



SCULPT
MARKETING GROUP

FULL SERVICE DIGITAL ADVERTISING AGENCY.

**SHAPING
YOUR
BRAND.**



**CMS
RESPONSIVE
WEBSITES**

**SEO
&
SOCIAL
MEDIA**



**HOSTING
& EMAIL
(w/cpanel)**

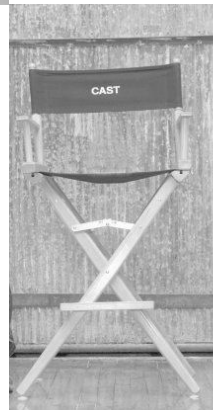


**PPC
& SEM**

**PRESS
RELEASES
&
BUSINESS
LISTINGS
& MAPS**



**REPUTATION
MANAGEMENT
&
REVIEW
MARKETING**



**SUPPORT &
TRAINING**



SCULPT Marketing Group
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Texas Full Service Advertising Agency
DALLAS | HOUSTON | SAN ANTONIO | AUSTIN

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Leadership is the capacity to translate vision into reality. —Warren

WHY SCULPT Marketing Group?



Past Experience

For over 20 years, we've specialized in strategic marketing and business development. We have worked with major businesses such as McDonalds, Chevrolet, Ford, Texas Back Institute, Texas Health, Baylor, Physician Synergy Group, Texas Pain Relief Group, and Physician Partners of America. Our clients are not a number. We are hands-on with every account as if it were our own. Getting to know you and your business is part of our 'secret sauce' for your success online.



Highly Trusted

Many of our clients, hospitals and government entities, require high security and confidentiality. We understand HIPAA compliancy and are trusted to uphold the highest level of confidence for our clients. All of our staff live in the United States and have undergone extensive background checks, and many of our staff include former military personnel with high level of security access. We are a proud supporter of our military.



Amazing Work

We provide a personal and creative approach to every project! We bring your visions to reality and our process is streamlined and simple. Our services include: Social & Search Engine Marketing, Reputation Management, and Website Development.



Great Results

At SCULPT Marketing Group, we provide you with every tool you need to grow your business. Whether you are a start up company or a large corporation, we service you at every level to meet your marketing needs and your marketing budget.

We will customize a website to best represent your company and then let everyone know about it! Internet Marketing is our specialty.

Who Are We?



We're an advertising agency who will craft your company's very best image to the world. Specializing in creating clean, high impact, creative and of course, high quality branding for your business.

WHY DO YOU NEED SEO?

SEO



Search Engine Optimization (SEO) is making sure your site, above all others, is at the top of the list and leads browsers and potential customers across the Internet and across the world to your doorstep.

We'll bring you the clicks that count

Your website returns will benefit enormously from targeted, strategically-implemented SEO. Neglect SEO at your peril - the best you can hope for is that your existing customers or users know exactly how to find your website by name.

Get the LINKS & LEADS you need

ON-PAGE SEO

- Meta Tags
- Optimized Images
- Alt Image Tags
- Keyword enriched content
- Header Tags
- Google Analytics and Webmaster Tools integration
- Search Engine Submission
- Google Maps Listing
- Sitemap xml
- Sitemap html
- Robot txt
- Open Graph
- Schema Markup

BENEFITS OF SEARCH ENGINE OPTIMIZATION

1. High ROI
2. Targeted Traffic
3. 24/7/365 Promotion
4. Increase Brand Visibility
5. Global Business Coverage
6. Higher Sales
7. Faster Loading Pages
8. Cost-Effective Marketing
9. Increased Accessibility
10. Cross-Browser Compatibility
11. Navigable by the Engines
12. User-Friendly Website

- ⇒ High placements invariably lead to sites receiving an increase in traffic.
- ⇒ 78% of users abandoning their search if the first 3 pages don't provide an answer to their question high search engine placements are essential.
- ⇒ 28% don't even consider scrolling past the 2nd page of results.
- ⇒ High traffic can be converted to revenue through sales, advertising revenue, referrals, votes or whatever call to action is invoked on web pages.
- ⇒ Smart, professional Search Engine Optimization yielding high **organic returns** (70% of search engine users prefer organic search returns to sponsored links or PPC) can deliver extremely powerful results.





THE NEW WORD OF MOUTH MARKETING

WHY DO YOU NEED SOCIAL MEDIA?

More and more businesses are beginning to appreciate the online social networking wave. Over 400 a billion people use Facebook alone, and many are also active users of other networks. Every day millions of potential customers connect to their online networks whether at work, home or on the road.

Top Reasons Why Businesses Should Connect with Social Networking

1. Social networks are where the people are
2. Competitors will be doing it
3. Customers can be engaged remotely...and directly
4. Social media lets businesses resolve customer problems pro-actively
5. It's affordable -Often FREE!
6. It's viral
7. Improves your brand reputation
8. Increases traffic to your website which generates more leads and new business
9. Helps your brand establish a strong connection with your audience
10. Connects you with leaders in your field
11. Builds credibility

SOCIAL MEDIA NETWORK MARKETING

Social media is one of the greatest marketing tools in existence and it's available to everybody. Setting up an account on any social network takes a matter of minutes, it's free and it's the perfect platform for businesses in the start-up stages, as well as an essential step forward for more established businesses.

Providing your audience with an open channel enables them to engage with your brand and if users feel involved in events as they unfold, they are more likely to return to interact time and time again, improving satisfaction, loyalty and revenue.

Word-of-mouth is the most powerful marketing tool and the key to building public awareness of your brand. You should get involved with as many conversations and opportunities as possible. Social networks like Facebook and Twitter have proved themselves to be excellent ways to initiate conversations with your customers - there are many tools and techniques that can be used to get the most out of these conversations.

Facebook

With more than a billion active users, the potential audience reached through Facebook is staggering and one that shouldn't be ignored.

Creating a page for your business on Facebook free but knowing how to market your business page to draw traffic, gather an audience and convert them to customers requires an expert in social media marketing. We get people to participating with your brand, become a fan and help you convert them to active participants in your business.

Twitter

Twitter is a micro-blogging service that enables the user to send and receive small messages known as Tweets to other users.

The key to Twitter is response time - businesses must be able to swiftly respond to feedback as soon as it is posted. The increase in smartphones and Twitter applications means that if a customer has just had a bad experience with your business, they can instantly update their Twitter about it, letting the world know just how they feel. This can be both good and bad, but what's important is how you respond to it.

YouTube

YouTube is a video sharing website where users can upload, share and watch videos. For every minute that elapses, 10 hours of video content is uploaded and more than 50% of visitors return weekly for more. Users are able to subscribe to their favorite users - this means every time a new video is uploaded by the user it is delivered to their subscription channel.

No One Likes Waiting!!

Site Speed

WHY PAGE SPEED?

We specialize in speeding up websites irrespective of cheap hosting services.

We get your website pulling up FAST! From your server to your website we optimize EVERYTHING!

Google Authority is another important factor that not only helps you achieve a high Google Page Rank but also helps your website to move up in Google search result to claim the top position.



BEFORE



AFTER





Your online reputation is your first impression. We monitor all the review sites and request reviews. Negative reviews can then be brought to your attention and addressed quickly.

Customer Surveys

We create engaging surveys that are sent through phone text messaging and email to your customers. This is a proactive approach to gather your best reviews and catch unhappy customers before they damage your reputation online.

Review Site

We create a microsite that also serves as a good SEO tool for quality backlinks to your main website. This displays your best reviews

Review Management

We monitor and respond to all your reviews from all your social sites

Review Monitoring

Never miss a word with real-time notifications of new customer feedback

Review Marketing

Amplify customer voices and let your online reputation promote itself. We push your best reviews out to your social platforms.





Multi-Level Security Login

**RESPONSIVE TO ALL MOBILE
DEVICES & TABLETS**

BUILT-IN SEO

GOOGLE ANALYTICS

HTML5

CONTENT MANAGEMENT SYSTEM

WEBSITE DEVELOPMENT



**What you get: You own 100%
of the website and CMS, with
100% access to all of it.**

In General Our Websites Include:

1. Database-Driven Website with Content Management System (CMS)

- ⇒ **Latest Coding/Technologies**—HTML 5, CSS3, jQuery, JavaScript, PHP
- ⇒ **Responsive to all devices**—PC, Tablets, Mobile Devices. The website will automatically resize itself to fit any screen
- ⇒ **Slider**—We can code interactive layered sliders and/or video that will load on all devices including iPhones and other mobile devices. We do not use Flash because it does not load on all devices.
- ⇒ **Completely Customized** to look exactly how you want it!! We use the base code of a theme to turn it into ANYTHING you can imagine! You will BE UNIQUE! We go way beyond what a theme may present as a 'look'.
- ⇒ **Plugins**—included. We add a variety of great plugins tested and proved over the years for SEO, sitemaps, print/pdf, front end users, contact forms with captcha and a database for easy export, site speed, analytics, woocommerce, and much more.
- ⇒ **Mega Menu System**—The mega menu allows for photos, video, photo galleries, and links within the drop down.
- ⇒ **Multiple Navigation Systems**—Customized sub-menus within specific areas in sidebars allowing for easy navigation throughout the site as well as in a fully developed footer system.
- ⇒ **Advanced Calendar** with Registration url using <http://time.ly/> can integrate with ticketing software websites.
- ⇒ **High resolution graphics**—Quality images throughout the website. If the client has photos and staff photos we will touch up and edit as needed for the best presentation. If you need a photographer we have the best! We can provide a separate quote.
- ⇒ **Staff Directory**—Photo Directory with Bio & Contact info and a click to 'Add to Address book' Vcard.
- ⇒ **Unlimited forms**—Contact Form, Careers, —with a tired in HR Dashboard, Activity Sign up, Volunteer, etc.
- ⇒ **Content**—Keyword enriched content written in a storytelling tone. **Google Map Integration.**
- ⇒ **Sitemap.xml**—created and submitted to the search engines and **Robot.txt** added for search engine bots
- ⇒ **Google Translate**—Added plugin to view the site in any language
- ⇒ **E-commerce**—Using WooCommerce
- ⇒ **Third-parties Connection**—Connection to third-party services for payment, appointments, etc.

2. Content Management System (CMS)

- ⇒ Easy to change and edit features with a Visual Composer which requires no programming experience for regular updates and changes.
- ⇒ No extra software needed—Cloud based
- ⇒ Wordpress CMS tied to a site completely customized to you.
- ⇒ Automatic updates as technology advances and changes saves the cost of redoing a site every year to keep current
- ⇒ On-site CMS Training
- ⇒ Multi-Level Security Logins and built in security features (see Security)
- ⇒ Make updates on any device— even mobile
- ⇒ On-going Website Support
- ⇒ ADD ON—Online Courses Subdomain. Actual online course area add on for \$2500 setup cost using moodle. Teachers would setup their own courses within the site.

3. **Site Speed**—We optimize your website to load FAST without sacrificing quality. We utilize Server caching, Cloud caching and optimize all images on the website

4. **Security**—The website will have security built-in allowing for multi-level login for the content management system and extra protection added within the CMS —such as automatic back-up of the database sent as often as you choose to your email, notifications of login attempts, malware scans, and hacker protection.

5. **Auto-Updates**—To the database core and/or plugins

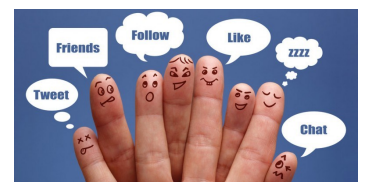
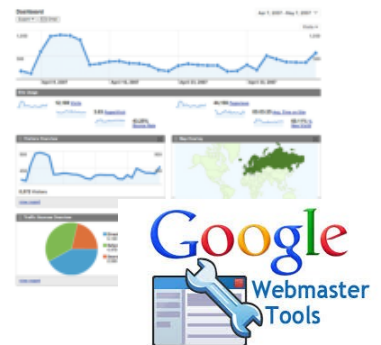
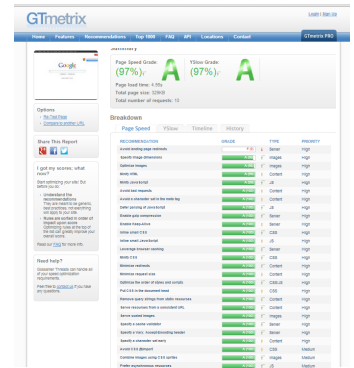
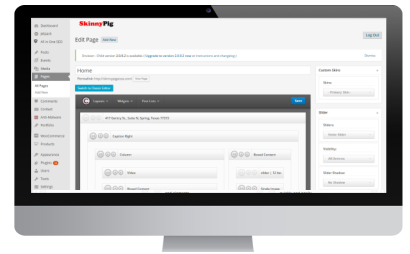
6. Built-In SEO-Website

- ⇒ Our website will have all the bells and whistles when it comes to organic on-page SEO. SEO is one of our specialties and we follow Google's constant algorithm changes to know exactly how to integrate your meta title, description and key-words, maps, Google authorship, H1 and H2 Title tags, and content structure.
- ⇒ Robot.txt added for search engine bots
- ⇒ Sitemap.xml—created and submitted to the search engines
- ⇒ We will also step you through a lesson in SEO included in your CMS Tutorial to help you get noticed in the search engines and get on page one for your keywords.
- ⇒ On-going SEO Support
- ⇒ **Google Analytics Integration** to track website stats and keywords. A Google analytics chart will also be installed on your content management System Dashboard for quick viewing.

3. Google Webmaster Tools Integration

4. Social Media Connection

- ⇒ We will connect your website to all your social media accounts.
- ⇒ We will setup 3 of the Top Social media accounts for you, if you don't have them. These include: Google+, Facebook, and Twitter





HOSTING & EMAIL Through SCULPT Marketing Group

Web Hosting Features...

- **Unlimited** Disk Space and Bandwidth
- Flexible, Easy to Use Control Panel
- **Unlimited** Sub Domains, FTP Accounts, and Email Accounts
- **99.9%** Uptime Guarantee
- Safe Harbor Certified

Application Hosting...

- Instantly install over 75 open-source scripts with just a click!

Free With Each Web Hosting Plan...

- **52 Free** scripts can be instantly installed on your account with a few clicks
- **Free** Website Transfer, Domain Transfer, MySQL Transfer, Script Transfer

Control Panel Features...

- **Latest** cPanel Control Panel
- Website Statistics: AWStats, Webalizer, Raw Log Manager, Referrer and Error Logs
- Instant Shopping Carts, Blogs, Portals, Forums, Counters, and Formmail
- Password Protected Directories and Custom Error Pages
- Web Based File Manager, Hotlink Protection, IP Deny

Programming and Database Features...

- **Unlimited** MySQL Databases with phpMyAdmin Access
- Programming Language: CGI, Fast CGI, PHP 5, Ruby on Rails, Perl, Python, SSI
- Programming Modules: Curl, CPAN, GD Library, ImageMagick
- System Management: SSH Access and Cron Job Scheduling
- FrontPage Extensions

Email Features...

- **Unlimited** POP3 Email Accounts with SMTP
- WebMail Access: Horde, SquirrelMail, RoundCube
- Receive your email to your phone via IMAP Support
- Prevent spam with SpamAssassin
- **Unlimited** Auto-responders, Mail Forwards, Email Aliases, Mailing Lists

Award Winning Support...

- **24/7/365** Premium Support via Phone, Live Chat, and Ticket System (Email)
- **Automatic** Weekly Off-Site Data Backups
- **24/7/365** Server Monitoring
- Online Support Portal with over **500+** Video Tutorials and **680+** Help Articles

Green Web Hosting...

- We've invested in Wind Energy to help offset server emissions
- Climate Friendly, Wind Powered, Certified RECs

SOME OF OUR SCULPT BUILT SITES



SOME MEDICAL CLIENTS

<http://texasback.com/>
<https://saintcamillusmedicalcenter.com/>
<https://trinetichhealth.com>
<https://surgicalhospitalok.com/>
<https://gtc-pt.com/>
<https://tessiermd.com/>
<https://pegasuspain.com/>
<http://willowbrookmedical.com/>
<http://www.breastcancersurgeonsoftexas.com/>
<http://physiciansynergy.com/>
<https://dallascenterforpain.com/>

WEBSITE & ONLINE COURSES

<http://chevyemployeetraining.com/>
<http://pneumatheologicalseminary.com/>
<http://theredeemerstheologicalseminary.com/>
<https://pinecreekmedicalcenter.com/training/>

SWEEPSTAKES WEBSITES

MCDONALDS <http://www.lovinschoolspirit.com/>
 MCDONALDS <http://www.monarchteekids.com/>
 CHEVROLET <http://chevychesnuttandyou.com/>

OTHER INDUSTRIES

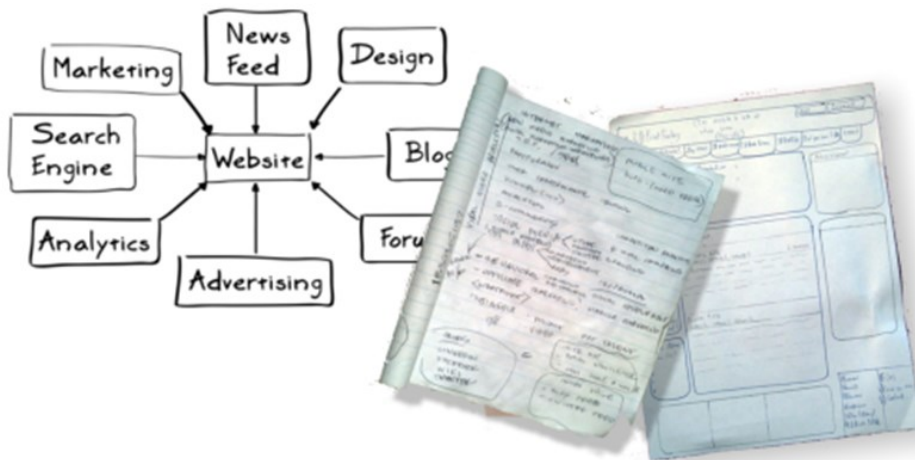
<https://dreambeyondevents.com/>
<https://beerswithlocals.com/>
<https://gotyoursixcoffee.com/>
<https://shepherdspasture.com/>
<https://nicoleconger.com/>
<https://woodlandsprimelending.com/>
<http://tridal.com>
<http://a1image.com/>
<https://woodlandsdogboarding.com/>
<http://williamsonfoundation.com/>
<http://livingwordsspring.com/>
<https://woodlandsprimelending.com/>
<https://shopelizabethw.com/>
<https://garagesoftexas.com/>
<https://fowlerrealestategroup.com/>
<https://rockpaintingandgutters.com/>

GOVERNMENT

<https://carsonsg.com/>
<https://www.sergiusllc.com/>
<http://igcsintl.com>
<https://igcsindustries.com/>

A SCULPT Marketing Group Brand

<https://hostmamma.com/>



promote to the public

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