



**GateKeeper
Service**
ALL-ACCESS PASS TO A TEAM OF
PROFESSIONAL MARKETERS

OVERVIEW

THE GOLDEN SHOVEL GATEKEEPER SERVICE IS AN ALL-ACCESS PASS TO A TEAM OF PROFESSIONAL MARKETERS, DESIGNERS, CONTENT WRITERS, AND STRATEGISTS.

Working with clients on a monthly basis, the GateKeeper understands your strategic goals and objectives intimately. **They become a trusted part of your team** and can pull in additional resources as necessary. Whether that involves identifying the right talent to make design changes, creating custom content, or run an outbound marketing campaign, the GateKeeper understands the strengths of each Golden Shovel team member and ensures that the right talent is matched with your immediate and long-term needs. Your **GateKeeper will pull it all together, serving as your personal account and project manager to ensure that your communication and marketing needs are met on a monthly basis.**

YOU HAVE A NEW WEBSITE, NOW WHAT?

- **Economic Gateway Content Management System Training**
- **Website and Content Strategy Development** Development of a marketing strategy that addresses five primary components: purpose and goals, advantage, target, marketing, and niche. This strategy will contribute to the overall marketing success and develop pathways for digital marketing, content strategy support, and overall awareness of the goals and objectives. This strategy development will also contribute to the development of the product box, which is the community identifier(s) used to attract the target audience.

CONTENT CREATION

Golden Shovel offers two processes for creating consistent, effective and relevant content for your website and social media accounts. This content will be based upon the previously noted strategy session.

Please see 'Content Management' sell sheet for in-depth descriptions of these two processes.





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ONGOING SUPPORT

- **Monthly GateKeeper Meetings**
- **Social Account Creation** (includes graphic design)
- **Website Updates:**
 - Graphic Design Revisions*
 - CSS Updates*
 - Customization Using New and/or Updated Economic Gateway Templates and/or Modules*
- **Quarterly Report Review**
- **Support Portal** and **Phone/Email Support**
- **Content Scheduling & Publishing** (website and social media)

- **Monthly Content Recommendations**
- **Review of Current Trends**
- **Training** on New Economic Gateway Functionality
- **Google Analytics Review**
- **Monthly Webinars, Podcasts** and **Educational Materials** (e-books, white papers, etc.)
- **Annual ESRI Updates** (for clients using the Economic Gateway 'Community Profiles' module)
- **Annual Website Audit** (includes broken links check)
- ...and **more!**

* Could be subject to additional costs.

