# REGALBIZNET

BUSINESS SOLUTIONS

By: Cesar Cevallos

Company Overview

With over 25 years of experience in utilizing modern technologies, we understand that we live in a time when technology has become a fundamental aspect of promoting, boosting, and scaling businesses. We firmly believe that by combining resources and experiences, we can achieve short, medium, and long-term goals for the benefit of all participants.

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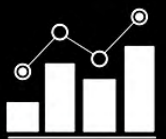
Multi-channel lead generation plan

- **Content Marketing:** Create valuable content that educates your audience about the benefits of your product(s) or service(s). This could include blog posts, videos, infographics, case studies, webinars, and more. Optimize this content for SEO to draw organic traffic to your website.

- **Email Marketing:** Build an email list by offering valuable resources in exchange for website visitors' email addresses. Send regular newsletters with useful tips, updates about your service, and special offers.

- **Social Media:** Regularly post on social media platforms like Facebook, LinkedIn, Instagram, and Twitter. Share tips, success stories, and updates about your product or service. Paid ads on these platforms can also be a useful tool for targeting your ideal clients.

- **Local SEO:** Optimize your website for local search terms to attract clients in your area. Make sure your business is listed in local directories and on Google My Business.

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Multi-channel lead generation plan

- **Webinars and Online Events:** Host webinars on topics relevant to your target audience. This can help you establish authority and collect leads who are interested in your services.

- **Referral Program:** Encourage your existing clients to refer others to your service. You could offer them a discount or some other benefit for each successful referral.

- **Paid Advertising:** Consider using paid search and display ads on platforms like Google Ads. These can be targeted based on keywords, geographic location, and more to ensure they're being seen by clients.

- **Landing Pages:** Create landing pages specific to your products or services. These pages should be highly focused and include a clear call to action, making it easy for leads to understand what to do next.

- **PR Activities:** Actively seek opportunities for publicity in local newspapers, radio stations, podcasts, and TV stations. Offering your expertise for interviews or guest articles can increase your brand's visibility.

Remember, lead generation is a process. It's important to consistently track and analyze your results to understand which strategies are most effective for your business and adjust your approach accordingly.

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Marketing & Sales

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Digital Marketing

Digital marketing for businesses is a comprehensive strategy that utilizes various online channels and platforms to promote products, services, and brands to a target audience. It involves a wide range of tactics and techniques to reach potential customers, engage with them, and convert them into loyal clients. Here are some key components and strategies of digital marketing for businesses:

Website Optimization: A well-designed and user-friendly website is the foundation of digital marketing. It should be mobile-responsive, easy to navigate, and provide valuable information about the business's offerings.

Search Engine Optimization (SEO): SEO focuses on improving a website's visibility in search engine results. By optimizing content, keywords, and technical aspects, businesses can attract organic traffic and increase their online presence.

Social Media Marketing: Leveraging social media platforms (e.g., Facebook, Twitter, Instagram, LinkedIn) to engage with potential customers, share content, run advertisements, and build brand awareness.

Email Marketing: Utilizing email campaigns to nurture leads, communicate with customers, share promotions, and provide personalized content that keeps the business top-of-mind.

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Digital Marketing

Pay-Per-Click (PPC) Advertising: Running targeted paid advertising campaigns on search engines (Google Ads) and social media platforms to drive traffic, generate leads, and increase conversions.

Influencer Marketing: Partnering with influencers in the industry to promote products or services and reach a broader audience.

Online PR and Reputation Management: Managing the business's online reputation through customer reviews, public relations efforts, and addressing customer feedback and concerns.

Video Marketing: Creating and sharing video content to engage with audiences on platforms like YouTube, Instagram, or through webinars.

Data Analytics and Measurement: Utilizing tools to track and analyze the performance of digital marketing efforts, understanding customer behavior, and making data-driven decisions.

Mobile Marketing: Optimizing digital strategies for mobile devices, as a significant portion of internet traffic comes from mobile users.

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Digital Marketing

Chatbots and AI: Implementing chatbots and artificial intelligence on websites or social media to enhance customer service and engagement.

Digital marketing provides businesses with the ability to target specific audiences, measure campaign success, and adjust strategies in real-time, making it a cost-effective and efficient approach to reaching potential customers and growing the business's online presence. It is essential to tailor the digital marketing mix to the business's unique goals, target audience, and industry to achieve the best results.
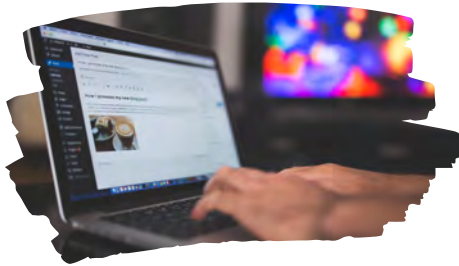
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Content Creation

Your content creation should revolve around the unique benefits of your product(s) or service(s), the convenience it offers, your exceptional qualifications, and your experience.

Blog Posts: Creating informative and engaging blog posts allows businesses to share industry insights, product updates, how-to guides, and other valuable information. Blogs help establish thought leadership and attract organic traffic to the business website.

Social Media Content: Sharing compelling content on social media platforms such as Facebook, Twitter, Instagram, LinkedIn, and YouTube can help businesses connect with their target audience, increase brand awareness, and drive engagement. This content can include images, videos, infographics, polls, and user-generated content

E-books and Whitepapers: Creating in-depth guides, e-books, or whitepapers that provide valuable insights or solve specific problems can help businesses generate leads. By offering this type of content in exchange for contact information, businesses can build their email subscriber list and nurture potential customers.

Videos: Video content is highly engaging and has become increasingly popular in recent years. Businesses can create product demos, explainer videos, customer testimonials, behind-the-scenes footage, and other types of videos to showcase their offerings and connect with their audience.

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Content Creation

Webinars and Online Events: Hosting webinars and online events provides businesses with an interactive platform to educate their audience, demonstrate expertise, and engage with participants in real time. This type of content allows for direct interaction and can be recorded for later distribution.

Infographics: Infographics are visually appealing and shareable content that can effectively present complex information in a concise and visually appealing manner. They are particularly useful for conveying statistics, research findings, or step-by-step processes.

Podcasts: Podcasts have gained significant popularity, allowing businesses to create audio content that can be consumed on the go. By hosting or participating in relevant industry discussions, businesses can establish themselves as experts and reach a wider audience.

User-Generated Content: Encouraging customers to create content related to the business, such as testimonials, reviews, or user-generated videos, helps build trust and authenticity. Sharing user-generated content on social media or featuring it on the business website can enhance brand credibility.

Remember, the choice of content will depend on the target audience, industry, and specific marketing goals. It's important to regularly analyze the performance of different content types and adapt the strategy accordingly.

CONTENT IS KING

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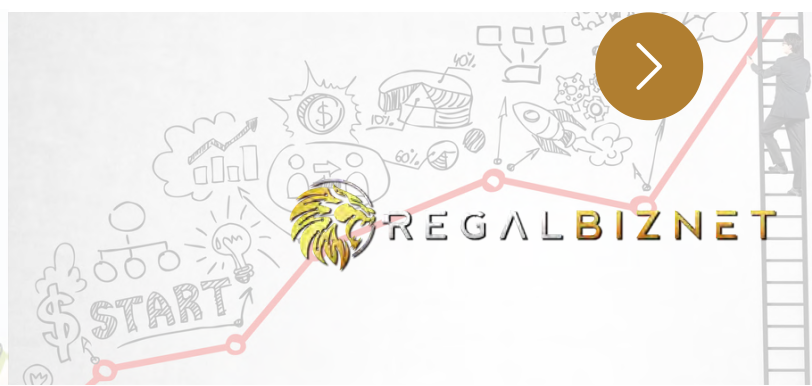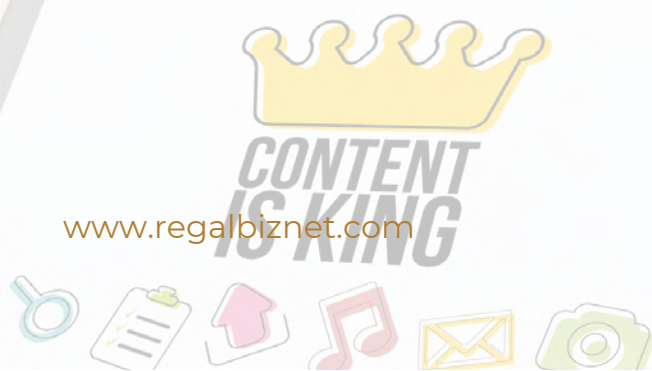
Referral program

A referral program is a marketing strategy that encourages existing customers to refer new customers to a business in exchange for incentives or rewards. Here's how a referral program typically works and how it can benefit a business:

- **Incentives and Rewards:** The business offers incentives or rewards to customers who refer new customers. These rewards can vary and may include discounts, free products or services, loyalty points, cash rewards, or exclusive access to special offers.
- **Referral Tracking:** The business provides a unique referral link, code, or other tracking mechanism to existing customers. When they refer someone, the referral is attributed to the referring customer through this unique identifier, allowing the business to track and reward successful referrals.
- **Communication and Sharing:** The business encourages existing customers to share their positive experiences and recommend the business to their friends, family, or social network. This can be done through various channels, such as email, social media, word-of-mouth, or dedicated referral portals.

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Benefits of a Referral program

- *Increased Customer Acquisition:* Referral programs tap into the power of word-of-mouth marketing, which is highly effective. Existing customers are more likely to refer people they know, who are often pre-qualified and have a higher chance of becoming loyal customers.

- *Cost-Effective Marketing:* Compared to traditional advertising or marketing campaigns, referral programs can be more cost-effective. The business only pays for rewards when a successful referral is made, making it a highly efficient way to acquire new customers.

- *Enhanced Trust and Credibility:* Recommendations from friends or family carry more weight than traditional advertising. Referral programs leverage this trust factor, as people are more likely to trust recommendations from someone they know and respect.

- *Increased Customer Engagement and Loyalty:* Referral programs encourage existing customers to actively engage with the business by sharing their positive experiences. This strengthens the bond between the customer and the business, leading to increased loyalty and long-term customer relationships.

- *Measurable Results:* Referral programs can be tracked and measured, allowing the business to analyze their effectiveness and optimize the program over time. This data can provide valuable insights into customer behavior and the success of the referral program.

By implementing a well-designed referral program, businesses can leverage the power of their existing customer base to attract new customers, increase brand awareness, and drive business growth.

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Affiliate Program

The Affiliate Program is designed to help our partners thrive while providing the best service to more people. A program like this allows professionals, influencers, bloggers, and anyone passionate about your business to earn a commission for every referral that leads to a new customer for your business.

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Commission Structure:

Your affiliate associate will receive a competitive commission of $ for each new customer who signs up for your services.

Marketing Tools & Support

To help you promote your business, we will provide you with marketing materials such as banners, social media posts, blog articles, and newsletters.

Easy Tracking & Payment

Payments are made on a monthly basis via direct deposit or PayPal.

Affiliate Training

We provide regular training and updates about our services, latest offerings and industry trends to ensure our affiliates are well equipped to represent UPLIN Health.

Eligibility

Anyone with a passion for healthcare and a willingness to spread the word about our services can join the UPLIN Health Affiliate Program.

Social Influencer Program

A Social Influencer Program is a marketing strategy in which a business collaborates with social media influencers to promote its products, services, or brand to a wider audience. Social influencers are individuals who have established a significant following and influence on social media platforms. Here's how a typical Social Influencer Program works:

- **Identifying Suitable Influencers:** The first step is to identify social media influencers whose content aligns with the business's niche, target audience, and values. The influencers should have a substantial and engaged following relevant to the business's industry.
- **Outreach and Collaboration:** The business reaches out to the selected influencers, either directly or through influencer marketing platforms. The collaboration terms, such as campaign objectives, content guidelines, compensation, and timeline, are discussed and agreed upon.
- **Campaign Planning:** The business and influencer work together to plan the influencer marketing campaign. This includes defining the key messages, the type of content to be created (e.g., sponsored posts, reviews, unboxing videos), and the platforms on which the content will be shared.
- **Content Creation:** The influencer creates the sponsored content, integrating the business's products or services into their posts in a way that resonates with their audience and maintains authenticity.
- **Content Approval:** In some cases, the business may review and approve the content before it is posted to ensure it aligns with their brand and messaging.
- **Posting and Promotion:** The influencer shares the sponsored content on their social media platforms. They may also promote the content on their other channels, such as blogs or YouTube channels.

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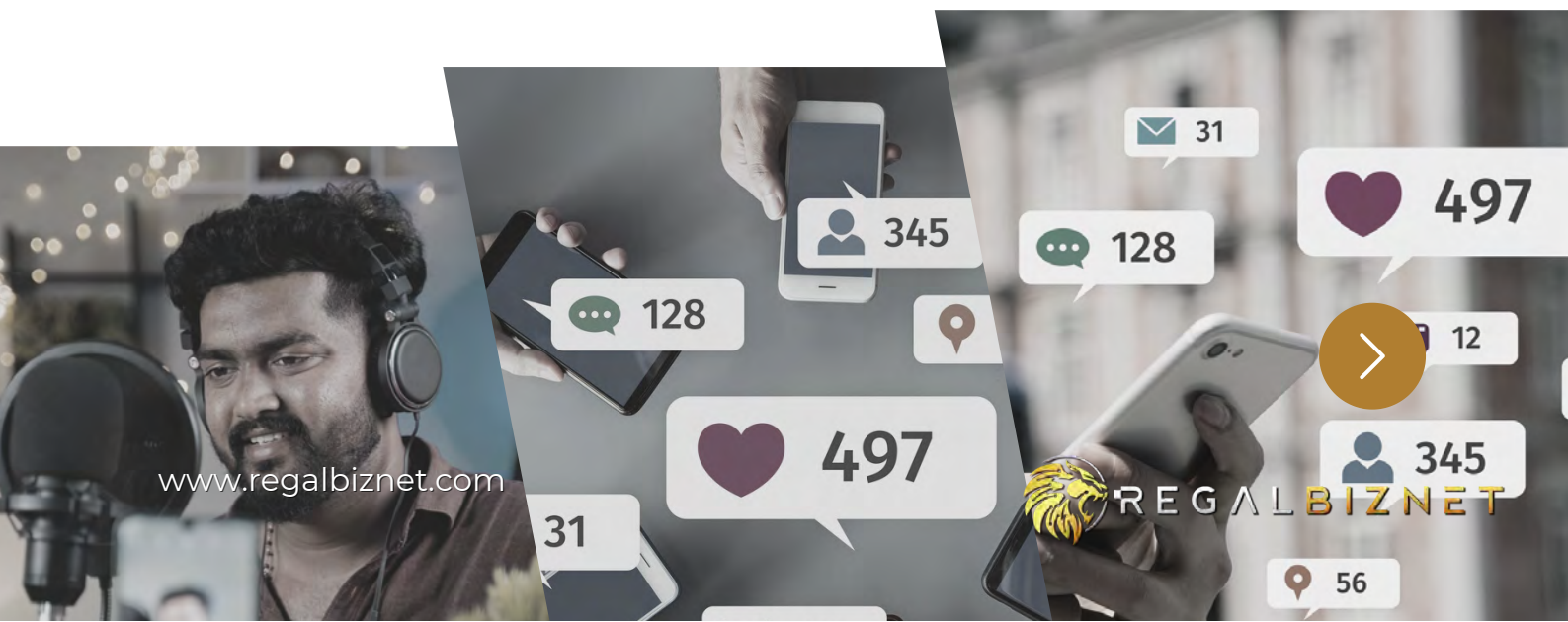
Social Influencer Program

- **Engagement and Monitoring:** The business closely monitors the campaign's performance, including metrics such as reach, engagement, click-through rates, and conversions. Influencers may also track the success of the campaign through their own analytics.
- **Compensation and Incentives:** Influencers are compensated for their work, which can include monetary payment, free products, exclusive discounts, or a combination of incentives based on the terms of the collaboration.
- **Long-Term Relationships:** Depending on the success of the initial campaign, the business may choose to establish long-term relationships with influencers who consistently deliver results and align with their brand values.

Benefits of a Social Influencer Program:

1. **Increased Brand Awareness:** Social influencers have a dedicated and engaged following, which can significantly expand the business's reach and visibility.
2. **Targeted Audience:** By collaborating with influencers in the same niche, the business can reach a relevant and targeted audience interested in their products or services.
3. **Authenticity and Trust:** Influencers are seen as trusted sources by their followers, and their authentic endorsement can positively influence purchase decisions.
4. **Diversified Content:** Influencers can create diverse and creative content that showcases the business's offerings in unique ways, adding value to the marketing mix.
5. **Data-Driven Results:** The campaign's performance can be measured, providing valuable insights into the effectiveness of the influencer marketing strategy.

A well-executed Social Influencer Program can be a powerful tool for businesses to amplify their brand message, increase sales, and foster a positive brand image through the voice of reputable and relatable influencers.

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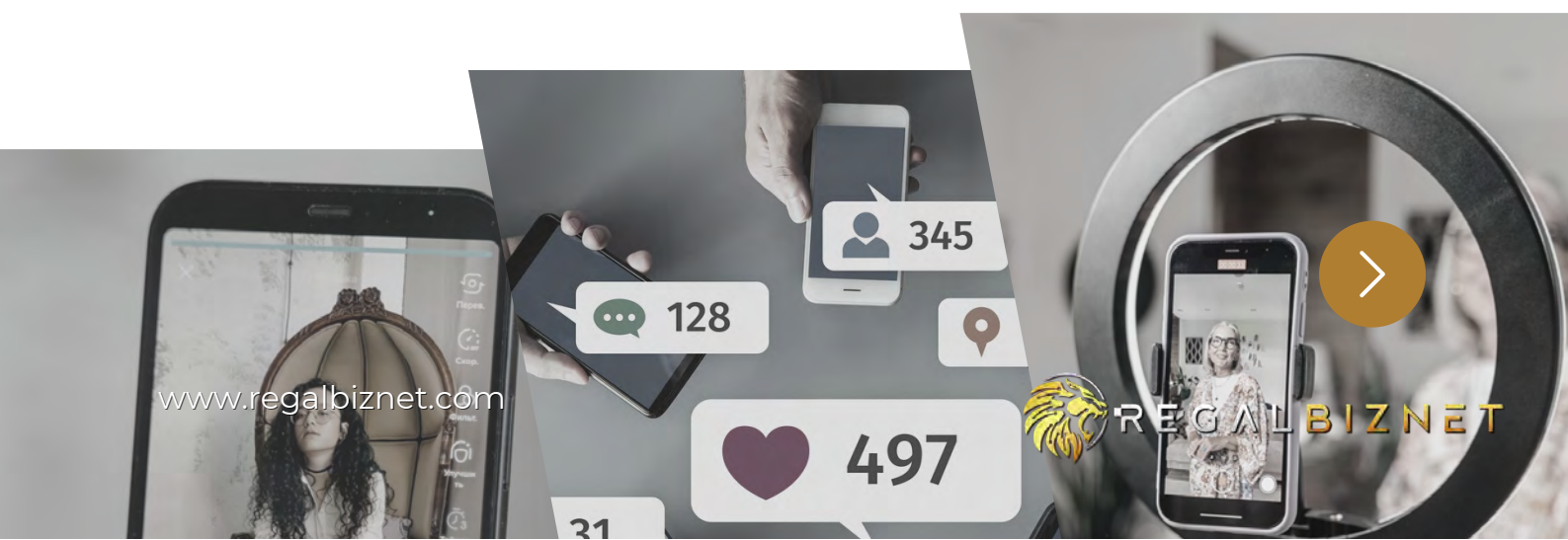
Social Media - Google Ads

Social Media and Google Ads are two separate online advertising platforms, each with its own unique features and functionalities. Here's an overview of how each platform works:

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Social Media Ads

- **Targeting and Audience Selection:** Social media platforms like Facebook, Instagram, Twitter, and LinkedIn offer advanced targeting options based on demographics, interests, behavior, and more. Advertisers can choose their target audience to ensure their ads reach the most relevant users.
- **Ad Formats:** Social media ads come in various formats, including image ads, video ads, carousel ads (multiple images or videos in a single ad), and sponsored posts. Advertisers can choose the format that best suits their campaign goals and creative assets.
- **Bidding and Budgeting:** Advertisers set their bid amount and daily or lifetime budget. The bid amount determines how much the advertiser is willing to pay for their ad to be shown to their target audience. The budget controls the total spending for the ad campaign.
- **Ad Placement:** Advertisers can select where their ads appear on social media platforms. This includes in-feed ads, stories ads, right-hand column ads, and more, depending on the platform.
- **Ad Performance Tracking:** Social media advertising platforms provide detailed analytics and performance metrics, allowing advertisers to measure the success of their campaigns. These metrics include reach, impressions, clicks, conversions, and more.

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Google Ads

- **Keyword Targeting:** Google Ads operates on a keyword-based targeting system. Advertisers bid on specific keywords relevant to their products or services. When users search for those keywords on Google, the ads may appear in the search results.
- **Ad Rank and Quality Score:** Google uses an ad rank system to determine the order in which ads appear on the search results page. Ad rank is calculated based on the bid amount, ad quality, and expected click-through rate (CTR). Quality Score is a metric that measures the relevance and quality of an ad, landing page, and keywords.
- **Ad Formats:** Google Ads offers various ad formats, including text ads, responsive search ads, display ads, video ads (on YouTube), and shopping ads (for e-commerce businesses).
- **Budget and Bidding:** Advertisers set a daily or monthly budget for their campaigns, and they can choose between manual or automated bidding strategies. Automated bidding uses machine learning to optimize bids for specific goals like conversions or clicks.
- **Ad Extensions:** Advertisers can enhance their ads with extensions, such as call extensions, site link extensions, location extensions, and more, to provide additional information and improve the ad's performance.
- **Ad Performance Tracking:** Google Ads provides extensive reporting and analytics tools to track ad performance. Advertisers can monitor clicks, impressions, CTR, conversion rate, and other valuable metrics to measure campaign success.

Both Social Media Advertising and Google Ads offer valuable opportunities for businesses to reach their target audience and achieve their marketing objectives. The choice between the two platforms depends on the business's goals, target audience, and budget. Many businesses use a combination of both to create a well-rounded online advertising strategy.

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Testimonials

A testimonial is just as reputable as word of mouth. Have you ever eaten at a restaurant or purchased a product just because your friends and family recommended it? Testimonials recommend your business to the public eye and give insight into how the public may 'see' your business. Reviews, whether positive or negative, have a staggering weight on how consumers may view you and your services.

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Digital Contact Center

We offer a comprehensive and customer-centric solution to meet the communication needs of businesses. A digital contact center is a modern and technology-driven approach to customer support and communication. It leverages various digital channels to provide businesses with the means to engage with their customers effectively. Here's an overview of the key features and benefits of a Digital Contact Center Service:

- **Multichannel Support:** The service offers support across multiple digital channels, including live chat, email, social media messaging, SMS, and voice calls. This enables businesses to connect with customers through their preferred communication method.

- **24/7 Availability:** With a Digital Contact Center Service, businesses can provide support round-the-clock, ensuring customers receive timely assistance regardless of the time zone or working hours.

- **Customer Relationship Management (CRM) Integration:** Integrating the contact center service with the client's CRM system allows agents to access customer profiles, previous interactions, and purchase history, providing personalized and efficient support.

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Digital Contact Center

- **Scalability:** The service is designed to be scalable, allowing businesses to adapt to changing call volumes and customer demands as they grow.
- **Cost-Effectiveness:** By leveraging digital channels, businesses can often provide customer support at a lower cost compared to traditional call centers.
- **Omni-Channel Integration:** A Digital Contact Center Service implements an omni-channel approach, enabling seamless transfer of customer inquiries and data across various channels. This ensures continuity in customer interactions and a unified customer experience.
- **Professional Agents:** The service is staffed by skilled and trained customer service agents who can handle various customer inquiries, resolve issues, and provide accurate information about the client's products or services.
- **Performance Analytics:** Digital Contact Center Services offer detailed performance analytics and reporting, allowing businesses to monitor key metrics such as response times, customer satisfaction scores, call volumes, and agent performance.
- **Data Security and Compliance:** The service prioritizes the security and privacy of customer data, implementing robust data security measures and complying with relevant data protection regulations.

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Digital Contact Center

- **Enhanced Customer Experience:** By reducing wait times, resolving issues efficiently, and maintaining a friendly and helpful approach throughout interactions, a Digital Contact Center Service aims to enhance the overall customer experience.
- **Customer Feedback and Continuous Improvement:** The service actively seeks customer feedback to identify areas for improvement. Continuous refinement of processes and services helps deliver exceptional customer experiences.
- **Strategic Support and Collaboration:** Businesses benefit from a collaborative partnership with the service provider, receiving proactive support and strategic insights to achieve their customer service and business objectives.

Overall, a Digital Contact Center Service empowers businesses to provide superior customer support, build stronger customer relationships, and adapt to the ever-evolving landscape of digital communication. With a focus on efficiency, effectiveness, and customer satisfaction, businesses can rely on this service to be at the forefront of modern customer engagement.

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Sales Funnel

Creating a sales funnel is critical for any business, as it guides prospects through their buyer's journey, leading to conversions. We will be using the following strategy with the sales funnel.

- **Awareness Stage:** At this stage, our goal will be to make your target audience aware of your firm and its services. We will use various digital marketing strategies like SEO, social media marketing, blogging, PPC advertising, and PR. Content will be regularly posted about the importance of your business or product and your success stories.

- **Interest Stage:** Now that prospects are aware of your business, we will generate their interest in your services. Detailed blog posts, free e-books, informational videos, webinars, and case studies will be developed. We will focus on content that emphasizes your unique selling proposition (USP), such as your business' track record, expertise, client testimonials, or free consultation offer.

Sales Funnel

- **Consideration Stage**: At this stage, potential clients are comparing different products or services. We will offer free consultations, engage with prospects via email marketing or social media, provide easy-to-find contact information, and showcase client testimonials and reviews to help prospects choose your firm; we will retarget ads to remind prospects of your services as they browse other sites.

- **Decision Stage:** Prospects are ready to get the product or service. We will make this process seamless by providing clear information about how to hire your services. We will provide a dedicated, user-friendly contact or sign-up page, and ensure your customer service is responsive and helpful. Follow-up will be done quickly on any leads or inquiries.

- **Retention Stage**: After securing a client, we will work on fostering a long-term relationship. Delivering excellent service, communicating effectively, and keeping clients updated on their cases. After the case is concluded, we will request reviews or referrals, and continue to engage clients with informative content and email newsletters.

Digital Transformation
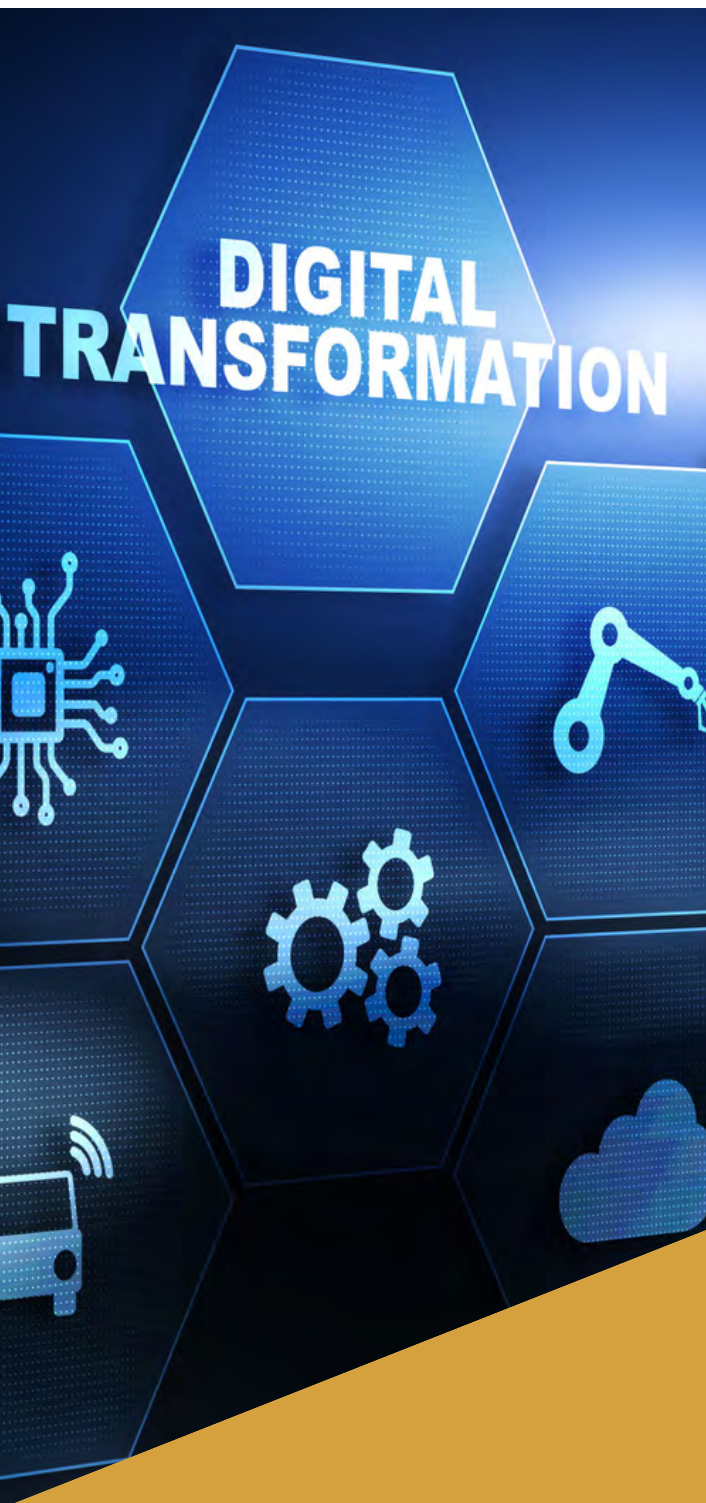
In today's rapidly evolving business environment, embracing digital transformation is key to staying competitive and delivering exceptional service. At RegalBIzNet, we specialize in providing comprehensive digital transformation services tailored to the unique needs of businesses like yours.

- **Our Approach:** We take a strategic and holistic approach to digital transformation, understanding that technology alone is not the solution. Our team of experts will work closely with you to assess your current processes, identify pain points, and develop a customized roadmap for your digital transformation journey.
- **Digital Strategy and Roadmap:** We'll conduct a thorough analysis of your organization's goals, challenges, and opportunities to develop a digital strategy and roadmap aligned with your vision. Our strategic approach will outline key initiatives, milestones, and timelines to guide your digital transformation.

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Digital Transformation

- **Data Analytics and Business Intelligence:** Leverage the wealth of data within your organization to drive insights and informed decision-making. Our data analytics and business intelligence solutions will help you harness the power of data to improve operational efficiency, optimize resource allocation, and enhance your clients' outcomes.
- **Cybersecurity and Data Privacy:** Protect your sensitive data and ensure compliance with industry regulations. Our cybersecurity experts will conduct thorough assessments, develop robust security protocols, and provide ongoing monitoring and support to safeguard your digital infrastructure.
- **Change Management and Training:** Smoothly navigate the cultural and operational shifts that come with digital transformation. Our change management experts will guide your team through the process, providing training, communication strategies, and ongoing support to ensure a successful transition.
- **Artificial Intelligence (AI) and Machine Learning:** Leverage AI and machine learning algorithms to analyze clients' data, predict outcomes, automate administrative tasks, and enhance decision support,.

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Digital Transformation
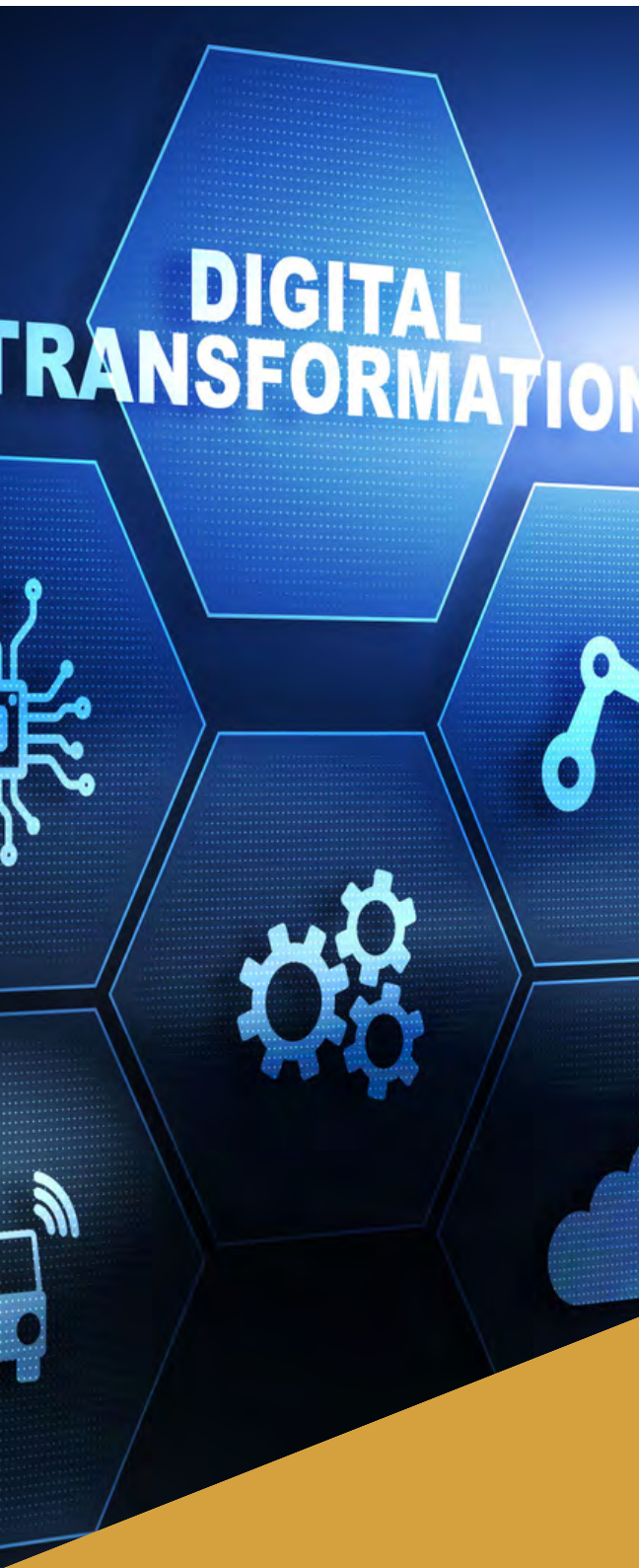
- **Data Analytics and Business Intelligence**: Utilize advanced analytics tools to analyze large volumes of healthcare data, uncover actionable insights, identify trends, and optimize resource allocation, driving evidence-based decision-making and operational efficiencies.
- **Cloud Computing**: Utilize cloud-based solutions for scalable data storage, seamless data sharing across providers, and cost-effective IT infrastructure, enabling secure access to customers' information from anywhere, anytime.
- **Blockchain Technology**: Explore blockchain for secure client data sharing, interoperability, and consent management, enhancing data integrity and privacy while promoting client-centric service.
- **Augmented Reality (AR) and Virtual Reality (VR):** Implement AR and VR technologies for training, simulations,, and education, offering immersive and interactive experiences.

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Digital Transformation

- **Robotic Process Automation (RPA):** Automate routine administrative tasks, such as appointment scheduling, billing, and processing, using RPA solutions to reduce errors, improve efficiency, and free up staff for higher-value tasks.
- **Natural Language Processing (NLP):** Leverage NLP capabilities to extract meaningful information from unstructured notes, enable voice recognition for documentation, and enhance decision support systems.
- **Chatbots:** Integrate intelligent chatbots or virtual assistants to provide 24/7 patient support, answer common queries, schedule appointments, and offer education resources.

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Demo - Solution Timeline

01
PHASE

› Month 1
- Content creation
- Web updates
- Social Media management
- Software implementation
- Referral, affiliate, and influencer program.
- Customer service training

02
PHASE

› Month 3
- Content creation
- Digital Marketing Campaigns:
- Googles Ads
- Facebook and Instagram Ads
- Twitter
- LinkedIn

03
PHASE

› Month 7
- Content creation
- Evaluation of performance.
- Repeat face two.

04
PHASE

› Year 1
- Content creation
- Evaluation of performance.
- Repeat face three and evaluate for expansion of the project.

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The Team (TBD)

The team necessary to execute this project would typically include the following roles:

Project Manager: Responsible for overseeing the entire project, coordinating the team, and ensuring the timely execution of tasks

Marketing Strategist
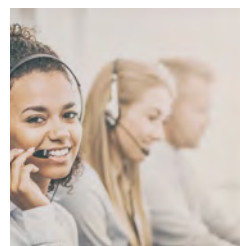
Content Creators

Graphic Designers

SEO Specialist

Web Developers

Video Editors

Customer Service Representatives

Contact Center Team

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DEMO- Your Investment

Departement	Hourly Rate	Hour	Total
Content Creation	$0	$0	$0
Digital Marketing Campaigns	$0	$0	$0
Strategy	$0	$0	$0
Project Management	$0	$0	$0
Digital Transformation	$0	$0	$0
Other	$0	$0	$0
Total			$0

Let's Get Work
Together

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in Professional Profile

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Thanks