



Full spectrum digital packages that will help your business get established, grow and keep growing. Reach your customers when they are ready to buy, create a solid web presence, manage reviews and your reputation and much more.

## Iffectiveness – the relentless pursuit of your sales

Iffective - Package Comparisons						
Category	Tool	Digital Essentials	Digital Growth	Digital Boost	Path to Growth	Digital Muscle
Advertising	Google Ads for Very Small Businesses	✓	✗	✗	✗	✗
	Google Ads for Small Businesses	✓	✓	✓	✗	✗
	Google Ads for Small Business - Extra Budget	✗	✗	✓	✗	✗
Analytics	Advertising Intelligence	✓	✓	✓	✓	✓
	Advanced Reporting	✗	✓	✓	✓	✓
	Task Manager	✓	✗	✗	✗	✗
Listings	Listing Builder	✓	✓	✓	✓	✓
	Listing Distribution	✓	✓	✓	✓	✓
	Listing Synch Pro	✓	✓	✓	✓	✓
Reputation	Customer Voice Pro	✓	✓	✓	✓	✓
	Reputation Management Pro	✓	✓	✓	✓	✓
	Review Requests	✓	✓	✓	✓	✓
	Review Responses	✗	✗	✗	✓	✓
	Google My Business: Optimization	✗	✗	✗	✓	✓
	Google My Business: Posts 4x/Month	✓	✓	✓	✓	✓
SEO	Alpha SEO - Full service SEO	✓	✓	✓	✓	✓
	Text Broker - Blog Package	✗	✗	✗	✓	✓
	SEO: 10 hours/moth	✗	✗	✗	✗	✓
Social Media	Metricool	✓	✓	✓	✓	✓
	Social Page Build	✓	✓	✓	✗	✗
	Social Posts: 1x/Week	✗	✗	✗	✓	✓
	Social Posts: Extended Reach	✗	✗	✗	✓	✓
	Social Posts: Addtl. 1x/Week	✗	✗	✗	✗	✓
Strategic Planning	Iffective Strategic Consultation & Mgmt	✓	✓	✓	✓	✓
<b>First month</b>		\$ 1,513	\$ 2,031	\$ 2,246	\$ 3,105	\$ 4,231
<b>Recurring Monthly (minimum 6 months)</b>		\$ 1,288	\$ 1,806	\$ 2,021	\$ 2,370	\$ 3,496

Ready to buy? <https://www.iffectivemarketing.com/iffective-toolkit.html>

Want a free, artificial-intelligence-generated digital scorecard to understand where your business is performing online? Get it here: <https://www.iffectivemarketing.com/free-scorecard.html>

Want to have a free, one-hour, no-pressure consultation or a free custom-made customer survey? [www.iffectivemarketing.com](http://www.iffectivemarketing.com)