

# HLM.

# Performance Solution.



## CHALLENGE

### Businesses Face a Harsh Digital Landscape

Despite their best efforts and investments in marketing, many businesses are frustrated with lackluster results and uncertain about which digital strategies actually drive success. This lack of clarity not only hinders growth but can lead to the waste of valuable resources and time.

## SOLUTION

### High Level Marketing Services & Technology

We know what it takes to stand out in a saturated, competitive market and how to operate within a budget. Our technology makes all the difference, giving you insights, market visibility, and online marketing results that other agencies cannot deliver. Our data-backed techniques optimize the return on your investment. We strive to provide the best possible customer service. Expect responses in hours—not days.

## SERVICES INCLUDED

### High Level Marketing Performance Solution:

- Website Design and Development ✓
- Optimized Website Content ✓
- Website Hosting ✓
- Performance Search Engine Optimization ✓
- 1 Hour/Qtr Website Updates ✓
- Dedicated Customer Success Manager ✓
- 24-7 Reporting Dashboard ✓
- Remarketing and Paid Marketing ✓

### Powered by Footprint™ Technology

The difference in digital marketing between one company getting more visibility than another is razor thin and getting more competitive daily. Footprint powers your marketing performance with insights and tools that connect everything together so you can make smarter decisions with ease and grow your business.

#### Features:

- Lightning-Fast Website
- Review Builder Tool
- Real-Time Leads
- Activity Tracking
- Rank Monitoring
- Reviews Landing Page
- Web Analytics



## Mastercraft Digital Footprint Score

HLM is Mastercraft's catalyst for growth and has moved the needle with their Digital Footprint Score, helping the company outpace the competition.

### How we did it

- Website Design
- Content Strategy
- SEO Strategy
- Powered by Footprint

**"I've been with HLM for 15 years. They've taken me from a small company to 40 trucks in the Metro Detroit area. The results that I've gotten from them has justified the price that I am spending and their customer service is very good.**

— Steve Bez, Owner Mastercraft Heating, Cooling, & Plumbing

### How you compare in your market

**87** Mastercraft Heating, Cooling, & Plumbing

**75** Strickly Heating and Cooling LLC

**68** Mechanical Heating & Cooling

**66** National Heating & Cooling Inc

## THE FORMULA FOR SUCCESS

### Key Components for Growth

#### Holistic, Multi-Channel Services

Beating the competition requires strength across multiple digital channels supported by several services.

#### Expert-Level Digital Marketers

Not all marketers are created equal. Industry expertise and many years of experience are required.

#### Footprint Platform

Every business needs a competitive advantage. Footprint provides value for your business every step of the way.

## About High Level Marketing

High Level Marketing is a full-service, tech-enabled digital marketing agency with inhouse experts that gives businesses a competitive advantage through holistic multichannel marketing and unmatched transparency.

**2,000+** Active clients monthly  
**20M+** Annual revenue  
**120+** Experts  
**400+** 4.8 Stars Google Reviews

**"HLM built us an amazing website that works. It's a true reflection of our incredible community and continues to be our number one resource.**

— Michael Klein, Park House Southfield Senior Living

### See what's holding your business back!

Scan to download your FREE LOCAL MARKET REPORT

