

# PRICE LIST 2020

## Starter

250\$/month

2 projects, 1 worker,  
1 client, 3500 texts per year.  
#FREETRIAL

## Basic

550\$/month

6 projects,  
5 workers, 5 clients,  
10000 texts per year.

## Advanced

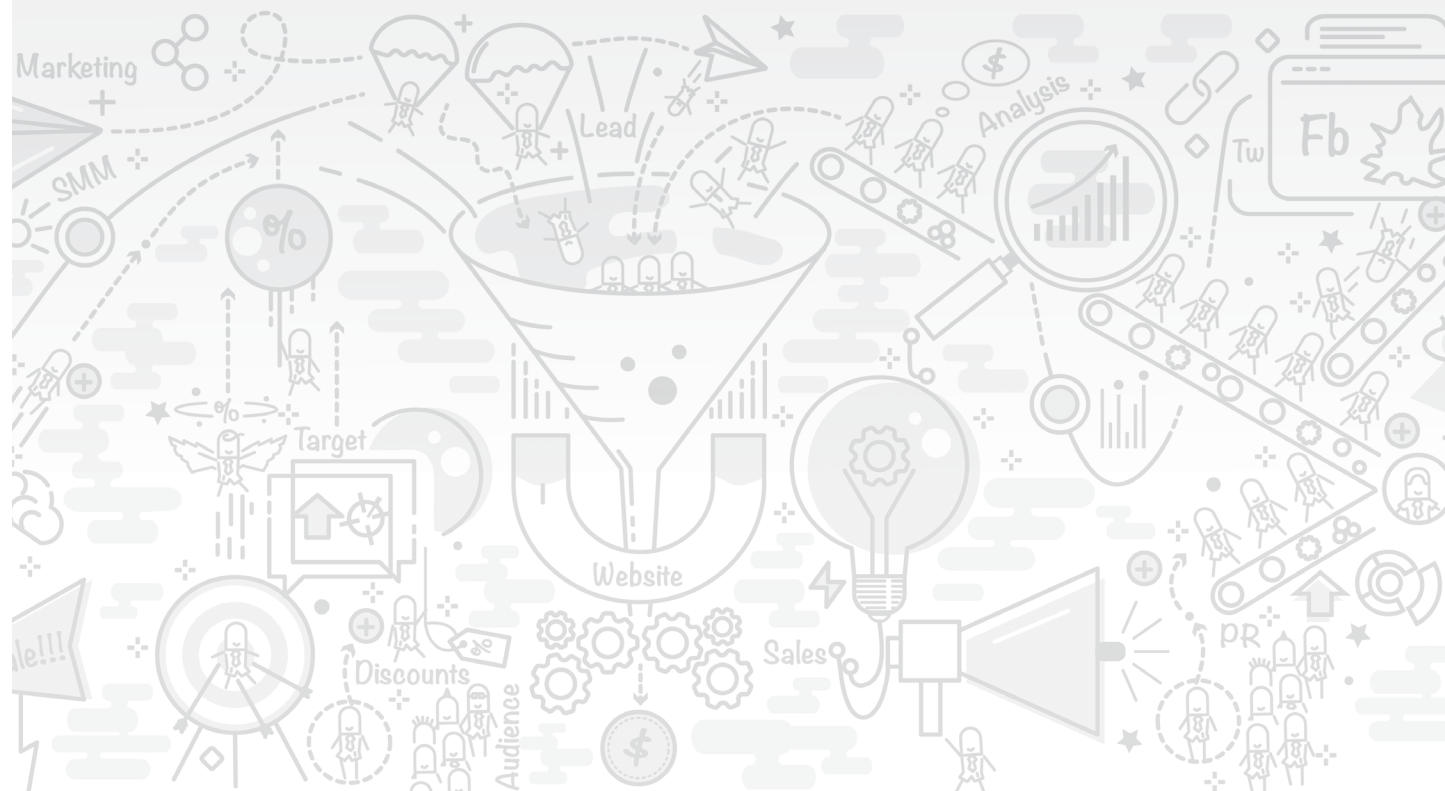
1800\$/month

15 projects,  
10 workers, 10 clients,  
26000 texts per year.

## Premium

ask for a quote

projects, workers, clients  
and texts based on real need,  
copywriter e analyst support



One of the most complicated activities is to generate new contacts interested in purchasing a product or service from our company.

Lead generation is a set of strategies that allow the company to attract potential customers to mechanisms capable of recording the contact.

These strategies are very important because they give the possibility to reach, through specific tools, a group of users interested in the product / service you offer.

But how is lead generation done? What are the strategies?

Often the marketing offer is wide and we don't have the tools to decide. Let's start by enumerating the different marketing possibilities:

### Offline Activities:

Leaflets, newspapers, banners, signs, vehicles, mailing, radio campaigns, TV, fairs etc.

### Online Activities:

SEO, SEM, DEM (Newsletter), Facebook campaigns, content marketing, influencer engagement

We often focus on online marketing to cut costs, but what if we want to invest a lot to take on different customer groups?

How do we know which type of marketing is most effective for our business?

These are just some of the questions we should ask ourselves in order to understand the strategy to be applied:

- Is my business local, national or international?
- Does my business sell products or services?
- Does my business manufacture or market? And if it sells do I have an exclusive?
- Is my business B2B? B2C? B2B2C or other?
- Who are my competitors? Are they local, national or international?
- Who are my best clients?
- What are the problems I solve?
- When I sell something to a customer, is it one-off or do I have a monthly / annual fee?

- What is my added value? What sets me apart from the competition (USP)?
- What age group do I target?
- What are the needs that I satisfy?
- What are the communication strategies I am adopting?
- Why should they choose my product / service?

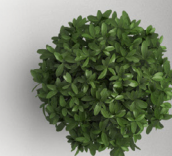


So we have to choose the channels, but do we have the tools to do it?

Obviously we must rely on a professional who carries out a correct market survey of our sector, who studies our competitors, the products / services we sell, who is correctly informed on new trends and who knows how to give us the right advice to choose.



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## Activities to be carried out before starting an online campaign texts



1. Have an **OWNED INTERNET SITE**, on a proprietary hosting (not hosted for free); this is necessary and is due to the fact that most of the free hosting give access to programs (such as Wordpress) severely limited in the technical configuration, necessary instead to configure the site in the best way to “please” search engines.

2. Study your **PRODUCT OR SERVICE** in the **UNIQUE VALUES** that this can give to differentiate yourself from the competition; if we offer “ice cream” and on the street where we have the shop there are 5 ice cream parlors but we are the only ones to make ice cream without organic gluten, this **DIFFERENTIATING ELEMENT** is **ATTRACTIVE** for a niche of customers. The more niches we attract, the greater the likelihood of our success.

3. Study and enumerate all our **AUDIENCES** intended as those categories of customers to whom we solve one or more specific problems with our product or service; for example, if we produce gluten-free ice cream, we are aiming at the celiac and gluten intolerant market by solving a diet problem for them.

4. Study and enumerate all of our **ONLINE COMPETITORS** understood as those competitors who are successful on the Internet because they appear in the first places looking for the specific products or services that we also sell. We need this to understand (with a specific product) with which keywords and articles each of our online competitors is successful.

5. Develop **A COMMUNICATION** of your product or service oriented for each of the specific target markets. For example, if we sell gluten-free ice cream, it would be optimal to create a different page for celiacs and for intolerant people who have different problems than a common solution.

6. List all the **SPECIFIC PLACES** in which we sell our product or service (city, country, region, state, place).

**Content is central to each of our online activities. Textual content, video content, graphic content and any other type of content. What we can for sure say is that the “production of textual content” is the basis of success for the generation of contacts potentially interested in buying (leads).**



## Content is the King but context is the Queen

**B**ack in 1996, when the Internet was taking its first steps in Italy with few and very expensive offers, a certain **Bill Gates** from Microsoft wrote an article entitled **Content is King**, with the following introductory paragraph: “Content (ie, information / NdA) is the factor that in my opinion will generate most of the money on the Internet, as has happened in broadcasting.”

Point, end, all at home: twenty years later we can say with absolute certainty that, at least in this, the good Bill was immediately right. Blogs with **millions of clicks** generate enormous revenues for their authors and the simple textual editing of a product sheet of a web-store can decree the immediate reordering due to out of stock or the mummification in the warehouse for a few years.

A good text **targeted and word-for-word calibrated captures** not only the reader’s interest, but automatically generates **trust, security and competence** in a digital environment where sellers of goods and services interact with their customers solely through text, photographs and videos, without maybe ever having the chance to shake hands.

For this reason, in every self-respecting digital service company, **the editing of content is a very important part of its package of offers related to the development of websites**, often criminally underestimated compared to the graphic and structural sector. Each reality has its **own language**, its own code, its own tribe and, just as you carefully choose the correct combinations to dress for an important ceremony, it is essential to make sure you **create solid and direct connections between an activity and the its audience** by breaking down any possible linguistic interference or use of dictionaries.

In the field of online writing, the invisible figure of the **copywriter** mixes words like a good baker does with bread, paying attention to the quantity and quality of the ingredients that make each type of loaf unique, typical and unmistakable. If the investment of thousands of euros for a good layout and graphic rendering is now a basic requirement for companies that choose to focus on the web, it often happens to witness **embarrassing copy / paste** of company vademecum for the textual part, thrown in almost as a nuisance, a habit, a superfluous condiment for the new website.

It is necessary, for those who aim to obtain results with their site, to provide their web architects as much information as possible about their business, trying to make the editor feel almost like a desk colleague. If a company can benefit from a **long history** and a fascinating **tradition** that preceded it, there is much more to be gained from its past than one might think.

Conversely, for those who enter the global market with young enthusiasm and desire to overturn the rules, it is the **discontinuity with respect to yesterday** that rewards: “Go away, from now on we are here, with a new language, a new product, a new service and many new ways to make you love them ».

A good presentation is as good as a good product and a good packaging, regardless of whether you choose to praise the merits of a wine through the label or want to emphasize the **added value** of a multinational with branches all over the world.

If you have a site to renovate or are evaluating its **creation from scratch**, we recommend an extraordinary tool designed and designed for the creation of original content to greatly improve the positioning on Google: **SCRIB**. Thanks to this exclusive and revolutionary patented cloud software it is possible to produce in a few moments **hundreds of texts** perfectly legible and articulated, unique and with complete meaning! With a powerful algorithm in continuous improvement, **SCRIB** assembles words, periods and phrases giving life to always different contents, never repetitive or children of a trivial copy / paste.

Do you want to know how it works and know all its enormous potential?

**Make an appointment without obligation with one of our consultants!**

