



drillest

DIGITAL MARKETING SERVICES

**SOLUTIONS FOR REVENUE GROWTH & LOCAL
MARKET AUTHORITY**

2024

OUR SERVICES



After 20 years in the drilling industry, we've combined the best sales and marketing tools, tactics, and strategies found across the US to build the ultimate water well marketing machine.

We've divided our total marketing approach into three distinct service offerings:

CORE Marketing Services:

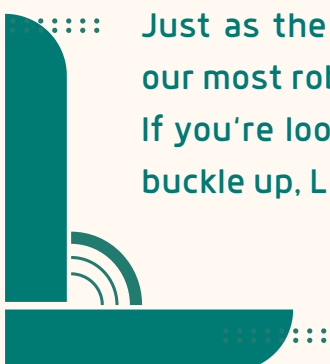
The CORE package offered by Drillest puts industry best practices in motion for your marketing. If you're not sure where to start when it comes to digital marketing, we recommend jump starting your efforts with CORE.

GROWTH Marketing Services:

The GROWTH package is about new customer acquisition through advanced digital strategies beyond standard marketing efforts. If you're positioned to grow your equipment, team, and/or locations in the next 12 months - GROWTH is for you.

LEADER Marketing Services:

Just as the name suggests, the LEADER marketing service offered by Drillest is our most robust and aggressive online strategies rolled into one super package. If you're looking for complete domination throughout your groundwater market - buckle up, LEADER is the next evolution in digital marketing and sales.





WHAT'S INSIDE

WEBSITE OPTIMIZATION

PAID MEDIA & ADS

ARTIFICIAL INTELLIGENCE

ACCOUNT MANAGEMENT

GUARANTEES

OUR PROMISE

RETURN ON INVESTMENT

CONTACT INFORMATION



Water Well Website Services

- **SEO is essential for online visibility and customer acquisition, ensuring your business is easily found in search results.**
- **Blog posts help establish expertise, improve SEO, attract local customers, and engage the audience with valuable content.**
- **Press releases enhance credibility, generate media coverage, and attract local attention and customers.**
- **Backlinks boost website authority and search rankings, increasing trust and visibility among local customers.**
- **On-page optimization improves user experience, attracts organic traffic, and enhances online credibility.**
- **Meta descriptions and title tags are crucial for enticing clicks and improving online visibility.**
- **Image tags provide information about images, enhancing SEO and user engagement.**

SETUP & DEVELOPMENT	CORE	GROWTH	LEADER
New Website Creation	✓	✓	✓
Google Business Profile (GMB) Creation	✓	✓	✓
Google Analytics Setup	✓	✓	✓
Google Search Console Setup	✓	✓	✓
Google Tag Manager Setup		✓	✓
Drillest Lead Connector Setup		✓	✓

- **Page Speed Optimization:** Enhances website loading speed for better user experience and SEO.
- **Google Structured Data:** Provides specific content information for improved search result display.
- **Internal Linking:** Connects site pages for navigation, user experience, and SEO value distribution.
- **Conversion Optimization:** Improves site to drive desired actions from visitors.
- **Directory Listings & Citations:** Submission to directories for local search visibility.
- **Directory and NAP Audits:** Ensures accuracy and consistency of business information online.
- **Google Business Profile Optimization:** Enhances GBP content for better local search visibility.



Water Well Search Optimization

- **Page Speed Optimization:** Enhances website loading speed for better user experience and SEO.
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SETUP & DEVELOPMENT	CORE	GROWTH	LEADER
Blog or Press Release Credits (Per Month)	1	2	4
Directory and Listing Citations	20	40	75+
Monthly Backlink Creation	5	15	15
Directory and NAP Audits	✓	✓	✓
On-Page Optimization	✓	✓	✓
Meta Descriptions and Snippets	✓	✓	✓
Title Tags & Image Tags	✓	✓	✓
Page Speed Optimization	✓	✓	✓
Internal & Cross Linking	✓	✓	✓
Google Schema & Structured Data		✓	✓
Conversion Optimization		✓	✓
Google Business Profile Optimization	✓	✓	✓
Google Business Profile Monthly SEO Posts	✓	✓	✓
Implement RankMath Page Scoring 80+	✓	✓	✓

Paid Media & Digital Ads

- Paid ads are essential for water well drilling businesses to target potential customers quickly, ensuring local visibility and standing out in search results.
- Google Adwords and Display Ads help boost online visibility and brand awareness, reaching a broader audience and converting clicks into leads or sales.
- Google Local Service Ads connect with local customers, providing qualified leads and Google's verification process for trust-building.
- Meta (Facebook & Instagram) ads target specific demographics, increase brand awareness, and drive engagement.
- Retargeting ads on Meta platforms re-engage previous website visitors, encouraging repeat visits and conversions.

Paid Ads	CORE	GROWTH	LEADER
Google Pay Per Click - Adwords	✓	✓	✓
Local Service Ads - Google Guaranteed	✓	✓	✓
Google Display Network - Retargeting		✓	✓
Meta Ads (Facebook and Instagram) - Local Audience		✓	✓
Meta Retargeting Ads (FB & IG Past Website Visitors)		✓	✓

Artificial Intelligence & GPT

- Harnessing AI and marketing automation optimizes digital strategies by analyzing customer behavior, providing personalized experiences, and enhancing marketing campaigns.
- Drillest Lead Connector streamlines tasks like CRM, marketing automation, and communication, boosting efficiency.
- Automated Google review requests and SMS engagement improve online reputation and customer communication.
- Calendar automation and social media scheduling save time and enhance customer engagement.
- Marketing automation workflows in Drillest Lead Connector create personalized campaigns, saving time and improving results across multiple channels.

ARTIFICIAL INTELLIGENCE	CORE	GROWTH	LEADER
Drillest Lead Connector © - Lead Management Software	✓	✓	✓
Drillest Lead Connector © - Marketing Automation	✓	✓	✓
Drillest Lead Connector © - Google Reviews Automation	✓	✓	✓
Drillest Lead Connector © - SMS/Text/Phone Automation	✓	✓	✓
Drillest Lead Connector © - Calendar Scheduling Bot		✓	✓
Drillest Lead Connector © - Social Media Post Scheduler		✓	✓

Account Management

- **Account Management:** Regular calls for planning and review.
- **Pooled vs. Dedicated Support:** Personalized vs. team-based assistance.
- **Documents Portal:** Secure platform for sharing marketing documents.
- **Google Analytics:** Tracks website performance and user behavior.
- **Google Tag Manager:** Manages website tags for data analysis.
- **Google Search Console:** Monitors website performance in Google search results.
- **Downtime Monitoring:** Alerts for website downtime to maintain user experience and reputation.

ACCOUNT MANAGEMENT	CORE	GROWTH	LEADER
Account Management Check In Calls	Bi-Monthly	Monthly	Bi-Weekly
Dedicated or Pooled Support	Pooled	Pooled	Dedicated
Real Time Lead Stats and Conversion Reporting	✓	✓	✓
Call Tracking - All Sources	✓	✓	✓
Keyword Rank & Competitor Reports	✓	✓	✓
Helpdesk Response Time	2 Biz Days	1 Biz Day	12 Hrs

- **Downtime Monitoring Platform & Alerts** for real-time alerts on website downtime.
- **RankMath Implementation** for enhanced SEO with user-friendly interface.
- **Real Time Lead and Conversion Reporting** for immediate campaign insights.
- **Real Time Web Traffic and Web Performance Dashboards** for live website activity monitoring.
- **Keyword Rank Reports** to track keyword positions on search engine results.
- **Competitor Performance Reports** for strategic insights and competitive analysis.
- **Call Tracking & Recording** to measure marketing campaign effectiveness through phone call data.

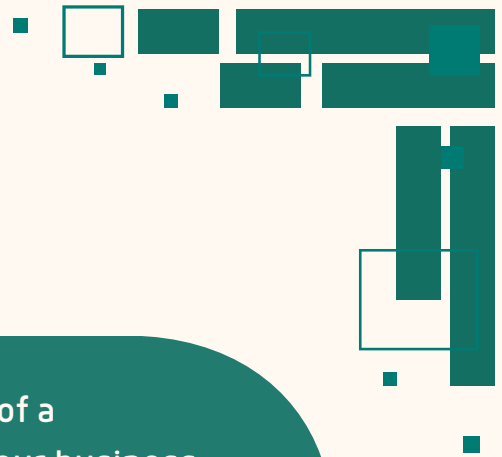
DRILLEST GUARANTEE



Guarantees in marketing are unusual. They are rarely offered, but if they are - it is typically written in a way that provides very little actual protection. **Our guarantees are clear, easy to understand, and provide protection to all of our clients.**

After years of successful clients served, we have strong data to support the results our clients will receive. With the data on our side, we offer **three guarantees** with our service in order to eliminate the risk for our clients and to provide peace of mind when they begin to work with Surch. The details of these guarantees are outlined below. These guarantees apply as long as a client is spending the recommended budgets for Ads, and is current on their monthly Surch installments - in other words, **"You do your part, We Do Ours - Guaranteed"**

OUR PROMISE



Do Nothing Guarantee - This guarantee is a bit more of a statement, but we Guarantee that if you don't put your business in front of your local audience on Google, Bing, etc, your competitors will continue to book those jobs from local searches - instead of you.

GUARANTEES	CORE	GROWTH	LEADER
Rank Or Free Guarantee (SEO)		✓	✓
Lead Target Guarantee		✓	✓

Rank or Free Guarantee (Our SEO Guarantee).- If we don't rank three of your top ten keywords on Google (First 15 Organic Positions) within the first 150 days (SEO takes some time), we will pause billing for your SEO service (½ of monthly service fee) for up to 90 days while we continue to get those keywords to rank.

Lead Volume Guarantee - See "Monthly Lead Volumes" above*.
If your monthly lead volume falls below the projected range within 150 days, the Drillest team will work for free for the next 90 days until the target is met.



RETURN ON INVESTMENT

Our services provide comprehensive solutions for our clients that they can trust year-round for results. In order to evaluate how these services will impact your revenue goals & return on investment, we have developed a ROI Calculator for your convenience.

Please take some time to review our calculator based on your specific situation. With our Guarantees in place, the ROI is systematic, and lays out a reasonable and realistic expectation of your experience with Drillest LLC.

If you are comfortable with what you have found on the calculator & this overview, there is only one brief step remaining to begin your journey with the Drillest team and to take your business into the next level of revenue, success, and market domination.

To finalize, please contact our office, or your sales person to finalize the agreement and set up your kick-off call for your new account!

Our main office line can be reached at 608-792-6651





OUR CONTACT



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THANK
YOU

drillest.com

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