

Vox Pop Marketing

MAGNETIC MARKETING SOLUTIONS



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How to Use This Guide

When marketing your business, there are many paths you can take. This guide is designed to simplify your journey.

01

Choose your Magnetic Marketing Service Pathways of interest:



- 1. Magnetic Messaging
- 2. Magnetic Website
- 3. Content to Cash

02

Refer to the Table of Contents to explore the Pathways of your choice.



03

[Book a Call](#) to learn more, and get expert guidance about your ideal Service Pathways.

About Our Service Pathways

Pathways At a Glance

01. Magnetic Message > 02. Magnetic Website > 03. Content to Cash

- ✓ Everything a Coach, Consultant, or Solo Service Provider needs to establish a professional, effective online presence.
- ✓ Done-for-You Services with Tools, Training, and Resources to support you as your business evolves.
- ✓ Select one or more pathways. Bundle all three services for a discount.
- ✓ Payment plans are available, helping you to fuel the future of your business.

Why Our Services?

With countless marketing options available, it can be difficult to determine which strategies to use.

You might have:

- DIY'ed your marketing
- Hired freelancers
- Tried virtual assistants

... But these often yield subpar results due to their *piecemeal approach*.

Our Difference At a Glance

Our Magnetic Marketing services form a comprehensive marketing engine that enhances marketing efficiency, gives you more online visibility, increase revenue, and gets faster results.





Who We Serve

We have a long track record of catering to the specific needs and challenges of:

- Coaches
- Consultants
- Professional service providers

The comprehensive Magnetic Marketing Service Pathway has been strategically designed with your success in mind.

With Our Services, Clients:

- ✓ Gain confidence in their approach.
- ✓ Enjoy increased marketing efficiency and effectiveness.
- ✓ Have a cohesive strategy to stand out and attract ideal clients online.
- ✓ Are empowered with tools and methods to thrive with online marketing.



SERVICE PATHWAY 01

Magnetic Messaging

Are you looking for the right words to stand out and attract your ideal customer? This service will give you clarity and a game plan to stand out online.

What's Included

- ✓ Documented Brand + Marketing Map (Big-picture growth game-plan)
- ✓ Online target market research conducted on your behalf
- ✓ Magnetic Messaging Playbook document, giving you the words to use for a wide range of marketing needs

No more struggling with how to talk about your business. Just refer to your Playbook and Brand Marketing Map to stand out and resonate with your audience.



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This Pathway Is For You If:

- ✗ You struggle to catch the interest of potential clients.
- ✗ You wonder how to best communicate the value of your services.
- ✗ Writing isn't "your thing" and you'd prefer to leave it to the experts.

Benefits

- ✓ Boost marketing results with a custom game plan to grow your business.
- ✓ Gain clarity and confidence in your offers and messaging.
- ✓ Have a consistent Magnetic Message throughout your entire online presence.
- ✓ Use a payment plan to fuel your growth.

BOOK A CALL



SERVICE PATHWAY 02

Magnetic Website

Do you want to enhance the visual appeal and effectiveness of your website? We'll transform your website into a stunning and effective marketing tool that communicates the value of your services and motivates visitors to further explore your solutions.

What's Included

Website features vary based on your needs but often include:

- ✓ Refined color and font choices
- ✓ Custom graphics
- ✓ Modern, streamlined web page designs
- ✓ Lead funnel + Email automation
- ✓ Custom web forms
- ✓ Integrated blog

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This Pathway Is For You If:

- ✗ Your DIY website isn't supporting the growth of your business.
- ✗ Your website is outdated, lacking functionality, or difficult to use.
- ✗ You're ready to enhance your online presence with a more polished approach.

Benefits

- ✓ Improved visitor experience leads to a boost in lead conversions.
- ✓ An easy-to-use dashboard & training put design updates within your control.
- ✓ Promote your business with full confidence in your online presence.
- ✓ Have a payment plan to fuel your growth.

BOOK A CALL



SERVICE PATHWAY 03

Content to Cash

Do you want a straightforward method for social media content that converts to cash? With this ROI driven service, you'll have all of the tools you need to make your content a powerful client magnet.

What's Included

- ✓ Deep-dive discovery session
- ✓ Custom messaging & lead gen game plan to ensure your content marketing efforts are a success
- ✓ Custom Social Media Calendar Plan so you always know what to post
- ✓ Organic Lead Generation training & resources

BOOK A CALL



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This Pathway Is For You If:

- ✗ You've been using social media but haven't seen financial returns.
- ✗ You're overwhelmed by attempting to juggle multiple strategies.
- ✗ You struggle to maintain consistency due to lack of clarity.

Benefits of This Pathway:

- ✓ Repeatable frameworks remove guesswork and increase efficiency.
- ✓ Easily implement or delegate with straightforward social media processes.
- ✓ Lead generation training, tools, and resources to directly increase revenue.
- ✓ Have a payment plan to fuel your growth.

BOOK A CALL

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Meet the Founder

Monica V. Reynolds has a passion for educating and serving the small business community. Her mission is to make it possible for entrepreneurs to follow their dreams, be of service, build a thriving business, and live by their own design.

Stats at a Glance

- ✓ Online marketer + web designer since 2005
- ✓ Started her first business in 2011
- ✓ Nearly 900 projects completed
- ✓ Serves coaches, consultants, and solo service providers
- ✓ Focused on continuous education and practice within the industry
- ✓ Fueled by creativity, collaboration, and cups of coffee

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Meet Some of Our Clients



Rachel Morgan

Retail Sales Consultant

I wasn't feeling confident with my marketing and branding and felt unclear about my place. For the first time, I'm feeling REALLY aligned. With Monica's help, everything is starting to feel connected, the bigger picture is making sense, I understand what I'm doing and feel much more confident. And I actually feel like I'm putting my experience and skillset to use. It's alllll clicking. I couldn't be any happier.



When I hired Vox Pop Marketing I was making around \$2,000/month. Now I average \$10,000/month with clients spanning the globe. I credit Monica and Vox Pop for my getting global clients, because they wouldn't have known I existed if I hadn't invested in my digital presence.



Heather Summers

Google Apps Consultant



Ara Lucia Ashburn

Counselor, Artist & Author

Monica makes the really arduous task of communicating a complicated message seem really easy. She has supported me with communication on a number of creative ventures. She managed to make the message clear to my audience and also understand who my audience is in all of those cases. I was able to get newspaper stories. So it was a tremendous success. And I'm just thrilled with the results.



I have been working with Monica since 2019 on several projects involving three websites. I immediately appreciated that she is smart, attentive, knowledgeable, and helpful. Her working knowledge of web design and marketing is a very effective combination. Last, but not least, she is easy to work with. I'm a fan.



David Dugas

Entrepreneur



Alethea Jimison

Copywriter

Working with Vox Pop Marketing on our website redesign helped take the pressure off of our team. Monica is very thorough and handles details smoothly. She listens, takes feedback well, and produces high-quality work fast. She's creative and has an ability to turn conceptual ideas into appealing graphic/web art. We are very pleased with our web design outcome and look forward to using her for any future projects as needed.



We wanted our new website to look clean, simple and good. I'm pretty picky, so I was worried we were going to go back and forth a couple of times, and we did not. Monica nailed the design right away and it was a very easy process. I like the modern, minimalist simplicity of our new website ... it works well on the cell phone and desktop. I would recommend Vox Pop Marketing to others. The pricing is good, Monica is easy to work with and she's good at what she does.



Mike Puccio

Real Estate Broker

FAQs

How Do You Price Your Services?

You can acquire each of our Magnetic Messaging & Content to Cash for a fixed fee and save when you bundle. Magnetic Website services are tailored and priced with custom quotes. While we don't provide upfront pricing, we will have a consultation to assess if our service aligns with your needs. Afterward, we will present pricing details and payment options.

How Do I Learn More About Your Services?

This guide is a great place to start. When you're ready to learn more, book a call with Monica. This is a pressure-free zone where you can explore the options and decide if one or more Service Pathways are right for you and your business goals.

How Long Does it Take to Complete a Project?

Project timelines range from 6 to 8 weeks, depending on the pace of communication. During our initial consultation, we will discuss the timeline and milestones for your project.

Do You Offer Ongoing Support?

Yes, we offer ongoing support to ensure that our clients' branding, website and marketing approach continue to meet their needs as their businesses evolve over time.



Get Started Today!



Book a Call with Monica at
voxpathmarketing.com/book-a-call



You may also email us at
www.voxpathmarketing.com/contact