11. Final Note

If you would like more information about this topic, please call [Name] at [Phone number], or email [email address].

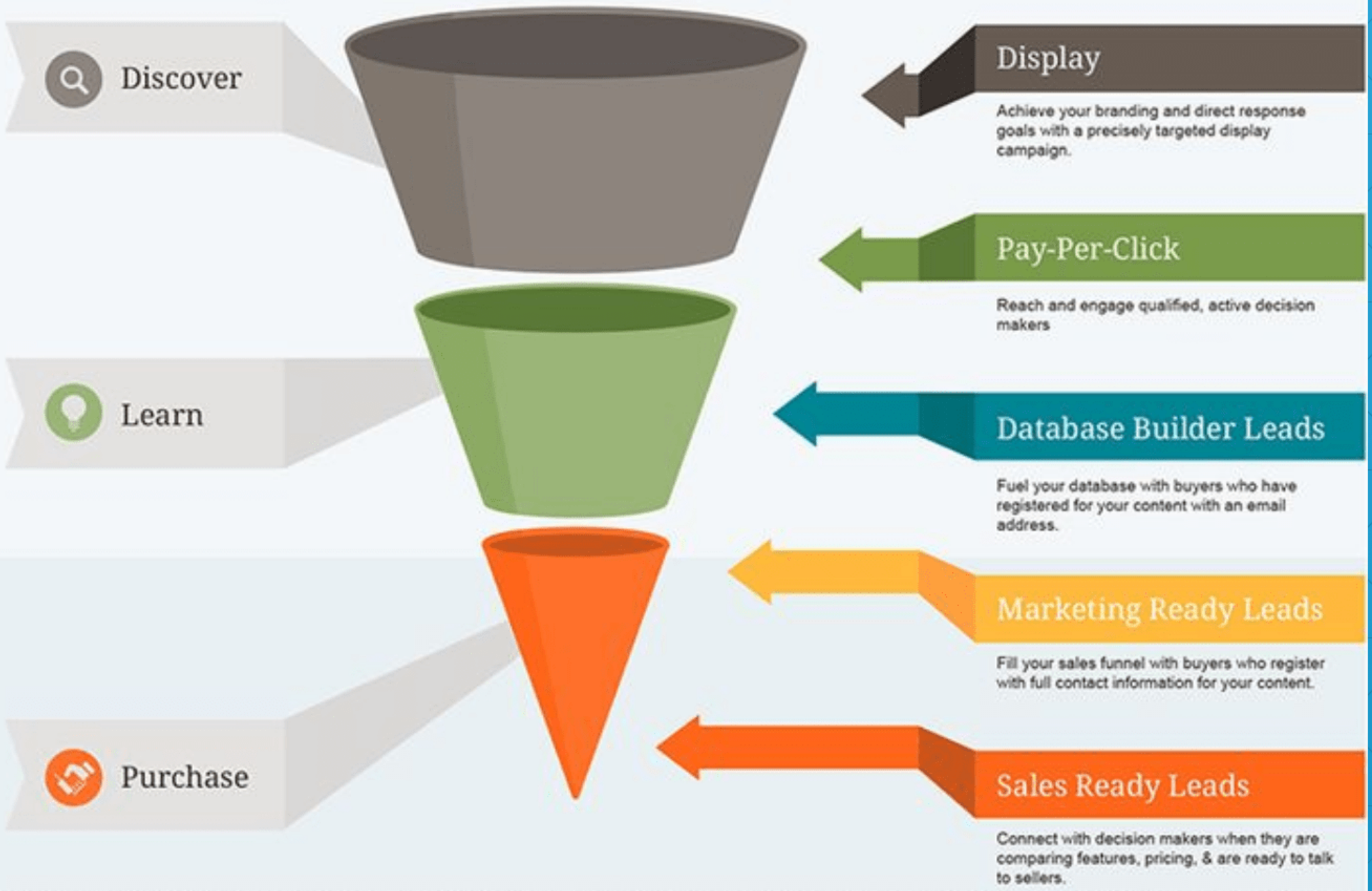
Smartsheet Project Management

(with editorial oversight)



Proposed Article Topics - 2018

	MERCHANT ACCOUNT TOPICS	CREDIT CARD PROCESSING TOPICS	PAYMENT GATEWAY TOPICS	ACH PAYMENT PROCESSING TOPICS
2	ecommerce merchant account	are credit card processing fees taxable	what are payment gateway services	how does ach payment processing work
3	merchant account or paypal	are credit card processing fees subject to sales tax	what are payment gateway charges	what is ach payment processing
4	merchant account with recurring billing	what are credit card processing fees	how payment gateway works	ach payment processing for small business
5	merchant account with visa	how credit card processing works	how payment gateway works in ecommerce	ach payment processing api
6	merchant account with authorize net	how credit card processing fees work	how to get payment gateway	credit card and ach payment processing
7	types of merchant account	how credit card processing works diagram	how to integrate payment gateway in android	ach payment processing benefits
8	which merchant account is the best	how many credit card processing companies are there	why payment gateway is required	ach payment processing for small business
9	who has the lowest merchant account fees	how to setup credit card processing for small business	why payment gateway is necessary	best ach payment processing
10	who needs a merchant account	how much does credit card processing cost	what payment gateway is best	ach payment processing companies
11	why do i need merchant account	how to reduce credit card processing fees	payment gateway ios	ach payment processing cost
12	merchant account with prepaid card	how to compare credit card processing fees	which payment gateway is best for startups	ach check payment processing
13	merchant account with virtual terminal	how to choose credit card processing company	payment gateway for wordpress	credit card ach payment processing
14	merchant account with payment gateway	how to read credit card processing statement	payment gateway for shopify	understanding ach check payment processi
15	merchant account with debit card	how to calculate credit card processing effective rate	payment gateway for woocommerce	how does ach payment processing work
16	merchant account qualified vs nonqualified	what credit card processing company is best	payment gateway for ecommerce website	ach electronic payment processing
17	merchant account vs processor	what is moto credit card processing	payment gateway for small business	ach payment processing fees
18	merchant account vs third party	what is tsys credit card processing	payment gateway for ecommerce	ach payment processing for small business
19	merchant account vs business checking	what are typical credit card processing fees	payment gateway for non profit organizations	how does ach payment processing work
20	merchant account vs business bank account	what are standard credit card processing fees	payment gateway top 10	ach payment processing in sap
21	merchant account vs bank account	what is avs credit card processing	payment gateway tools	ach payment processing in oracle r12
22	merchant account vs business account	what is emv credit card processing	payment gateway to website	ach payment processing in peoplesoft
23	best merchant account to use with authorize.net	who has best credit card processing rates	payment gateway to merchant account	ach payment processing in quickbooks
24	adding merchant account to wordpress	which credit card processing is cheapest for small business	add payment gateway to website	are ach payments processed on weekends
25	adding merchant account to website	can you charge credit card processing fee	add payment gateway to woocommerce	ach online payment processing
26	merchant account to use with authorize.net	can i deduct credit card processing fees	which payment gateway to use	ach payment processing sap
27	merchant account for ecommerce business	can you charge a credit card processing fee in florida	add payment gateway to wordpress	ach payment processing for small business
28	merchant account for travel agency	can you charge a credit card processing fee in california	add payment gateway to android app	ach payment processing services
29	merchant account for travel industry	can you charge a credit card processing fee in texas	add payment gateway to asp.net website	ach payment processing time
30	merchant account for new business	can you charge a credit card processing fee in new york	add payment gateway to php website	understanding ach check payment processi
31	merchant account for authorize.net	can you write off credit card processing	payment gateway with lowest transaction fee	ach payment processing companies

THE MARKETING FUNNEL

Performance Marketing Made Easy