



MARKETING POTENTIAL OVERVIEW

Recognized as leaders in the marketing industry for our results, commitment to clients, and expertise.

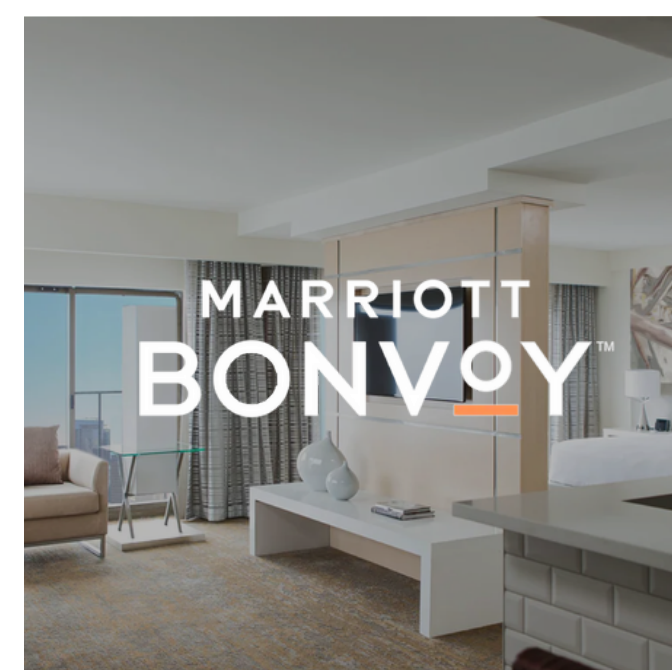
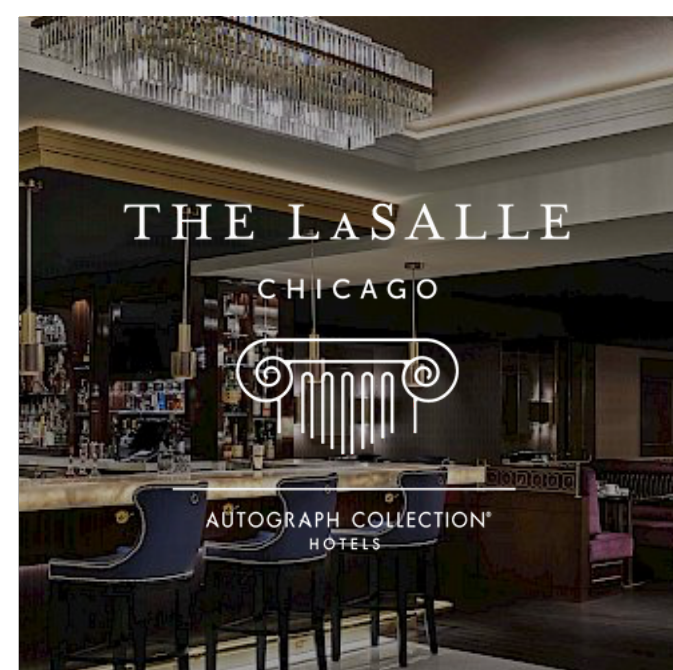
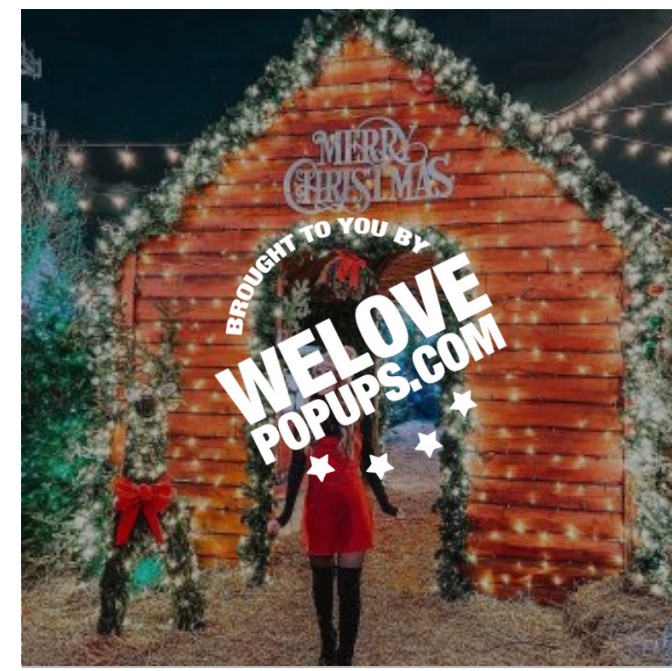


OUR CLIENT SPOTLIGHT

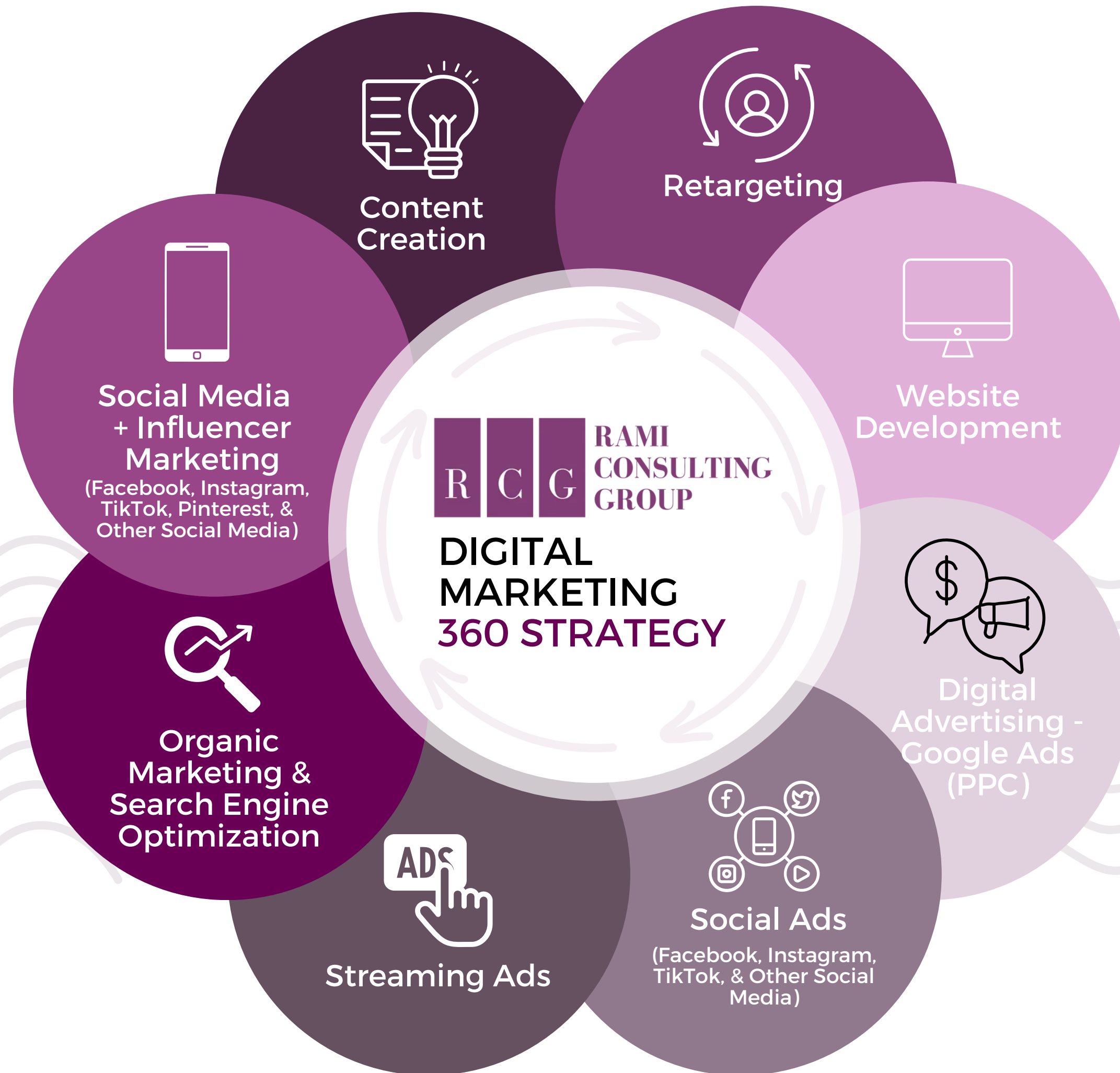
HOSPITALITY

RESTAURANTS

HOTELS



OUR SERVICES



A UNIQUE APPROACH TO DIGITAL

2 FRICTIONLESS CUSTOMER JOURNEY

Once visiting the website, our conversion optimization strategies are optimized for every step of the customer journey, from the initial engagement funnel to the bottom line. We use a combination of advanced analytics, heatmaps, and tree charts.

2

3

3 CONVERSIONS

At RCG, we focus more on covers than clicks. We care about every step of the marketing journey while placing the greatest emphasis on sales.

1

1 INITIAL ENGAGEMENT

This is where we initially engage with our target demographic. This could be via an organic reel, a feed ad, or a google ad. From there, our goal is to capture our audience's attention and encourage them to visit our website.

SEARCH ENGINE OPTIMIZATION

There are two primary types of marketing: organic & paid. Organic marketing while a longer process, often yields the highest ROI because of the consistency it brings and its nature to grow exponentially over time.

RCG takes a different approach to SEO by using the perfect blend of operating processes and customizations o achieve consistent results.

Beginning with keyword research, we identify the keywords that are most likely to generate the highest ROI, we then tap into our vast network of blogs & websites to generate website authority while combining our technical expertise to optimize past competitors. These processes lead to top tier rankings on behalf of our clients.

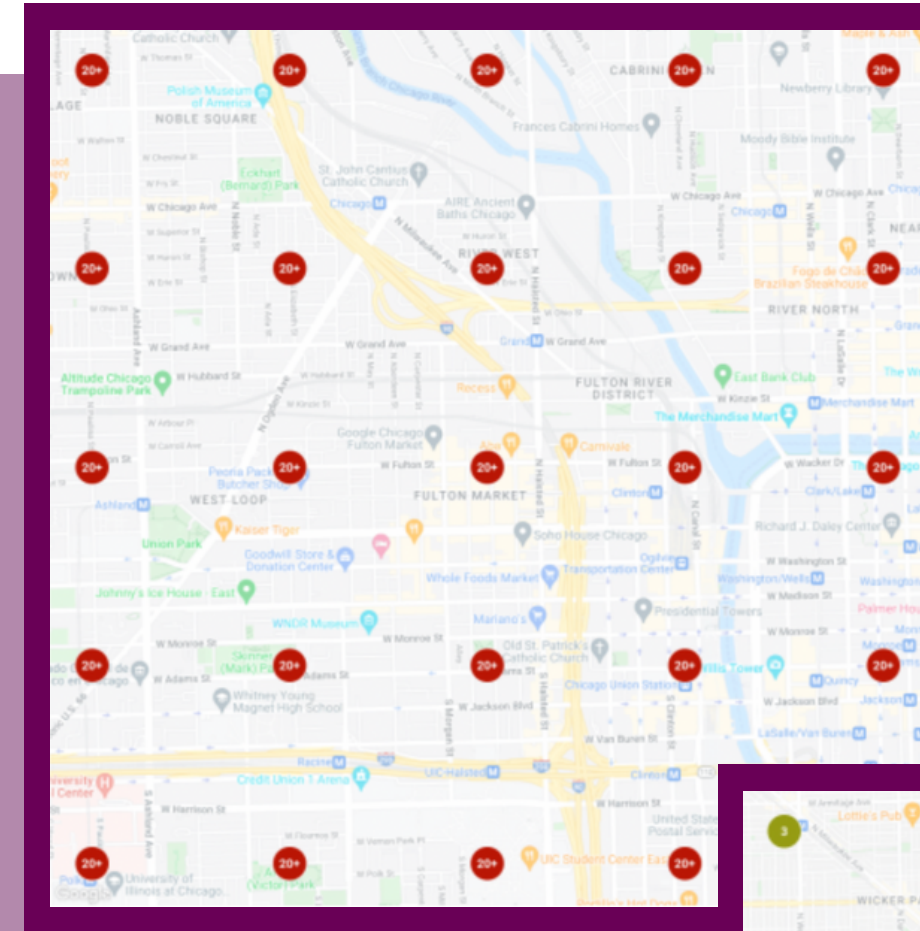


GOOGLE BUSINESS OPTIMIZATION

Google Business Profile Optimization is the process of improving the Google profile's reach within a local area. For retail & hospitality businesses, the highest ROI that can be achieved comes from improving reach and exposure from a local area. The process of ranking for near me & location based searches often attracts a combination of local regulars & tourist customers.

Improving Google Business Profile's reach helps build significant visibility in near me searches & location-based searches. Examples include "restaurants near me" or "wedding rehearsal restaurants," etc.

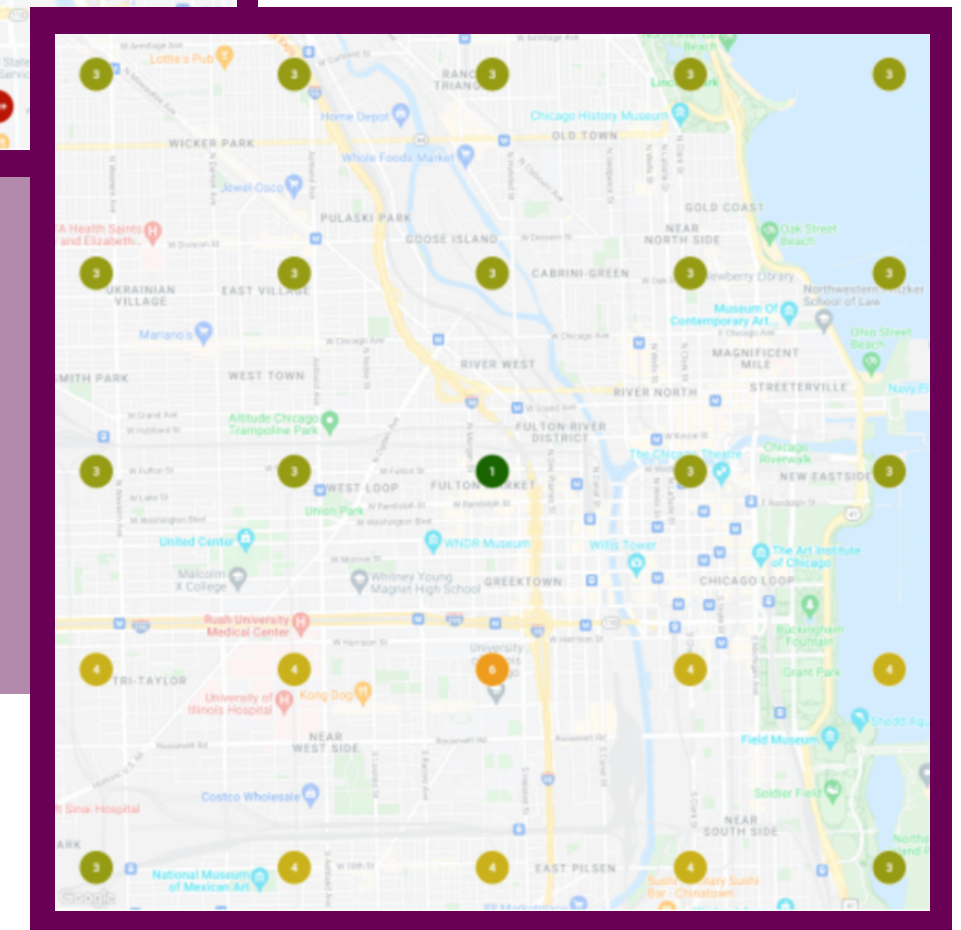
Our analytics aren't just numbers, with the help of APIs, we are able to visually present data that shows quarter over quarter progress for particular search results.



BEFORE



**AFTER
(3 MONTHS)**



SOCIAL AD EXAMPLES

 **Chalet**
Sponsored ·   

Let us take you to your favorite summer mountain town with our frozen cocktails!
[...see more](#)



A Rustic Getaway In River North.



   292 155 comments 266 shares



 **Jack Frost Winter Pop Up**
Sponsored ·   

Kick off this holiday season with a visit to Jack Frost Winterfest!
[...see more](#)




Jack Frost Winter Fest Is Back!



   512 204 comments 124 shares



 **Federales Dallas**
Sponsored ·   

Your plans for tonight could look like this too!
Join us at Federales, 7 days a
[...see more](#)




Federales - Tequila & Tacos



   You and 2... 73 comments 92 shares



 **Brickhouse Tavern Chi**
Sponsored ·   

Join us for all you can eat brunch at Budweiser Brickhouse Tavern!
[...see more](#)



\$30 ALL YOU CAN EAT BRUNCH



   290 292 comments 331 shares

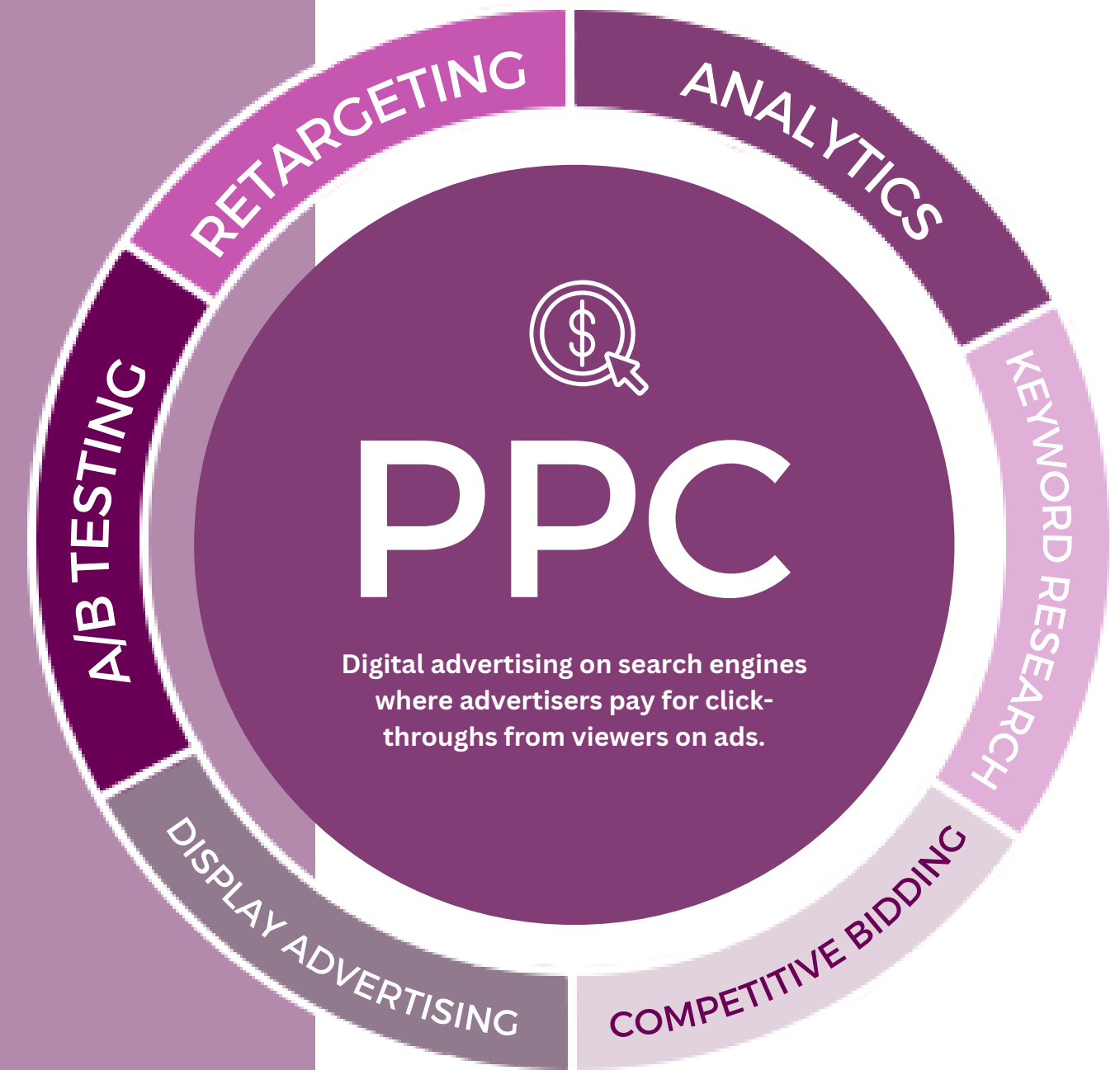


SEM & PPC (GOOGLE ADS)

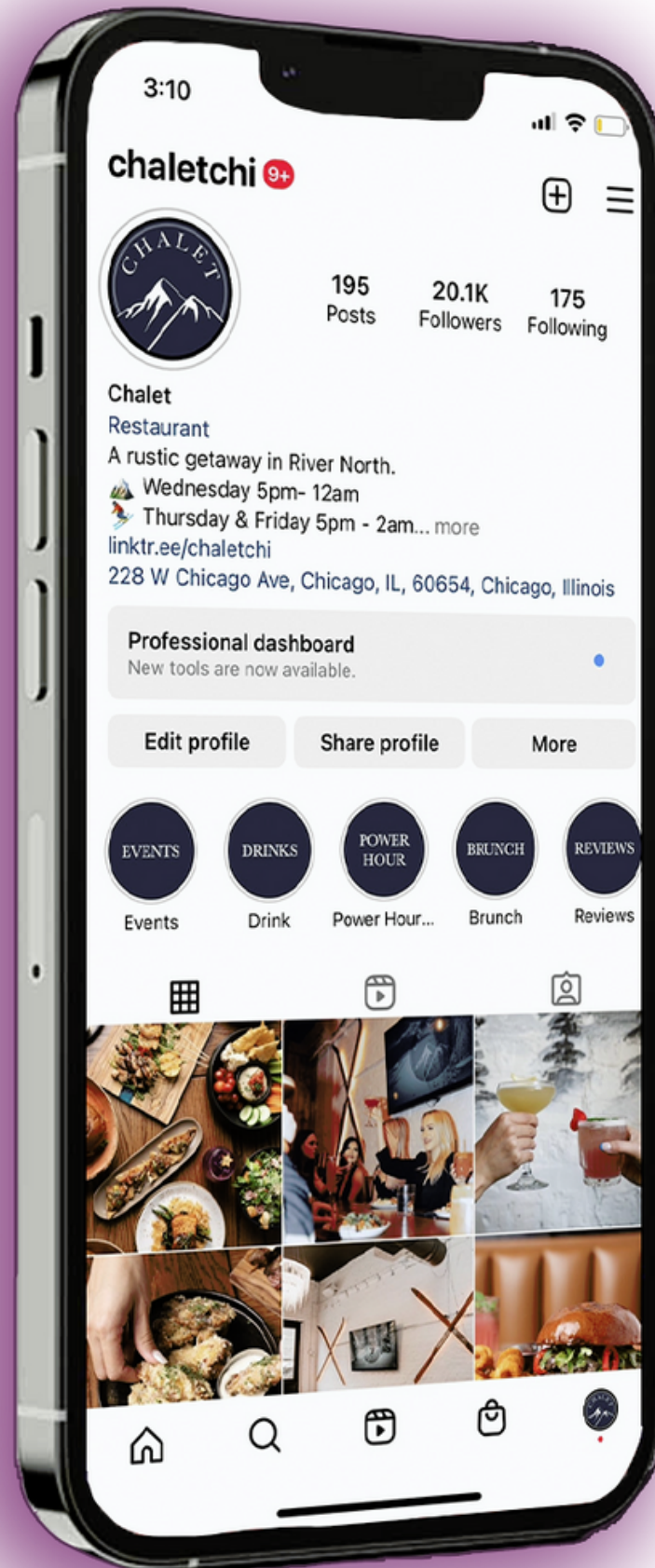
Rami Consulting Group's pay per click management solutions provide customized strategies and data-driven approaches to ensure that all marketing campaigns generate maximum revenue and conversions within your budget.

We begin the PPC management process by identifying keywords that not only have the highest search volume but also show the most "buyer's intent." From there, a copywriter creates a blend of written & visual ads that are then run to the right demographic across all search engine platforms like Google & Bing. For industries like hospitality, we will place a heavier emphasis on platforms like Google Maps.

The advertising process doesn't stop there. We then introduce retargeting campaigns to maximize conversions.



SOCIAL MEDIA MANAGEMENT



Social media marketing is a powerful tool for businesses looking to reach their target audience. It allows them to connect with customers, build relationships, and engage in meaningful conversations. With the right strategy, companies can create brand awareness, drive leads, and ultimately increase sales.

To maximize the benefits of social media marketing, it is crucial to understand your target audience and cater content to them accordingly.

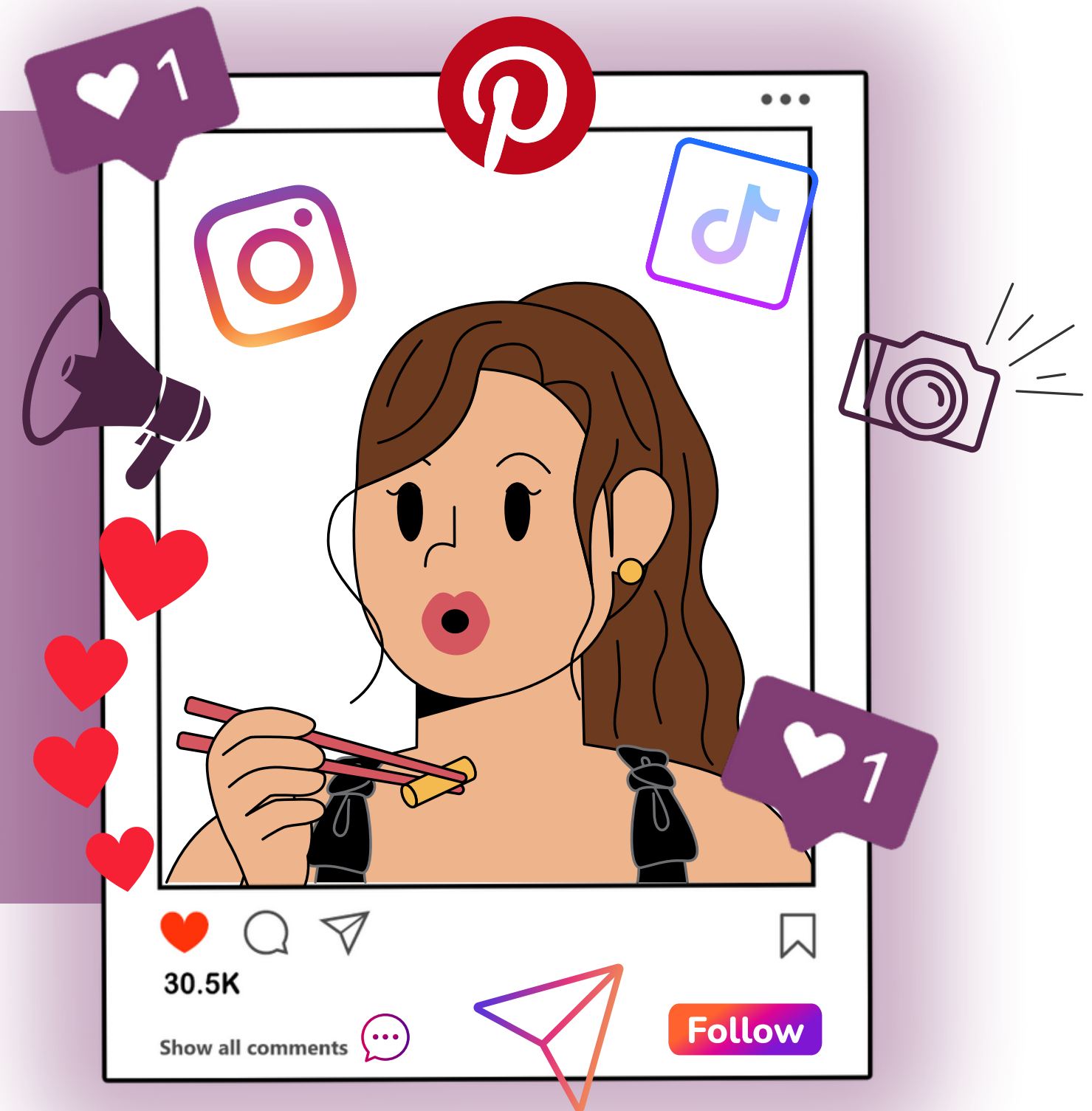


INFLUENCER MARKETING

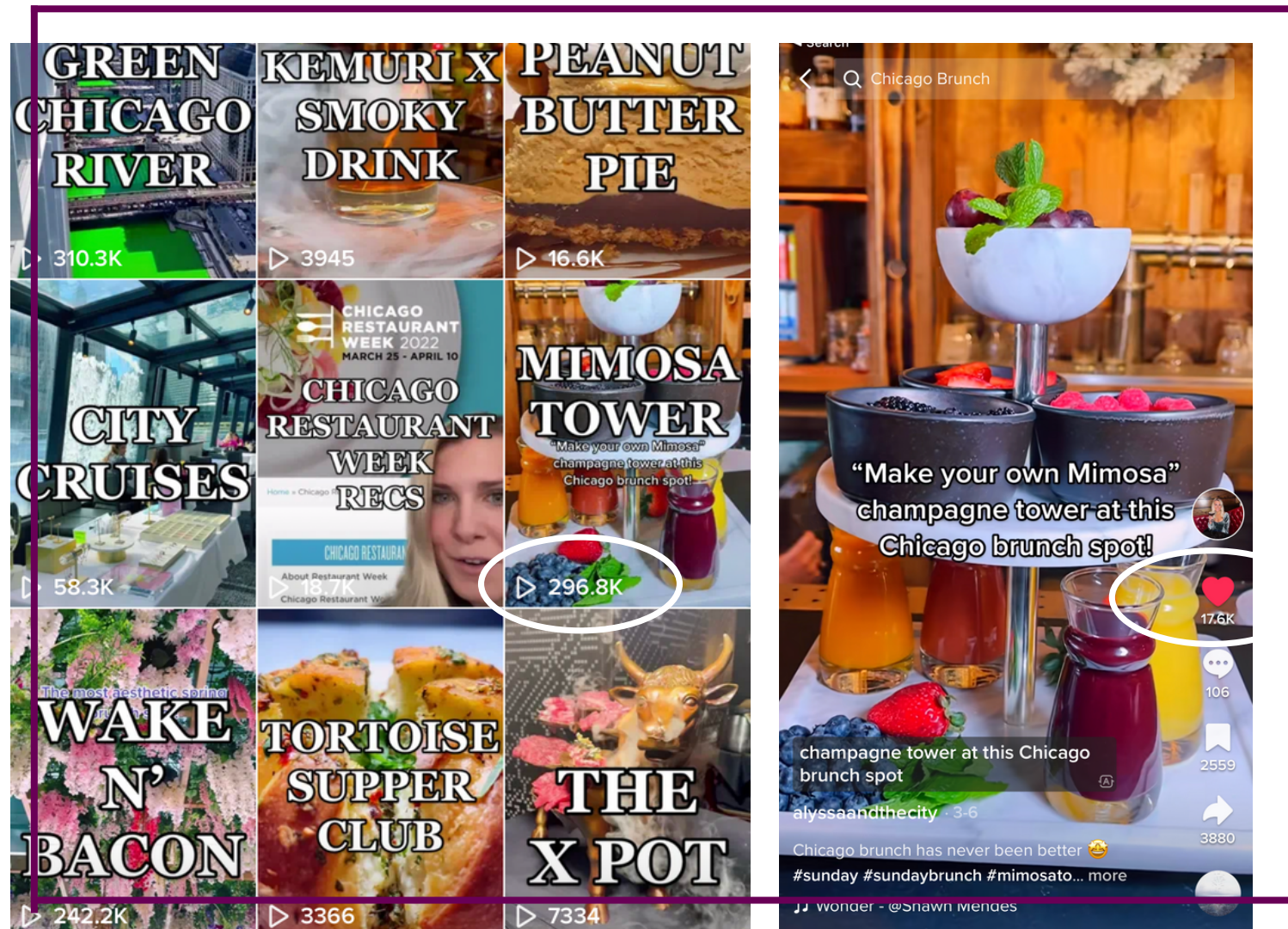
Partnering with influential people in your industry can help build relationships, foster trust, and create a bigger impact on your target audience. Harness the power of influencers to increase leads, generate more sales opportunities, and boost brand loyalty.

At Rami Consulting Group, we partner with both macro and micro influential content creators from all around to ensure an effective ROI.

FUN FACT: Businesses make a 650% return for every \$1 spent on influencer marketing



INFLUENCER MARKETING



@alyssainthecity's video had instant success which increased brunch reservations by 70% - 110+ covers the following weekend

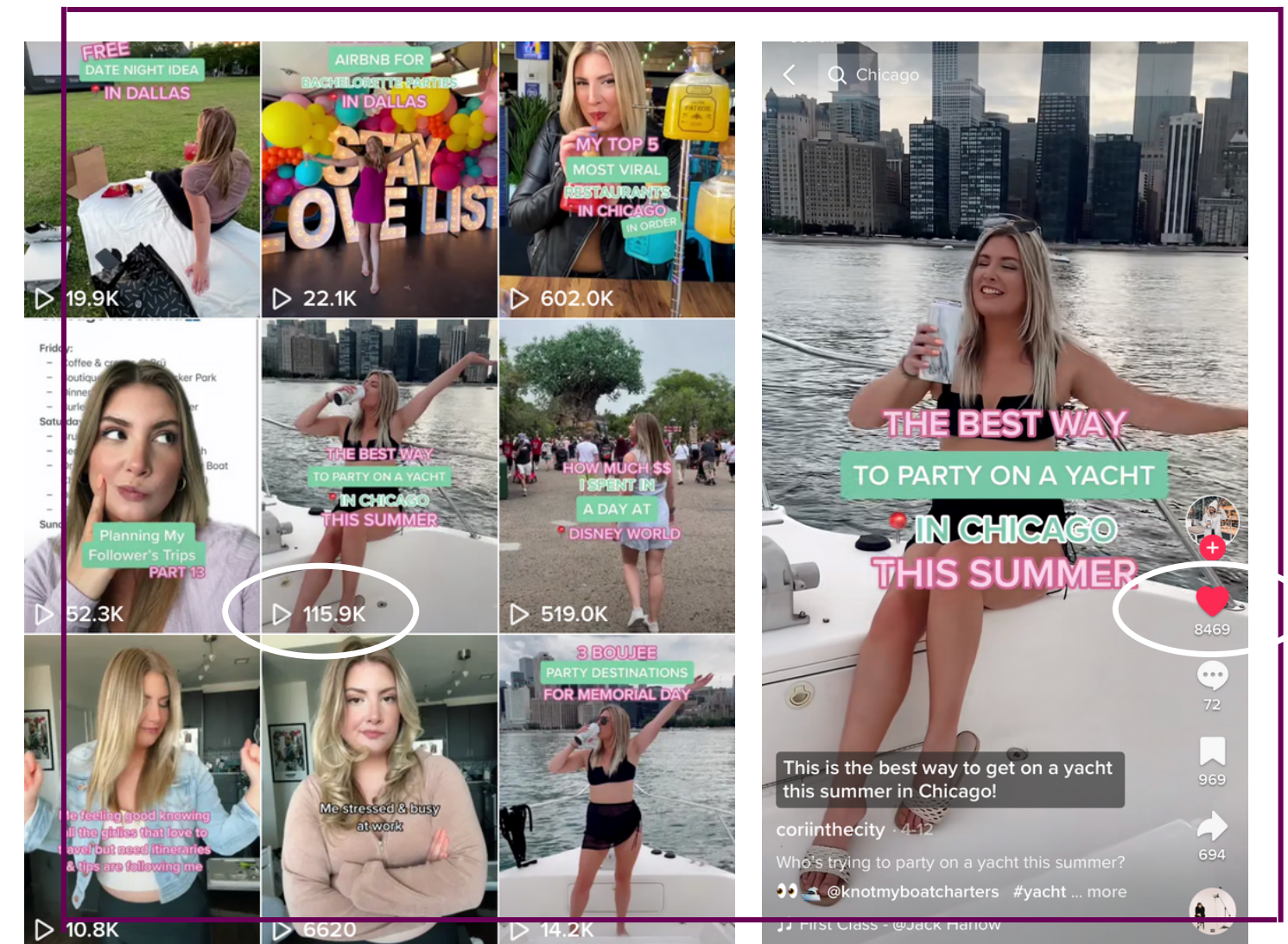


296.8K REACH, 17.6K LIKES

@coriinthecity influenced her followers to successfully book 43 charters with a subtotal of \$53K



115.9K REACH, 8469 LIKES



PHOTOGRAPHY EXAMPLES



SOCIAL GRAPHIC/AD EXAMPLES

THE DIME
\$22
BOTTOMLESS
WINGS
VALID ON THURSDAYS & SUNDAYS DURING GAMEDAYS
ALL DAY
90 MINUTES

DEAL EXTENDED!
10% OFF ALL CHARTERS
OFFER ENDS TODAY!
CODE: BLACKFRIDAY10

+ NEW PUMPKIN SPICE ESPRESSO MARTINI
HAPPY HOUR
ESPRESSO MARTINI
is back!
\$8 ESPRESSO MARTINIS + FLATBREADS
WED - SUN 5-6PM

BACK IN STOCK
ALL SNATCHED UP MINI DRESS
\$49.90

STORYVILLE
BRUNCH
11am-3pm
Saturday and Sunday



AKIRA

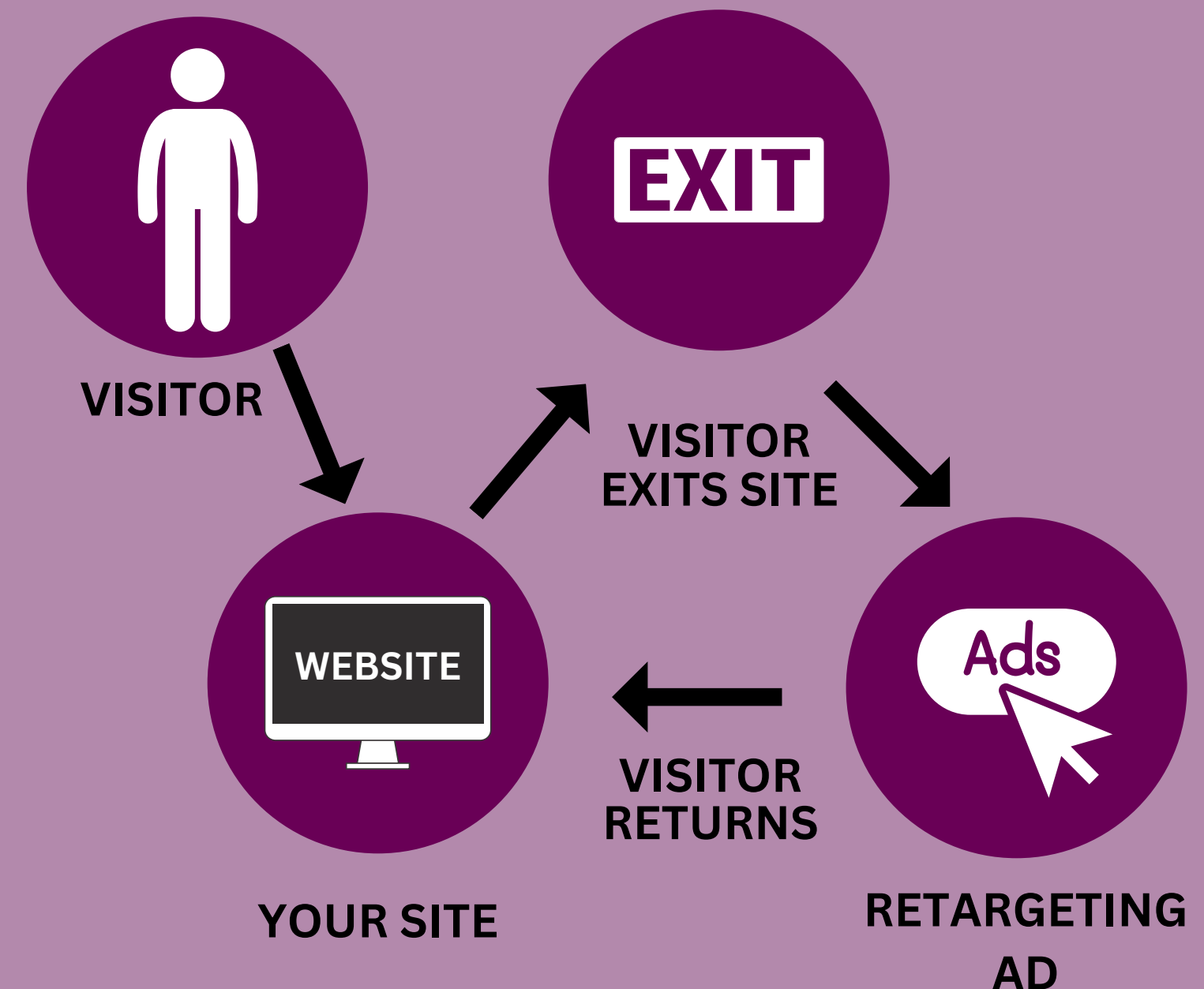


RETARGETED DISPLAY ADS

Whether a business has an unsought product, unique product offering, or it has a longer term sales cycle, retargeting potential consumers allows them to engage with a business's brand more as well as have more touchpoints which are likely to lead to further conversions and high quality sales & leads.

Retargeting generates greater online sales or conversions by keeping your brand front and center and bringing "window shoppers" back when they're ready to convert. Every time your customer sees your retargeting ads, your brand gains traction and more recognition. The high click-through rates and increased conversions are typical with retargeting campaigns when adding the value of good branding and repeated exposure.

Retargeting is done on Facebook, Instagram, Tik Tok, and Google Display.

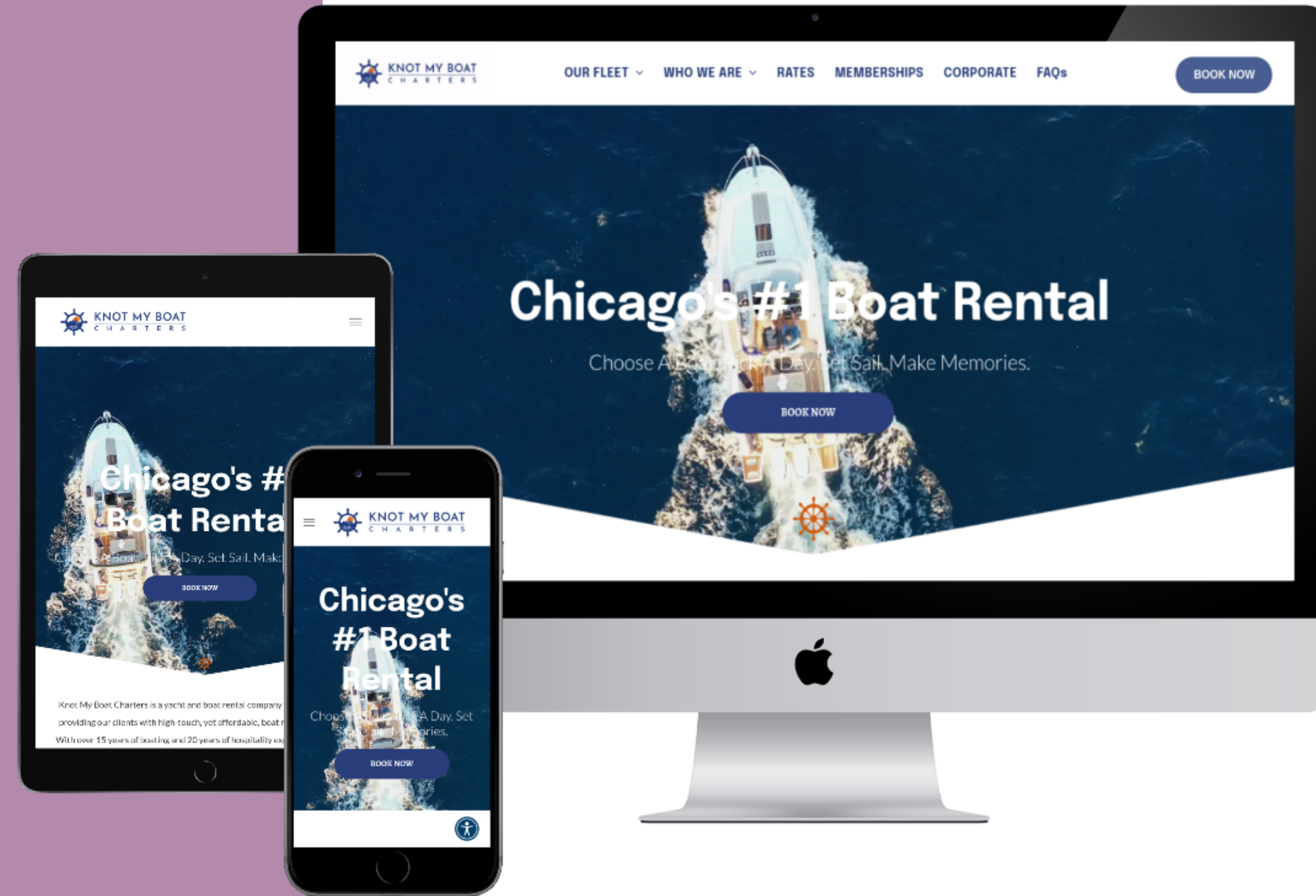


WEBSITE DEVELOPMENT

Every successful marketing campaign starts with a well-designed, high-converting, branded website.

We customize the entire website's design from a global perspective representing your brand. From there, a content writer places themselves into the eye of your ideal customer, writing appealing content, disarming objections, and mixing well-placed conversions.

We also use tools like heat maps, tree charts, and advanced analytics to identify opportunities to improve conversions.



WHY RAMI CONSULTING?

The marketing world is crowded with flashy Instagram agencies and large marketing consulting firms. At Rami Consulting Group, our goal is to combine the two to create a results-oriented, balanced, long-term marketing partner that specializes in marketing strategy & execution. RCG aims to:

- Provide a simple marketing solution that helps consolidate all marketing needs
- Proactive in completing tasks, communicating, and reporting
- Most importantly, we produce results that lead to our 1.5 year average client retention rate

WEBSITE
DEVELOPMENT

SOCIAL MEDIA
ADVERTISING

ORGANIC MARKETING

RETARGETED
ADVERTISING

SEM & PAY-PER-CLICK

SOCIAL MEDIA
MANAGEMENT +
CONTENT CREATION