

Unthink Solutions Frequently Asked Questions

Digital marketing can be an overwhelming undertaking for some small- or mid-sized businesses. Following are the more frequently asked questions from business owners looking to add a right-sized digital marketing program to help them generate leads.

Who pays for advertising?

In a sense, we both do. We pay for traffic in the beginning, putting some of our own skin in the game to prove that the system is working and profitable. After that point, you are in charge of your advertising spend. Of course, we'll always be there to help support you and manage your buys.

How much does working with Unthink Solutions cost?

As a small business owner, you are investing in a team of seasoned experts with a proven track record, delivering results time and again. We offer our clients the convenience and service of an in-house marketing team at a fraction of the cost it. Depending on size and scope, a typical project investment starts at \$3,000.

What type of ROI should I expect?

Unthink Solutions uses a combination of inbound marketing and paid advertising to maximize the impact of our efforts. It's common for people to think that inbound marketing alone will generate an immediate spike in leads. Although this can happen if a campaign goes "viral," which is rare, inbound marketing is a long-term play.

Most small- and mid-sized businesses cannot afford the wait associated with inbound marketing. That's why we rely on paid advertising. Despite typically being more expensive than inbound, advertising can generate a more immediate spike in results. The downside is that once you turn it off, the results go away. This is why we use a hybrid model to generate long-term results via an inbound approach and scale it using paid advertising.

Inbound marketing is more like investing in the stock market, where results compound with the more content you release and followers, subscribers, and database contacts you build. Also like investing in stocks, your investment will continue to produce returns even if you stop contributing since past content will continue to get found in search engines, generating traffic and leads for years to come. It may be a few months before you can start seeing a true ROI from the attract.get.keep program, but the long-term benefits will power your future sales efforts and can significantly increase the value of your business.

A recent HubSpot study reports that 83% of respondents saw a measurable increase in lead generation within seven months, and 65% reported seeing a measurable increase after only four months.

What else can you do for me?

Although our team primarily focuses on conversions, we're capable of many other marketing-related assignments that a client may need. We are experts in design, copy and content, social media and other areas of digital marketing. Depending on clients' needs, we can handle website redesign and content creation and authority building as we develop your campaign.

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What are some of the most common problems you solve for clients?

While generating traffic and leads is the ultimate problem we are solving for clients, along the way, we also tackle challenges related to ensuring maximum ROI for marketing activities, right-sizing budgets, managing websites, identifying and implementing the right technologies, generating quality content, training the team, and even helping you hire top talent.

How do I know if Unthink Solutions is a good fit for my company?

If your company is looking to generate leads from your online marketing, has a sales team to work those leads, and is willing to think creatively, we're pretty sure we're a good fit for you. We approach business as a partnership and understand that we're not a fit for everyone. We pride ourselves on being transparent in process and purpose, and if we're not completely confident that we can help you succeed with online marketing, we'll let you know that upfront.