



# The Ultimate Guide to yourDigitalLab



# W.O.R.K.S. Signature Package

**W**in their attention with organic and paid  
**O**btain their contact information with value-add campaigns  
**R**ecommend learning more with Webinars and consults  
**K**eep opportunities close with cross-selling and upselling  
**S**hare and promote success with reviews and referrals



Since 2018, we've helped many insurance agents, agencies, and brokerages thrive online. Our goal with the **W.O.R.K.S** package is a done-for-you digital marketing strategy based on the top three problems agents and advisors face. With so much competition in the industry, it's time to stand out from the crowd!

## YourDigitalLab.com Works and We Manage Everything!

### Goal: Solve Three Problems:

- **Generate Leads - Build Lead List Pipeline**
  - Level 1 - High Intent
  - Level 2 - Medium Intent
  - Level 3 - Low Intent
- **Build Brand:**
  - Retargeting
  - Google My Business
  - Manage Organic Social
  - Optimize Website - Landing Pages
- **Organize Leads and Workflows:**
  - Provide CRM
  - Email Automation & Nurture Campaign
  - Provide promised value add
  - Nurture to the next level
  - Cross-sell and upsell with the newsletter
  - Request review and referrals

The overall cost varies from **\$3,000 - \$5,000 per month based on ad spend.**



### Jo Barker

Specializes in  
Strategy & Results

Bringing over **10 years of hands-on digital marketing experience** – I've witnessed great transformation in the digital marketing world. I look forward to discussing your goals and developing digital strategies to meet and exceed those same goals.



### Alyssa Allen

Specializes in  
Campaign Management

As a Florida native, and a seasoned digital marketing professional, I recognize and value the trust our clients place in me and I strive every day to exceed their expectations. As the **YDL Campaign Manager**, my goals are to ensure all your questions and concerns are addressed, ensure all channels are complementary, and ensure expectations and results are communicated in a timely manner.



### Bernadette McCarthy

Specializes in  
Project Management

With more than **20 years' experience in web design and development, and more than 10 years in the senior insurance and financial services field**, I'm able to help prepare, organize, and track all of our digital marketing projects from concept to launch. I look forward to helping all of our clients reach their goals in the digital space.



# Digital Bundles

YDL is the trusted choice for agents and advisors looking to drive sales and leads with online marketing. Stop waiting and start growing your business with one of our customized digital marketing packages.



<b>Bundle 1</b> Essentials/one time fee	<b>Bundle 2</b> Seminar focus/per campaign fee	<b>Bundle 3</b> Webinar focus/per campaign fee	<b>Bundle 4</b> Lead Gen focus/per month fee	<b>Bundle 5</b> Growth focus/per month fee
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\*Savings of up to **60%** off competitor pricing!

<b>\$6000*</b> <b>\$2100</b>	<b>\$11000*</b> <b>\$4100</b>	<b>\$6000*</b> <b>\$2200</b>	<b>\$5000*</b> <b>\$2200</b>	<b>\$2550*</b> <b>\$1000</b>
<ul style="list-style-type: none"> <li>• Website - Basic SEO</li> <li>• Branding Style Guide</li> <li>• Email (Welcome Email)</li> <li>• Reporting Dashboard</li> <li>• Social Organic</li> <li>• Retargeting Display</li> </ul>	<ul style="list-style-type: none"> <li>• Landing Pages lead gen value add</li> <li>• Email (Automation)</li> <li>• Reporting Dashboard</li> <li>• Social Organic</li> <li>• Social Paid</li> <li>• Retargeting Display</li> </ul>	<ul style="list-style-type: none"> <li>• Landing Pages lead gen value add</li> <li>• Email (Automation)</li> <li>• Reporting Dashboard</li> <li>• Social Organic</li> <li>• Social Paid</li> <li>• Retargeting Display</li> </ul>	<ul style="list-style-type: none"> <li>• Landing Pages lead gen value add</li> <li>• Email (Automation)</li> <li>• Reporting Dashboard</li> <li>• Social Organic</li> <li>• Social Paid</li> <li>• Retargeting Display</li> </ul>	<ul style="list-style-type: none"> <li>• Reporting Dashboard</li> <li>• Social Growth</li> <li>• Retargeting Display</li> <li>• Weekly Social Posting (Minimum 4 post per week)</li> </ul>

# Digital A La Carte

At yourDigitalLab, we offer A La Carte pricing to help IMOs, agents and advisors get the most out of their digital campaigns.



<b>Free</b> 15-minute consultation	<b>\$100 per hour</b> strategy consultation available upon request
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<b>Website &amp; Landing Page Design</b>	<b>Social Media Promotions</b>	<b>Social Media Organic</b>	<b>Email Marketing</b>	<b>Retargeting Display Campaign</b>
<ul style="list-style-type: none"> <li>• Landing page <b>\$450</b> per page</li> <li>• Templated-Based Website <b>\$1,200</b></li> <li>• Custom Website <b>\$3,000</b></li> </ul>	<ul style="list-style-type: none"> <li>• Paid Ads Campaign <b>\$500/mo</b></li> <li>• Lead Form Campaign <b>\$750/mo</b></li> </ul>	<ul style="list-style-type: none"> <li>• Social Media Campaign <b>\$600</b> per channel/mo</li> </ul>	<ul style="list-style-type: none"> <li>• Email Media Campaign <b>\$500-\$950</b></li> </ul>	<ul style="list-style-type: none"> <li>• Retargeting and Remarketing Campaign <b>\$650/mo</b></li> </ul>



# RETIREMENT.RADIO

for Advisors and IMOs

Production Charge:

## \$1,250/month

(Per advisor)



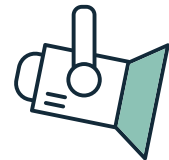
## What is included:



**1. Media Buy** research, negotiations and ongoing support to identify the best airtime opportunities for establishing and growing the show.



**2. Domain and Website** for the show, providing listeners and prospects with a place to go, learn more, listen/watch previous episodes and schedule an appointment on the integrated calendar for the advisor.



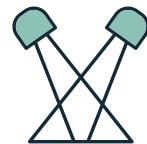
**3. Full Show Production**, including weekly recordings, editing, review and distribution to radio station/s.



**4. Podcast Publication and Distribution** for the show the world's top platforms (Apple podcasts, Google podcasts, Spotify, Amazon and more)



**5. A.I. Transcription** of all episodes, embedded into show webpages to help with search engine optimization.



**6. All Equipment** necessary to record a professional-quality show from the comfort and convenience of the office or workplace.



**7. Show Outlines** delivered each week to help advisors host, saving time on research and show prep, includes calls-to-action and segment ideas.



**8. Co-host and/or Producer** to assist with weekly episode recordings.



**9. Compliance Support** to approve marketing material, including all necessary disclosures for the show voiced by one of our professional voiceover talents.



# YDL Studios Sales Sheet

[YOURDIGITALLAB.COM](http://YOURDIGITALLAB.COM)

845-476-9654 | [ydlservicespartner@gmail.com](mailto:ydlservicespartner@gmail.com)

Engagement Online is being driven more and more through video. Your Digital Lab Studios is here to help your IMO produce professional videos at a fraction of the cost.

Your Digital Studios is led by Emmy Award-Winning Video Producer, CJ Hedger. CJ and our Your Digital Lab studio professionals are ready to bring your video dreams to life!

We strive to deliver professional video production at **70%** less than agencies charge in the marketplace.

# Initial Video Consult = FREE



## Video Production Services

### Professional Headshots and Photo Shoot on location for your IMO

~~\$2,000~~ **\$1200** + Travel Costs

(Includes multiple people/locations/images of the office to use on your website)

Our team works hard to make you feel comfortable and at ease during the video production process. We have a teleprompter if you care to use that during your shoot to give you even more confidence in front of the camera.

### Homepage Video

~~\$4,000~~ **\$3,000** + Travel Costs

Homepage videos will live at the top of your website or social page that lets your clients get to know who you are and how you can help their financial future. Think about it as a mini documentary, consisting of interviews, b-roll of you at the office, at home, and enjoying your hobbies. These videos take a little more time to shoot, edit, and produce but will be something you can use for years.

### Multi-Camera Live Streaming Production

Cost TBD

### YouTube/Facebook Pre-Roll Videos

(Minimum of 30-minute total run time)

~~\$1,800~~ **\$1200** + Travel Costs

### AgentandAdvisor.com Article Contributor Video Recorded Online and Edited by our Team

FREE

### Professional Headshots in Studio

~~\$400~~ **\$50** per person

### Custom Animated Explainer Video with Professional Voiceover

Based on Scope after Video Consult

Animated explainer videos use text, graphics, music, and voiceover to convey a message!

### In-Studio Production

Full multi camera studio with professional lighting and audio – We are ready to shoot when you are! Costs are TBD based on scope.

### Motion Graphics Package

for your IMO Logo that includes Intro/Outro, Lower thirds & transitions

~~\$2,950.00~~ **\$2,000**

Motion graphics are a way to communicate with the viewer and add depth to your videos. Together with music and effective copy, they can give us a creative and professional look to your content.

### Streamyard Video Production (Virtual)

~~\$500~~ **\$300** (up to 30mins)

Streamyard is a virtual studio that allows you to create professional looking interviews from the comfort of your home, office, or anywhere with a great internet connection. We send you the link, you log on and we will take care of the rest. Streamyard allows us to build a virtual studio specifically branded for your business.



[YourDigitalLab.com](http://YourDigitalLab.com)

845-476-9654 | [ydlservicespartner@gmail.com](mailto:ydlservicespartner@gmail.com)

 **yourDigitalLab**  
Your one-stop-shop for digital.



# Our Video Production Process

01  
Consult

02  
Brainstorming  
Session

03  
Script Writing

06  
On-Site  
Video Shoot

05  
Casting

04  
Storyboarding

07  
Post Production  
and Editing  
with 3 revisions

08  
Quality  
Review

09  
Final  
Delivery





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[ydlservicespartner@gmail.com](mailto:ydlservicespartner@gmail.com)



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