



NEXT LEVEL profits

How Integrated Is Your Marketing?

Integrated



Next Level Profits is your complete integrated online marketing and online asset development company. We specialize in comprehensive online analysis, strategic planning, design and implementation with an emphasis on leveraging new media for integrated marketing solutions. Regardless of your business size, industry or goals, **Next Level Profits** can create a custom integrated online asset development strategy to increase your bottom line.

Our "why" is quite simple, we do what we do to help businesses leverage the internet to create, **More Leads, More Sales and More Profits**. Developing an online asset is accomplished in a three phased approach. First, we analyze your current market to determine your competition and to expose the opportunities you are missing online. Second, we either develop or redevelop your online presence into a presence which generates leads and sales for your business. Finally, we roll up our sleeves and go to work leveraging Social Media, Search Engine Optimization, Content Syndication and other "New Media" strategies to position YOUR company in front of YOUR market. In essence, we position you to become the "hunted" in front of the traffic online.

Our passion is helping show businesses of any type how they can leverage the internet with proper online asset development. An asset is a component of your business which contributes to your bottom line profits by increasing revenue, retention and satisfaction.



Capabilities Overview

Let's Start With Our Why

When asked what we do, we focus first on why we do. The internet is the largest means of communication to ever hit the planet. Social Media has changed the way we communicate, validate and expose as a culture. The problem, most businesses are operating in times past, where just having a "website" was OK. Just as in times past, having a "Toll Free" number was what you "needed" to compete in the market.

It is our "why", our "passion" to help businesses of all types to recognize and take advantage of true online leverage through proper asset development. Through education, validation and implementation, we take one business at a time, from "times past" and bring them into the "now" and the "future" through integrated development and implementation.

Before our "why" can take place we must first reveal the current state of your online presence, expose the missed opportunities in your market and validate our ability to create and implement an online asset for your business.

What Is Online Asset Development

The formal definition of an "asset" is; a resource controlled by the entity as a result of past events and from which future economic benefits are expected to flow to the entity. In the spirit of the formal definition, an online asset in our terms is;

"Your companies online presence in the form of, websites, content, social media, blog syndication and other forms of new media integration. Through innovative and cutting edge processes this online presence becomes a dominant presence within your market and through proper development attracts visitors, who convert into leads, into sales and increased profits."

Using the above definition, when asked, most business owners would agree their current online presence is not an asset. Most company websites never appear in the search engines under their niche keyword terms, most companies have never done proper market keyword research and in return don't even know their target keyword terms. Most companies have no ability to capture leads by value added processes, which inspires visitor engagement and interaction. Building a dynamic and valuable online asset starts with understanding your market online, laying out a specific plan of attack and then implementing the processes to achieve your goals.



Capabilities Overview

Online Evaluation

Before you can get where you want to go, you must first know where you are starting. This process is extremely important and often a missed piece when dealing with your "typical" web developer. Our approach is all about identifying the strengths and weaknesses of your online presence from a macro level. We will analyze your current website, your social media presence and your rankings in the search engines for your niche keywords. This evaluation will help expose the missed opportunities as well as the areas of improvement necessary to create an online asset.

Market Analysis

Performing an in depth market analysis will reveal to us the keywords, the competition and your rankings within the market. This happens during phase I of our online asset development. We will uncover all the keywords being searched in the search engines within your niche. From there we will identify where your company ranks in the search engine results pages under the niche keywords. (most are not currently ranking in their market) After we establish your rankings, we'll identify your competition who is currently ranking in your market. This competitive analysis allows us to identify where you should first focus to gain market penetration. We believe when you go to battle, you should go with a plan to win and understanding who you're going to battle with is a critical step.

Website Development

We're not your "typical website company", in general there are two basic types of website companies that have emerged over the last 10-15 years. First, the "old" what we call marketing company whose main focus was brand development, graphic design, print and other traditional forms of media. By default they needed to add website services to their portfolio for their current clients. The problem, lies in the fundamental difference in philosophy, they see the website as an extension of the current print and company brand, thus in essence the website that is created is nothing more than a glorified company brochure. "Print in digital format", rarely do you see them develop a website with the proper integrations to create an asset. Even more rare, is a website that actually appears naturally in the search engines.

The "other" type is, the techie guy who understands all the pieces of how to "develop" a website, however has never marketed online and has no understanding of asset development. Often times they are even developing websites which can't even be read by the search engines!

Next Level Profits, is neither of those two categories, we're a new breed of web developers. Our business emerged from within the trenches of internet marketing. Where we have learned all aspects of how to successfully integrate a development for profits, by actually creating profits online for our own assets. Our websites are developed with proper link structure, proper on page SEO elements, with blog syndication, social media integration and syndication, sales funnels, calls to action and value added propositions to inspire action from your visitor.



Capabilities Overview

Search Engine Optimization

You can't argue the fact that the internet has "changed the game" for businesses of all types and all industries. Consumers are looking online for information, validation and solutions at an ever growing exponential rate. There are only TWO types of businesses, those who show up in the search engines and those who don't. Which one are you? Our team of SEO experts will take the market research on your niche and layout a specific plan to gain authority and ranking in the search engine. We use a systematic approach which leads to measurable and tangible results. SEO optimization starts with a website that has been built with proper link structure, proper SEO integration and content development.

SEO in today's world is more than just "building links" or having the right keywords. Due to the onset of social media as a paradigm in our culture, the search engines give "weight" to websites with proper social media integration and syndication. Our team of SEO specialists understand the importance of creating a holistic approach to your SEO needs.

Local Listings Optimization

It's no surprise to see that the major search engines are shifting towards local search results as a priority within the search engines. In addition, business with properly optimized local listings will capture significant more traffic than those without. Our team of Local Listing specialists will create a dominant presence for your business in the major listing engines. Our approach is involved and is all about creating a presence which holds rank above others within your same niche and your same local market.

Local Listing optimization also plays a significant role in proper SEO integration for your website. Leveraging the local listing directories and properly integrating these listings with your website, you'll increase the SEO value of your website as well.

Brand Congruency

The internet allows for you to expose your brand in a way which, previously you would have needed to spend massive amounts of money in advertising to gain the exposure. Our team of branding experts will help take your brand and make it congruent across all aspects of your online presence. When people see your brand they will see a congruent message and look. Whether on your website, your social media assets, your blog or any other form of new media, your look, feel and message will be the same.



Capabilities Overview

Social Media Integration

Facebook, Twitter, YouTube and Linked In have taken the world by storm and there is no turning back. Social Media has changed the way we communicate, validate and expose as a culture. This rings true in our personal lives and business as well. It's been called "word of mouth on steroids", we believe that is actually an understatement. Companies who fully integrate and leverage social media create more loyalty, better brand awareness, higher retention and more profitability.

Our social media strategy includes branding your social media presence, integrating social media into your website, blog syndication and social media lead capture. Our team has developed an advanced method to increasing your fan base, our strategies can add 1,000 - 50,000 or more fans to your fan page, your twitter and your YouTube.

Fans or followers alone will not equate to increased profits. Our team understands how to create social media for "profits" campaigns. Whether you are interested in leveraging direct marketing via paid advertising or value added content strategies to gain authority and trust within your fan base, Next Level Profits will develop a strategy for your business.

Ecommerce Integration and Development

We have an advanced team of Ecommerce specialist, who fully understand how to develop and integrate high level ecommerce solutions for business of any scope. Our clients range from small businesses with a handful of online products to large scale ecommerce shopping sites with 100's of unique products.

From integrated shopping carts, secure checkout, advanced shopping engine syndication, inventory management, order tracking or any other needed integration our ecommerce associates can fulfill your needs.

Online Strategy Consulting

Unsure what you need or where to start? Not to worry, Next Level Profits has a team of dedicated strategists ready to sit down and discuss the future of your business. Our team will make recommendations based off of your current and future needs and let you make the decision best suited for your situation. We will analyze your current position online, identify your competition and expose the opportunities you are missing online. Part of this experience will include a "map" outlining the steps needed to create a successful asset driven online presence for your company. Even with the best corporate websites, you must have an integrated strategy in place to successfully develop and implement online.



Client Case Study



This case study highlights the ability for our team to implement results orientated Search Engine Optimization in a competitive niche market. RE/MAX Advantage Plus, broker of the year 2007-2010, came to us with an online presence that needed Corporate Website Development and just as important they needed a Corporate Internet Marketing Strategy for their business.

RE/MAX had zero ranking in the search engine for any of the target keyword terms within their niche. Currently they are ranked for 40 of the target keywords within their niche and have over 500 keyword combinations which result in search engine traffic to their website.

Complete online asset development was integrated for this client. Our services included:

- Website Redevelopment
- Social Media Integration and Branding
- Social Media Syndication
- Blog Integration
- Blog Syndication
- Keyword Research and Market Analysis
- Search Engine Optimization
- Content Releasing Strategies
- Agent Level Blog Integration
- Agent Level Social Media Integration
- Authority Building
- Video Intro/Outro (video logo creation)
- Custom IDX Integration

For complete case study overview visit: www.NLprofits.com

Visit RE/MAX Advantage Plus: www.TwinCityRealty.com



Client Case Study



This case study highlights the ability for our team to implement results orientated Corporate Online Development and Search Engine Optimization in a local niche market. Flabbergast came to us with an online presence that needed Corporate Website Development and just as important they needed a Corporate Internet Marketing Strategy for their business. As a local operation they are competing with similar nationwide franchises within their market, they recognized the need for internet leverage for growth and exposure of their brand.

This case study highlights the effectiveness of our SEO Team and an example of some results achieved in the organic search listings with proper SEO. Flabbergast indexed for 0 of their local niche targeted keywords prior to Next Level Profits implementation. At the time of this case study they are indexed for 136 keywords in their niche with over 100 ranking on the first page of Google.

The new asset for Flabbergast has allowed them to dominate their niche market, build a subscriber list, effectively integrate social media and engage visitor interaction.

Complete online asset development was integrated for this client. Our services included:

- Website Redevelopment
- Social Media Integration and Branding
- Social Media Syndication
- Blog Integration
- Blog Syndication
- Keyword Research and Market Analysis
- Search Engine Optimization
- Content Releasing Strategies
- Lead capture integration
- CRM system

For complete case study overview visit: www.NLprofits.com

Visit Flabbergast: www.Flabbergastfun.com



Free Online Evaluation

Where do you stand in the market? Is your website and asset? Are you appearing in the search engines in your target niche keywords? Do you know your niche keywords? What opportunities are you currently missing? Is your website structured to inspire action?

Next Level Profits **FREE** online evaluation will reveal the answers and allow you to make an educated decision on the direction for your company.

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Claiming your FREE online evaluation is as easy as two simple steps:

Step 1

Visit our website to complete your business profile assessment. This will provide us with the information necessary to complete your online evaluation.

Step 2

Validate your email address is correct by simply checking the email sent to you after completing your assessment. (Directions included in the email)

That's IT! Our team will go to work and we'll contact you to schedule an appointment to share the results of our evaluation.

Visit this page to complete your assessment: www.NLprofits.com/evaluation

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