

ZOE MARKETING &
COMMUNICATIONS

PRESENTS

How Your Marketing Partnership With Zoe Works

A black and white photograph of two women in business attire. The woman on the left is smiling and looking at the woman on the right, who is holding a tablet and pointing at the screen. They appear to be in a collaborative work environment.

Here's what you
can expect —
from marketing
strategies to
costs and more

Digital Marketing is Essential to Growing Your Business

Your future customers are looking for businesses like yours online. Will they find you? And, if they do, will they remember you, like you and, most importantly, trust you?

They're crucial questions, and digital marketing is pivotal in making the answers "yes." After all, [81%](#) of shoppers do digital research before they buy something, according to GE Capital Retail Bank. They're searching for information, from home improvement projects to new schools, a vacation to an urgent care.

Your future customers are discerning, digging deep and researching multiple brands. Most of all, they want to be certain they can rely on you first.

Good Businesses Like Yours Deserve to Grow

Every business should feel comfortable and confident about their marketing, which is the best way to make that growth happen.

That's the heart of what Zoe Marketing & Communications does. We specialize in custom marketing for small- to mid-sized businesses. Created in 2020, Zoe emerged from its sister companies, Metro Parent and Chicago Parent, which have 40+ years of marketing experience.

When we're partners:

- You'll get a highly customized marketing plan that's tailored to your unique needs
- You'll gain a clear, uncomplicated approach to marketing, focused on proven tactics like emails, content, SEM and SEO to help you gain leads, traffic, visibility and clients
- You'll have an experienced marketing agency with 40+ years of experience behind you, fine-tuning your message to create trust and build your business

Digital marketing is essential, but it shouldn't be stressful. Here's how Zoe can help your business.



★
On average, U.S. companies devote **54%** of their marketing budgets to digital

What's in This Guide?



01	Your First Steps With Zoe Marketing & Communications.....	4
02	The Zoe Experience: What the Partnership Entails	7
03	Your Role in the Success Equation.....	8
04	Multichannel Marketing: Effectively Layering Services	
	● Core Services: Content, Email, SEO, Reputation, Google Analytics, Creative	
	● Digital Ads: SEM/PPC, Programmatic ads, OTT, Social media	
	● Advanced Options: Web design + development, Video, Custom publishing	9
05	Pricing: Investing in Your Company's Future	13
06	Success Stories to Inspire You	15
07	FAQs: Clearing Up Common Questions	19
08	Your Next Marketing Steps	20

Your First Steps With Zoe Marketing & Communications

These marketing solutions are designed to empower your business to connect with clients, grow and thrive. **Your custom marketing plan is tailored to your precise goals and unique needs.**

The reasons for reaching out

It all begins with a marketing gut check. Businesses usually reach out to Zoe when they:

- Feel overwhelmed by marketing
- Want a customized plan focused on their needs
- Are ready to grow their business
- Need to grow their leads and conversions



Creating contact and starting the process

When you're ready to learn more, three things will happen:



You'll click the Talk to Us button on Zoe's website and fill in the form. Your information is safe and never sold or spammed.



You'll receive an introductory email and video from a Zoe senior marketing strategist within 1-2 business days of submitting the form. It includes a quick survey with a few extra questions to help us get to know you better.



We'll connect and choose a date and time for a client needs assessment, or CNA.

(See next page for more on CNAs)

“

A client needs analysis is like using a map before embarking on a journey. It ensures you invest resources wisely. It tailors solutions that truly resonate with your audience. Ultimately, a CNA navigates the path to success with precision and purpose.”

— Michele Potts, sales director,
Zoe Marketing & Communications

What to Expect With a Client Needs Assessment

A CNA is a low-pressure chat — at least 30 minutes, 1 hour max — by video call or phone with a senior marketing strategist. It's low-pressure and casual; no sales pitches.

Preparation: Prior to the chat, think about your business marketing goals, challenges and what success looks like to you. No worries: We [give you with a worksheet](#) to guide you.

The assessment: Your strategist turns these questions into a thoughtful, informal conversation, getting to know you and your business better.

The plan: Zoe shares a review of your goals and how you plan to measure success. Then, we create solutions that meet your needs and explain how these strategies fit into your buyers' journey. From there, we outline how we'll show you results and reporting. Finally, we explain pricing and your average estimated results.

Your voice: You have a front seat to understanding your plan, and you have direct input and final say. This process continues during our partnership as you grow adjustments as needed.

Learn more
about client
needs
assessments
with Zoe



Meet Your Zoe Team

You'll have a team of marketing professionals backing you up. It includes, but isn't limited to:

Your senior marketing strategist, who helps craft your marketing strategy and guide you through the sales process. They identify your prime areas for growth.



Linda Holland, one of Zoe's senior marketing strategists, brings 35+ years of experience

Your marketing analyst, who oversees your marketing performance and data. They work with you to track your data in Google Analytics and assemble regular reports.



An avid marketing student, Eric Gerber has managed campaigns and data for 10+ years

Your client success strategist, who manages, collaborates on and communicates your campaigns' success. They help you reach your marketing goals and make adjustments as needed.



Carlos Figuera's 8 years in marketing include campaign management and client care

Your content editor, who is your go-to for content marketing. Whether blogs for your website or sponsored content, they guide you in creating topics and interviewing your experts — and, of course, they do the writing.



Claire Charlton has been telling businesses' stories for more than two decades

Your designer, who supports you in capturing your brand's personality, voice and aesthetics, especially in ad creation.



Kelly Buren's 16+ years of experience range from dynamic ads to magazine design

The Zoe Experience: What the Partnership Entails

At Zoe, we also view marketing as a partnership that hinges on our key values of innovation, respect and dedication. We're transparent about nine things you can expect in our partnership.

Discover
Zoe's key
philosophies
to see if
they're a fit
for you

- 1 Strategic planning:** You get a marketing strategy, not just "media buys," based on your goals, target audience and competition. Your custom plan is based on market research, audience analysis and media planning to maximize efficiency.
- 2 Straightforward pricing:** Three [pricing plans](#) begin at \$3,000, \$4,000 and \$6,000 per month. There's usually a minimum commitment of six months, and each plan includes a minimum of 2-3 tactics. Costs may vary based on your goals, needs and tactics.
- 3 The creative process:** Creativity brings your brand to life, and you're part of this process. Be ready to give your input, thoughts and insight into your company's voice and brand knowledge.
- 4 Quality content:** It's essential in connecting with future customers, and Zoe has a 40-year history of creating journalistic content. Expect best practices to create engaging content that highlights your brand's personality and expertise.
- 5 Ongoing commitment:** The recommended six-month-minimum collaboration ensures your marketing efforts gain the traction they deserve — with time to adjust and optimize for best results. For maximum growth, six months is just the beginning.
- 6 Goal alignment:** Starting with the [client needs assessment](#), we create clear expectations so that we're tracking the exact success measurements you want. This can include new leads, revenue, form fills, website visits, appointments set, etc.
- 7 Collaboration:** Count on bi-monthly report meetings and weekly strategy meetings — each with key members of your marketing team. You'll learn about your campaigns' performance and best next steps. And you'll always have space to express challenges and share ideas.
- 8 Training:** We want you to be educated about your marketing techniques and metrics. We'll connect you with articles, tailored video guides and real-time meetings to help.
- 9 Clear ROI (return on investment):** You'll see precisely how your marketing is paying off towards your goals, including how many marketing dollars you've spent to earn one new client or customer.

Find out
more about
the 9 things
to expect
with Zoe

Your Role in the Success Equation

Working with an agency is truly a two-way street. Zoe views marketing as a collaboration. So, what do you bring to the table? Expect to walk in with ...



A collaborative spirit + innovation mindset-

Come in ready to collaborate with your marketing team. Working with Zoe (or any agency) can require openness to trying new and different things. And what “works” can change.



Trust in your agency's expertise

Always ask questions and get clarity. But also, lean on our knowledge and experience. We're focused on your success. Stay receptive to new strategies and feedback for the best outcomes.



Clear communication

Share your vision, goals and brand essence clearly. Regular open communication ensures Zoe understands your expectations.



Your passion for your business, including your brand voice

No one knows your business better than you do. Your insight and enthusiasm are critical — as is your historical knowledge of what you've tried, what's worked, what hasn't, and where you want to go.



Access to resources

Be prepared to give us access to essential resources, from brand guidelines to customer data. This shared toolkit helps us craft better strategies precisely tuned to your business.



Responsiveness

Your timely input is crucial. It keeps campaigns on track and avoids delays that can hurt your results. Respond promptly to requests for information, approval and feedback.



Commitment to a partnership + long-term marketing

View your marketing agency relationship as a long-term journey, not just a service. Be ready to invest time and patience. Sustained marketing has the highest results over time.



Realistic goals

Whether your goals focus on revenue, new leads or web traffic, keep them SMART (that's specific, measurable, achievable, relevant and time-bound). This keeps us both on track.



A realistic budget

Provide a budget — and be both direct and realistic about it. Clearly outline your priorities and constraints. Keep in mind that most small- to mid-sized businesses invest as much as 7-12% of their gross revenue into marketing.

Get a bit more detail about these **client responsibilities**



Multichannel Marketing: Effectively Layering Services

Your audience is in many places. And, if you're limiting yourself to one or two tactics, you're likely missing out on some key contenders. That's the idea behind multichannel marketing. Zoe Marketing & Communications "layers" at least 2-3 services to build up your visibility and achieve the best results. These fall into three categories: core services, digital ads and advanced options.

Discover more
about why
multichannel
marketing
matters

Core Services

These bread-and-butter marketing options create a strong foundation for how people perceive you.

Content marketing

What it is: Content marketing wins people's trust vs. "selling" them. The idea is to create quality content that answers people's questions and positions you as an expert — winning more prospects over time.

Zoe's approach: A dedicated team elevates your brand's authority using SEO best practices. Tactics include blogs and web landing pages. It also includes sponsored content partnerships for clients in metro Detroit and Chicagoland.

✦ Click for more on [content marketing](#)

Email marketing and management

What it is: Targeted email marketing gets your message in the inboxes of an engaged, opt-in email audience interested in what you offer. It can help promote your services or products, build relationships and brand awareness, and boost sales.

Zoe's approach: We work with you to create who you want to target. By leveraging data about your audience's



behaviors, preferences and previous interactions, you can send highly relevant emails to each recipient. This drives higher engagement and conversions.

✦ Click for more on [email marketing](#)

Search engine optimization (SEO)

What it is: SEO is the process of earning traffic to your website (most typically on Google). When your potential customers search for the products and services you offer, you want to show up. If you're not showing up, your competition is.

Zoe's approach: Our SEO team provides ongoing optimi-

zations and adjustments based on performance analytics and changing algorithms. Our services here focus on:

- **On-site SEO:** Using tactics like keyword optimization, search intent matching and fine-tuned titles, tags, descriptions and snippets to help people find you
- **Off-site SEO:** Ensuring other credible websites are “backlinking” to you
- **Analytics review:** Addressing challenges and improving ranking by analyzing your top landing pages, key metrics, bounce rates and more

✦ Click for more on [SEO](#)

Reputation management

What it is: Your online reputation is essential in building trust. These services center on monitoring and protecting your brand’s digital presence in reviews, on social media and on Google in general, including your Google Business Profile.

Zoe’s approach: Our strategy focuses on proactive monitoring and responses. We manage your online presence across reviews, social media and Google.

✦ Click for more on [Google Business Profile optimizing](#)

Google Analytics management

What it is: Google Analytics 4, or GA4, is a powerful tool for collecting data on your website’s visitors. It offers insight into both organic traffic (SEO) and paid efforts (SEM).

Zoe’s approach: Our team analyzes your GA4 for trends in your popular pages, click-through rates, search traffic, conversions and more to optimize your website for best engagement. We help with setup, configuration, advanced tracking, and custom dashboards and reporting.

Creative services

What it is: A strong, clear, professionally designed aesthetic builds your brand to help you “stick” in people’s minds when it’s decision time.

Zoe’s approach: Our expert team works with you to create compelling creative designed to get your message to the right audience. It’s included in key services like email, social media and ads, and it can be added on for branding/logos, video and custom publishing.

✦ Click for more on [creative services](#)



Digital Ads

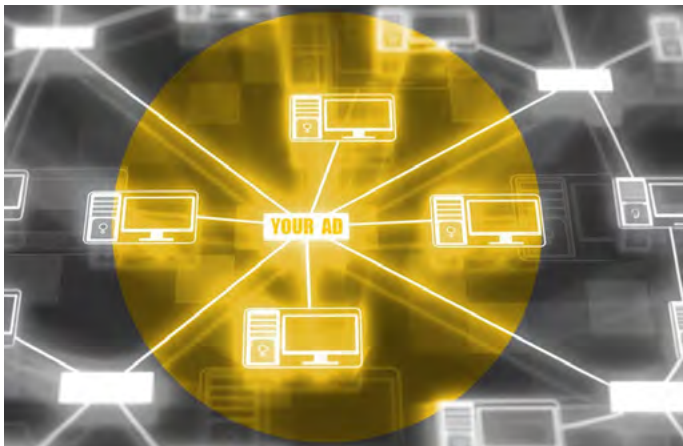
Strategically placed paid marketing campaigns draw attention and build trust over time.

Search engine marketing (SEM), aka pay-per-click (PPC)

What it is: SEM harnesses the power of search engines to increase your visibility immediately. With tailored keywords and strategic Google ads, you're seen by the right people at the right time, driving traffic to your website. You also appear higher in search results.

Zoe's approach: We use Semrush, an industry-leading digital marketing tool, to determine the best keywords and volumes to create comprehensive campaigns. We also optimize campaigns and ensure your budget is spent wisely.

✦ Click for more on [SEM](#)



Programmatic targeted ads

What it is: This approach automates buying and placing ads across the web, ensuring your message reaches your ideal audience efficiently. By leveraging data, these ads optimize in real-time, maximizing your engagement and ROI.

Zoe's approach: We use advanced programmatic tech to place your ads where they'll engage and convert. Services here focus on:

- **General display ads:** Your message is targeted to your specific audience and the websites they're likely to visit based on their behavior.
- **Native ads:** If you have existing content, these ads promote it, blending in "natively" with teasers for similar content on relevant websites.
- **Location-based ads:** You'll target users based on their physical location, allowing for highly relevant and timely messaging to drive foot traffic by reaching people on the go.

✦ Click for more on [programmatic](#)

Over-the-top (OTT)/Connected TV (CTV) streaming ads

What it is: OTT/CTV advertising bypasses traditional TV, delivering your message directly on viewers' favorite streaming services. This method offers precise targeting and measurable insights across devices, from TVs to smartphones.

Zoe's approach: We leverage OTT to pinpoint your audience on streaming platforms, using detailed targeting to connect across devices. Our focus is on maximizing reach and insights, ensuring your ads make an impact where your audience streams.

Social media ads for Facebook and Instagram

What it is: These social media platforms allow your ads to reach specific demographics, interests and behaviors. Your ads resonate with your audience with visually captivating and interactive formats, driving engagement and conversions.

Zoe's approach: We tailor ads that blend compelling visuals with strategic messaging, optimizing for engagement and conversions and helping your brand stand out.

✦ Click for more on [social ads](#)

Advanced Options

Grow your branding and impact with additional services that can make a big impression.



Web design + development

What it is: Your online presence starts with a standout website that blends visual appeal with user-friendliness. It's optimized for search engines and designed to be mobile-responsive.

Zoe's approach: Focusing on user experience, compelling blog layouts and high-converting pages, we craft a website that embodies your brand, addresses your audience's needs, and transforms visitors into loyal customers.



Video creation

What it is: Video is key for engagement, from short-form Reels and YouTube Shorts to approachable corporate videos. The right blend of visuals, audio and text elevates your message and digital presence.

Zoe's approach: We craft engaging videos that capture your story, from social snippets to brand narratives. Our focus is on content that resonates, making your message distinct.



Custom publishing

What it is: Impactful financial reports, booklets, brochures and magazines turn complex information into accessible, visually appealing print products, strengthening the connection with your audience.

Zoe's approach: We design print materials that convey your message with clarity and visual appeal, from detailed reports to engaging promotional materials.



Pricing: Investing in Your Company's Future

Understanding a marketing agency's pricing is essential. At Zoe, we have a "custom plan" system. Your bottom line will vary based on your needs and mix of services, but we offer three clear pricing plans that let you know the minimum amount you can expect to spend.

Custom plans vs. pre-set prices

Traditional "pre-set" marketing plans offer specific services in set price tiers. But it's tricky to know what tactics will work for your goal, leading to trial-and-error and wasted money. **With custom plans, your goals drive the strategies. Your plan is built from scratch, tailored to your needs.** These plans offer four distinct benefits:

1. **Specific solutions:** Plans precisely align with your unique business goals.
2. **Flexible growth:** Plans are versatile, adapting to your company's changing needs.
3. **Cost-effectiveness:** Your money goes where it has the most impact now — with options for quick pivots as things change
4. **Stronger collaboration:** You and your agency are better aligned on your goals.

✦ Discover 6 reasons why Zoe [might not be the right fit](#) for you

6 months is the ideal minimum commitment

Quality marketing takes time — and the best approach is a steady commitment, so that results build over time. That's why Zoe recommends a commitment of at least six months; ideally more. We offer options to meet the needs of many businesses, but the best-performing campaigns start at six months and grow from there. Consider these factors:

- Onboarding and setting up campaigns take several weeks
- It often takes take months for campaigns to build traction
- Brand awareness takes time (i.e., people are seeing your message in multiple places)
- Optimizing campaigns to reach your audience requires testing, adjusting and more time
- Tracking data and performance over longer periods gives more insight into what's effective

✦ Learn more about [typical costs for 6 months](#) with Zoe

“*I've worked with Zoe for more than 13 years and have been impressed with their ability to reach the parenting market in southeast Michigan. Their team is a pleasure to work with. They care about their audience, and they care about their clients.*”

— Pat Lecznar, senior marketing specialist, Henry Ford Health, Detroit

3 flexible pricing plans to grow with your goals

Zoe's three custom plans are designed to boost your digital visibility in different ways. These prices are the starting point for most companies. Your final cost will vary based on your goals.

1. Essential

**Starting at
\$3,000/month**

(At least \$18,000 for six months)

Offers steady growth for smaller target markets and is great for building an online presence and foundational marketing.

- Enhance visibility
- Begin increasing web traffic, subscribers and reach
- Start reaching new clients
- Begin to create a brand presence

2. Advanced

**Starting at
\$4,500/month**

(At least \$27,000 for six months)

Best for growing businesses that want to ramp up marketing and reach a wider audience.

- Drive more targeted traffic
- Get more conversions
- Engage with a growing customer base
- Establish a strong, consistent online brand identity

3. Pro

**Starting at
\$6,000/month**

(At least \$36,000 for six months)

Ideal for companies with multiple marketing objectives and goals looking to expand and become an authority in their industry.

- Maximize branding, reach, engagement, web traffic and conversions
- Leverage advanced marketing tools for data-driven decision-making
- Increase share in competitive markets

✦ If you're ready to learn more, fill out the ["talk to us"](#) form.

Visit **Zoe's**
pricing
page for
more



Success Stories to Inspire You

From health to education to therapy for children with autism, Zoe Marketing & Communications supports a wide variety of businesses — especially in the metro Detroit and Chicago regions. Here are three of their stories.



Academic  Approach®**Tutoring service finds its audience — and draws 10K web visits in 2 years**

Academic Approach offers high-quality tutoring for academics, high school admission, AP exams, the SAT and ACT — but so do its competitors.

Its Chicago branch wanted to connect with parents in certain ZIP codes around the region, especially those with kids ages 11-17.

They found their audience through content. Specifically, the Zoe team worked with their experts to create 17 education-focused sponsored content articles on Zoe's sister website, ChicagoParent.com, covering various angles of test prep and academic tutoring.

Over two years, their visibility increased exponentially. Traffic to their sponsored content drove more visits to their website, resulting in more business over time.

✦ What is [sponsored content](#)? Find out more

14,960
pageviews on
ChicagoParent.com

10,000+
direct website visits

300+
hours of on-page reading

Learn more
about
Academic
Approach's
campaign



HENRY FORD HEALTH

Hospital network reaches 333K engaged parents over the span of a year

Nearly 107 years after it was founded in 1915, **Henry Ford Health** in Detroit took on the big task of removing “System” from its name.

Faced with competition from other local hospital networks, this nonprofit also wanted to connect more deeply with local parents, building its reputation as a regional leader in child health care.

Its pediatric experts were a strong asset. **Zoe harnessed this knowledge in 18 blogs focused on infant, toddler, child and teen health — all gathered into an SEO-optimized pillar page on MetroParent.com.** This highly aligned regional parenting website is another Zoe sister company.

Paired with social media, email and local magazine promotion, in a year’s time, Henry Ford Health’s rebranding reached millions of parents, building its recognizability.

➔What is a [pillar page](#)? Find out more

2.04 million
total brand impressions

4,409
hours spent reading

17.43%
average email open rate

Learn more
about
Henry Ford
Health’s
campaign





ABA therapy provider bolsters its visibility to over 4 million in one year

For years, **Gateway Pediatric Therapy** has delivered quality ABA services in metro Detroit. As it was growing — at the time 12 locations, in areas around Michigan — so was its competition.

Gateway stood out for the helpful autism content it published. It wanted to use its expertise to offer insight to more parents who might be in need of its services.

Zoe pooled Gateway's 35+ educational blogs — published on MetroParent.com, Zoe's sister company, over four prior years — into a pillar page, increasing its SEO power. The stories and brand were also promoted with targeted email, digital and print ads, and social media.

Gateway's marketing netted millions of views, with the heaviest traffic coming from digital ads. Readers spent 273 hours reading the content, driving up visibility even more.

✦ What is a [targeted email](#)? Find out more

4.09 million
total brand impressions

20,806
pillar page views

17.9%
average email open rate

Learn more
about
Gateway's
campaign



FAQs: Clearing Up Common Questions

Marketing is a significant investment, and questions are normal — and important. Here, you'll find answers to some of the most common inquiries we get at Zoe.

Can I select just one service?

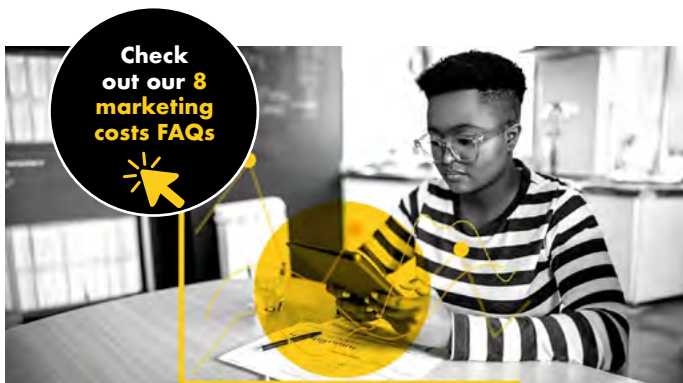
We rarely suggest an approach of “just blog writing” or “only email marketing.” The reason is results. Instead, we combine services to meet your marketing goals effectively and fast. In our experience, we’ve found using a “piece-meal” approach doesn’t deliver the same success.

Why is a six-month minimum required?

Marketing typically takes about six months to show significant results. The initial month focuses on setup, followed by a few months for campaigns to gain momentum. This timeframe lays the groundwork for success and should ideally continue from here.

What might increase my costs beyond the starting rates?

The complexity and scope of your services influence costs. At Zoe, we optimize expenses for the best outcomes. Discussing your needs with a marketing expert provides clarity and aligns with your budget.



✦ More questions? Get answers in Zoe's [Learning Center](#)

I've heard content marketing takes longer — how long?

Starting from scratch may take 6-12 months to see traction, whereas existing content or partnerships might yield quicker results, around 3 months. Regular, relevant content can speed up progress.

How much should I invest in digital marketing overall?

Small businesses might spend 7-8% of their revenue on marketing, with mid-sized companies spending 10-12%. The exact investment depends on your market, goals and whether you're consumer- or business-focused.

✦ Learn more about how to [set a marketing budget](#)

What influences digital marketing costs?

Several factors affect costs, including your campaign's reach, chosen platforms and market competition. Your business size, target demographics and specific goals also play a role in determining expenses.

What's the expected return on investment (ROI) for digital marketing?

A good ROI benchmark is 5:1, meaning you earn \$5 for every \$1 you spend. This can vary based on strategies like content marketing, which may have higher ROI, and SEM for quicker returns. A diverse approach generally offers a balance of branding and conversions.

Your Next Marketing Steps

Your marketing plan should be direct, easy to understand and customized to your specific goals. With Zoe, you'll launch a marketing strategy centered on your needs in three simple steps:

1

Talk with a marketing expert

In a guided call, you'll share what matters to you, such as your target audience, goals, customers' needs, and budget.

2

Set your customized marketing plan

You'll get to review your strategy within a few business days. Then, with your input, your marketing campaigns are created and launched.

3

Start connecting with new prospects

As campaigns gather steam, you'll see more engagement with your website and build quality relationships that matter — and pay off.

You deserve to feel confident about your company's future

A consistent marketing strategy puts you in the driver's seat of your business growth. **Instead of hoping people find you, help them find you — with Zoe Marketing & Communications.**

**TALK
TO US**