



Anuncier

Let's get your message out

Digital Strategy Engagement

Your digital presence is bigger than your website. We make sure all of it is working for you.

Why This Exists And The Problem It Solves

AI tools like ChatGPT and Google AI Overviews pull from Reddit threads, industry publications, review sites, LinkedIn conversations, and dozens of other platforms to decide whether and how to recommend your business. If you're not showing up in those places, you're invisible to a growing portion of how people discover businesses today.

Effective digital presence also requires active engagement — not just publishing content, but participating in conversations, responding to reviews, building mentions, and staying visible across the platforms your customers actually use. Digital presence can also mean leveraging established channels like email.

SEO and Content creation can often miss this area, and focus on platform specific requirements.

Most business owners don't have the time or expertise to do this consistently. The Digital Strategy Engagement does it for you.

Who It's For

- Businesses and nonprofits that already have a website person and a social media content person — but want broader digital coverage beyond what those vendors provide. And may need light fixes and not incur additional vendor costs
 - Organizations that want to build awareness across multiple digital platforms including AI search results, not just Google rankings.
 - Business owners who understand that digital engagement takes time and expertise they'd rather not spend themselves.
 - Anyone ready to go beyond monitoring and advisory into active execution of their digital presence.
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What Makes It Different

Traditional SEO is heavily focused on your website. Content creation is focused on specific social platforms. The Digital Strategy Engagement bridges both — actively working the spaces in between.

We engage on Reddit, LinkedIn, and industry platforms in ways that build awareness and subtly mention your brand. We pursue independent mentions that AI tools use to recommend businesses. We handle the light execution work that keeps your digital presence fresh, consistent, and growing.



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Everything is done with your Digital Clarity Gap in mind — making sure your message stays consistent and clear across every platform where your business appears.

What's Included

All Digital Strategy Advisor services are included, plus:

Reddit and LinkedIn Engagement — 2 to 3 times per week

We participate in relevant conversations on Reddit and LinkedIn in ways that build brand awareness and contribute genuine value. This directly helps how AI tools surface and recommend your business — one of the fastest-growing discovery channels right now.

Social Media Commenting — 2 to 3 times per week

We engage with your audience and relevant conversations on social media to build followers and deepen community presence. Engagement signals matter for both algorithms and AI visibility.

Google Business Profile Management

We keep your GBP updated, post regularly, and respond to reviews — keeping your profile fresh and relevant which directly impacts how Google ranks and surfaces your business in local search and maps.

Schema Markup

We implement and maintain basic LocalBusiness and Service schema markup — helping search engines and AI tools clearly understand what your business does, who it serves, and where it operates. Most vendors skip this. We don't.

Light Website Work

Text updates, pricing changes, detail additions — minor updates provided by you, executed by us. One new webpage per month is included. Additional pages available as one-off fees.

Monthly Email or SMS Campaign

One campaign per month to your existing list — keeping your audience engaged and your business top of mind.

Expanded Reach and Industry Outreach

We actively look for opportunities to get your business mentioned in relevant spaces — industry publications, directories, local platforms, and other sources that build independent mentions and increase AI visibility.

Backlink Monitoring

We monitor who is linking to your site and flag opportunities and concerns. Building quality backlinks over time remains one of the most important long-term signals for both search and AI visibility.



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What's Not Included

- Ad spend — billed separately and controlled by you.
- Full website redesign — minor edits and new pages are covered; structural redesigns are a separate project covered by your website vendor.
- High-volume content production — this is not a content agency. We focus on engagement and execution, not volume publishing.
- Additional webpages beyond one per month — available as one-off fees.

Cadence and Format

Contract	Month-to-month. No long-term lock-in.
Recommended runway	3 to 6 months before results are meaningfully visible. We tell clients this upfront so expectations are set correctly.
Check-in cadence	Monthly or bi-monthly — your choice.
Prerequisite	Digital Strategy Blueprint and Digital Strategy Kickoff completed first.
Price	\$1,250/month.
Other Options	Need full management? Digital Strategy Coordinator covers your entire digital marketing

Why It's Different

Most vendors execute in one lane. Your SEO person works on your website. Your content person works on social posts. Nobody is working the spaces in between — the Reddit threads, the industry mentions, the review responses, the AI visibility signals.

The Digital Strategy Engagement works in those spaces. It's active, not passive. It builds presence across the full digital ecosystem, not just the channels your other vendors are already covering.

And because it's built on the Digital Clarity Gap framework, every piece of engagement — every comment, every mention, every update — is consistent with who you actually are and who you're actually trying to reach.

Strategy before tactics. Activity that is measured.

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