



Contact Advertising Agency



Mememes don't make money,
meetings do!



Prospect & Acquire leads



- We will not be paying for Kijiji advertising as it does not appeal to our target. Just borrowing from their contact list for cold calling.
- Competing Toronto publishers call 100 leads a day



SEO, Video & AdWords



- We will focus on selling features that have big upsides, big conversions and establish companies

Room to grow in Contact advertising



- We are very much considering working with the Yellow pages in 2018-2019 to acquire inbound client leads.
- We should also continue to try and work for them.
- Interested in possibly spending \$50 a month for indexing services with Yellow Pages.

Room to grow with WordPress



- Right now we are focussed on some content.
- Last year the Businessphere took PCA Promotions SEO space proving how highly effective the WordPress Business package is.
- Open to re-upgrading to business package by 2019
- Tripled the view metrics of ItsDianaSkye.com
- Generated 2 inbound leads.

Social media Cancers



- Unless we need to do a Public Relations communication or we get an event Marketing client. We should avoid these like the plague.
- Problems still exist with false Facebook metrics & Instagram views don't create conversion.

Making a comeback



- Due to a lack of creative content restrictions and low regulation. Twitter is making a comeback and it is sexy af! It is time to re-engage the Twitter community and look for potential investment opportunities in the future.

Why do podcast content?

- We want excitement or recognition when clients hear our voices on the phone. Something like “Oh yeah you do those business podcasts.”
- If it goes well there may be room to do our shows on Radio.
- It is a lot simpler than acquiring dedicated recording spaces with our current resources.



PR Idiots