



# Melissa Ralph *Consulting*

Media Advisor





## INVEST IN YOUR BUSINESS

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As a small business owner, we understand that you would can handle any aspect of your business, yourself. But, asking for expert advice has never been a bad idea. Employing a consultant ensures that any issue gets undivided attention and clear resolution. A business consultant has the objectivity to give real assessment and evaluation of your business strategy, customer service, new product launches, and more.

Ask about our ***Strategy Consulting*** services to learn how to best invest in your business's future.

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Social media is the ultimate equalizer. It gives a voice and a platform to anyone willing to engage.

-Amy Jo Martin,  
CEO of Digital Royalty

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## DIGITAL EDUCATION

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Building a business now includes a working knowledge of social media, search engine optimization, digital communication, and online short cuts. With our customized lesson plan, we build your courses around your industry and your business. Not every business needs comprehensive how-tos, maybe you just need to know when to post to Facebook. Let us help you with an online strategy that cuts time wasted and grows your audience.

### Our Education Courses Include

- *Search Engine Optimization*
- *Brand Management*
- *Google Analytics*
- *Facebook*
- *YouTube*
- *Pinterest*
- *Twitter*
- *Instagram*

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*Here are some of your possible courses listings!*

### YouTube

1. Outline Your Youtube Marketing Strategy
2. Identifying Who Discovers New Videos
3. Getting Your Videos Discovered
4. Why Are Your Videos Worth Discovering
5. Identifying Who Shares New Videos
6. What You Can Do To Get Your Videos Shared
7. Why Are Your Videos Worth Sharing
8. Crafting Your Metadata
9. Defining Your Brand
10. Making Your Channel Experience
11. Playlists
12. Measuring Business Outcomes

### Facebook

1. Introduction to Facebook Apps and Services
2. Setting up your Facebook Business Page
3. Building your presence on Facebook
4. Best Practices for Getting Started
5. Facebook Page VS Profile
6. Facebook Pixel
7. A/B Split Testing
8. Advertising Objectives
9. Targeting
10. Ad Placements and Formats
11. Insights: Measurements and Reporting
12. Campaign Optimization

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*We want to empower our clients  
through using the best tools for your business.*

### SEO

1. What Is SEO
2. Keyterms And Concepts
3. SEO Audit
4. Ux Design
5. Implementing SEO On Your Site
6. Common Mistakes To Avoid
7. How People Search In 2017
8. Getting Listed By A Search Engine In 2018
9. Building Your SEO Strategy
10. Helpful Tools
11. Determine The Right Keywords
12. On-site And Technical SEO
13. Off-page SEO
14. Link Building
15. Measuring Business Outcomes
16. SEO Monitoring

*and*  
**MORE!**

“

A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well.

-Jeff Bezos, CEO Amazon

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## Dynamic Plans, Dynamic Consulting.

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There are many ways for you to work with consultants as your small business evolves. Most important, perhaps, is that these resources can give you the valuable time needed to focus on what you do best: development of your small business and being an expert at whatever it is that led you to launch your own company in the first place.

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## *How Do You Know You Need A Consultant?*

- ★ Do you need to reach your customers on Facebook but don't know what to say?
  - Let us build you a content calendar on individual social platforms
- ★ Do you need to launch a new product or service to your business, but can figure out a launch plan?
  - We can develop a multi-level strategy with your team that will be custom to your business goal. We know each city/product/company are unique - we take the time to beset work for you.
- ★ Do you need a marketing plan?
  - With Melissa Ralph Consulting, we can focus on your goal and develop a comprehensive plan. Plus, this frees up time from your everyday employees - getting them back to helping your business.
- ★ Do you need to increase profit, but keep costs low?
  - Hiring a consultant delivers your company immediate expertise without need for training. To be able to hire someone, possibly short term, and have them hit the ground running is a great asset to small businesses.
- ★ Do you want marketing/advertising/design/communication help, but can't staff someone for every day?
  - While employing on-staff experts is a great resource for small businesses, sometimes the cost outweigh the benefits. Hiring a consultant keeps yours costs low and benefits the company with an outside perspective.
- ★ Is your marketing/advertising/design getting stale? Do you want a refresh?
  - With our resources, we can build, develop, and re-brand your small business into a modern and trustworthy small business.
- ★ Has your business market changed around? Do you want to change with it?
  - Everyday people and businesses are moving into - and out of, cities. For a small business, this changing community can impact sales. With our resources, we provide market information that enables to better understand how to speak to your neighbors and better build a new audience.



## Get In Touch

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With Melissa Ralph Consulting, we want to make your business grow by giving you the tools and strategies that will be best for you. We understand that each business is unique and that a 'one size fits all' attitude doesn't always work. We work with our clients on building customized strategies - whether that is Facebook education, customer relations, brand management, or website content.

Contact us today and invest in your business's future.

