

The Alchemy Consulting Group

Turning your contacts into gold



FULL SERVICE DIGITAL MARKETING

www.thealchemyconsultinggroup.com
www.alchemytransitions.com

"Our team will help you remember the dreams you had when starting your business, and help you get back on track to achieving them."

- Gordon Van Wechel - President/CEO

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RESULTS FIRST SEO - RESULTS IN ADVANCE FOR YOUR BUSINESS.

What if there was a program that ranked your website on Page 1 of Google BEFORE you paid?

With Alchemy's Results in Advance Program, you select 10 local market keywords that you'd like to rank for and let us do the rest!

Our team will work their magic and then, when one of your keywords is on page one – that's when you pay.

You only pay for the words that rank! Pretty Simple, Pretty Affordable!

welcome -

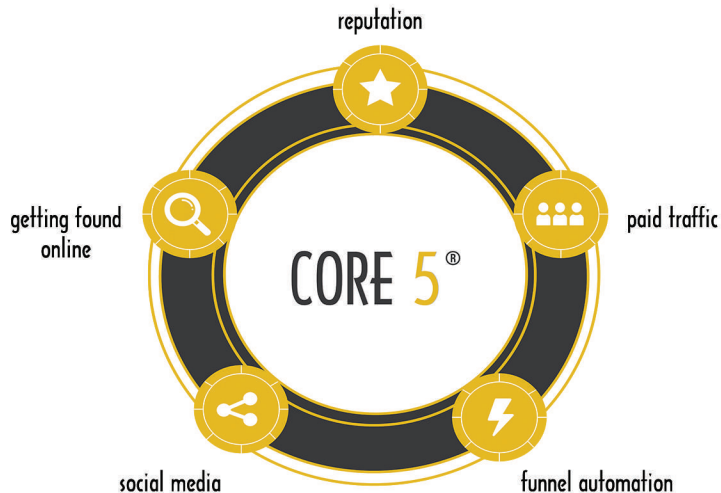


SIMPLIFY YOUR EFFORTS !
AMPLIFY YOUR RESULTS !

CORE 5® MARKETING

After more than 18 years working with businesses and professional practices, we have identified the five most effective marketing channels for attracting new prospects and effectively conveying your value proposition. We have trademarked these as Core 5® Marketing.

Each of these strategies works independently and can be implemented at anytime based on your business needs and budget. But it is the synergistic combination of strategies that creates the magic; expanding your business reach and generating rapid growth.



3

01

Reputation Marketing

According to two independent studies conducted in 2021 – almost 9 out of every 10 people looking for a vendor (87%) will look for reviews on a business before contacting them. Why?

Your prospects are looking for “social proof” as demonstrated by the positive experience of your past customers.

02

Unique Marketing Funnel

How do you distinguish your business from the multitude of competitors all clamoring for the same prospect? With a properly designed marketing funnel. The hub of that funnel is your website.

All of your advertising is designed to invite a prospect to visit your website to learn more about you and your business.

03

Paid Search Advertising

Correctly managing paid search is a highly specialized skill. Our paid advertising team is Google certified and has managed more than \$10 million in ad spend. We know how to get an excellent return on investment for our clients.

05

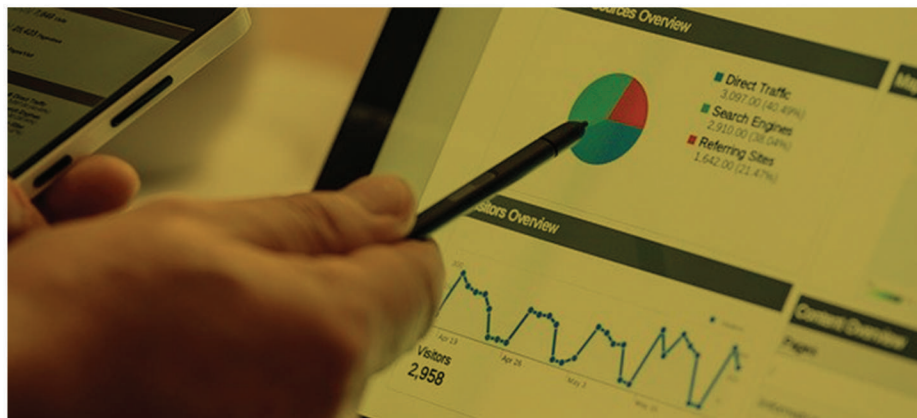
Getting Found Online

The most technically demanding product we offer helps your web properties become discoverable to the prospects you most want to reach. With 1.2 billion websites now on the Internet (March, 2021), it is increasingly difficult to find your website on the first two pages for any meaningful keywords. Challenging yes...impossible no!

04

Social Media Marketing

Connect with your target market and establish your brand with attention grabbing social media posts that are both interesting and informative. Our proven social media strategies can help you attract new customers and ensure that your business stays top-of-mind.



MARKETING 3-PAK

Our Marketing 3-Pak was designed for businesses who have an online presence, receive traffic to their website, and have a team in place that can handle the growth of new clients, customers, and patients.

Does this sound like you?

If you answered YES, then your #1 Objective is to make that phone (or inbox) “ring”. Our 3-Pak System is designed to do just that!

REPUTATION MARKETING

Did you know that 87% of your current and future clients will look for reviews about you and your business FIRST? The psychology behind this is called “Social Proof”.

Our 3-Pak System is designed to create a strong online presence backed by solid social proof through a variety of our Reputation Marketing processes.

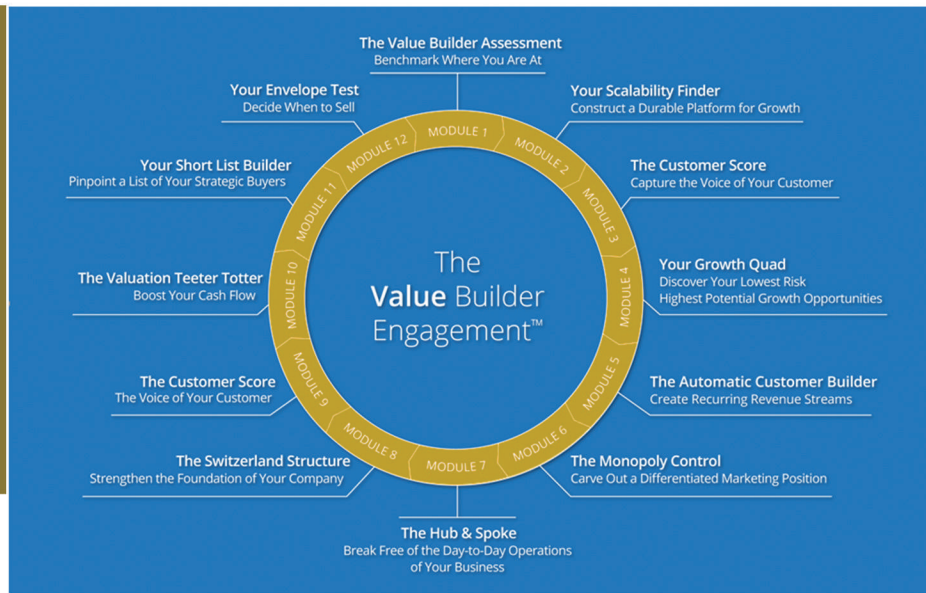
RETARGETING

According to Google, 96% of first-time visitors to any website leave and don’t come back. In the past, these visitors would be lost forever. Fortunately, you now have a way to get back in front of those potential customers again and again. This process is called Retargeting and it plays a very big role in our 3-Pak System.



GOOGLE ADWORDS MANAGEMENT

Google Adwords is also the fastest way to get your business on the 1st page of Google. Our Adwords team has managed more than \$10 million in ad spend. They are the experts in identifying optimum keywords, resulting in a high converting ROI.



A COMPLETE SYSTEM FOR BUILDING **VALUE** IN YOUR BUSINESS.

Our program features 12 modules that form a sequential process for building the value of your business.

Having a proven system, and a coach working with you at each stage, will help you meet your goals.

ALCHEMY TRANSITIONS

Are you preparing to Exit in the Future? With the Value Builder System™ you can enjoy more freedom while increasing your business value. Whether you are thinking of selling your business in the next few years or want to know that you are building a valuable asset for the future without working 60+ hours a week, the Value Builder System™ will provide a roadmap based on the experience of analyzing more than 60,000 businesses.

You don't have to sell your business to enjoy the benefits of working with Alchemy Transitions. Many of our clients are excited to learn they can enhance the value of their business while working fewer hours.

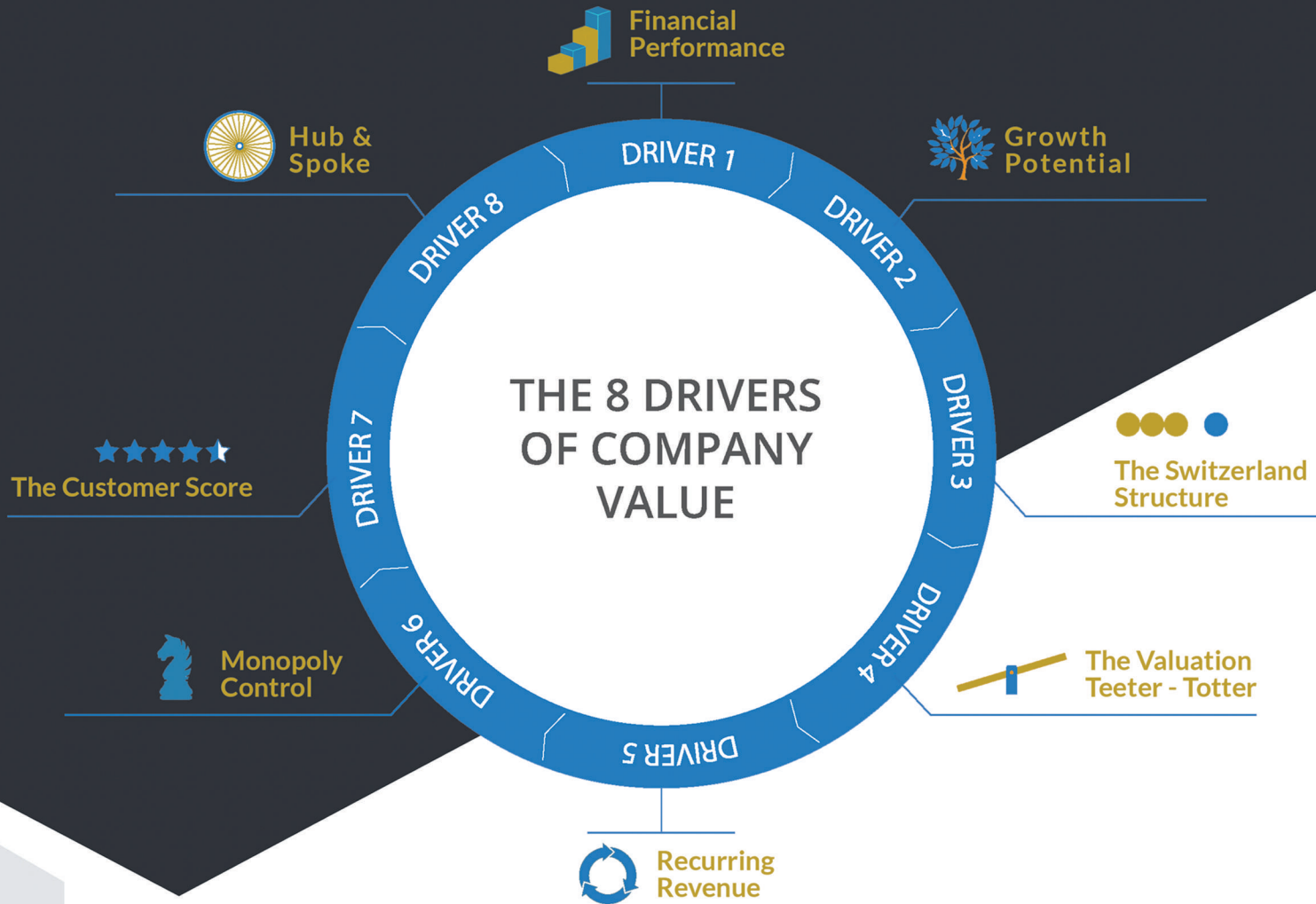


HOW DOES **ALCHEMY TRANSITIONS** HELP BUSINESS OWNERS?

- Using our PREScore™ instrument, a business owner can think through whether they are truly ready to sell their business, and what they will do after the sale.
- Our Value Builder™ tool identifies how your business ranks for the eight most important criteria used to determine the real value of a business.
- Then we work with our clients to help them improve the metrics of their business in each of these eight areas. This is accomplished through monthly meetings and certain task follow ups. The total time commitment is between three and five hours monthly.

TYPICAL RESULTS FROM WORKING WITH ALCHEMY TRANSITIONS

- Since 2012 more than 60,000 businesses have completed our Value Builder™ questionnaire. The average score across the entire user base is 59 out of 100. 12.3% of these businesses have received an offer to purchase.
- By contrast, owners who graduate from our program and improve their business and score 80 or more are twice as likely to get an offer (20.9%). Businesses scoring 90+ have received an offer 33.3% of the time.
- The higher the Value Builder™ score, the better purchase offers tend to be. The average multiple applied to those businesses that sold in the pool of 60,000 were 3.6 times pre-tax profit. For businesses that achieved a Value Builder™ score of 80+ averaged 6.1 times more of pre-tax profit.



CASE STUDY ONE

Company: Image Cabinets

Owner: Danny Sleswick

Annual Revenue: \$5 million

Challenges: Operational inefficiencies, lack of customer support, owner consistently working 65 hours/week.

First year results with Value Builder: Improved score from 42 to 65, Increased company value by 83%.

Primary Key Driver: Customer Satisfaction. Owner able to cut work week hours in half.

CASE STUDY TWO

Company: All About Bakery Equipment

Owners: Noela and David Tscheinig

Years in Business: 20

Challenges: Cash flow between suppliers and customers, cost of remote service work, owners long work weeks.

First Year results with Value Builder: Improved score from 51 to 73, prospect conversion to sales increased from 50% to 75%, new banking and supplier relationships eased cash flow issues, owners now able to leave the business for vacations several times throughout the year.

Extra Mile Lawn Care—Virginia Beach, VA

This 10-year-old company had an extensive customer list of residential lawn care clients supplemented with a few commercial accounts.

They also did the occasional sod replacement and landscape design job.

Their best year generated just under \$500,000 in gross revenue.

Alchemy Consulting was retained and implemented our Core 5® Marketing Program. This included:

- A totally new website design featuring a new logo and branding package.
- A redesign of all collateral material.
- A unique landing page for each of their major services: Sod Replacement, Landscape Design, Commercial Landscape, as well as Patio and Hardscape Services.
- Retargeting on all web properties.
- Reputation Marketing and monthly Reputation Video.
- Pay Per Click advertising programs for each service.
- Social Media posting six days weekly.

Results: A first year increase in gross revenue of more than 75%!





SCHEDULE A DISCOVERY CONVERSATION WITH US

We look forward to talking with you about how digital marketing can help you reach your business goals. Our talented team is passionate about helping businesses like yours multiply revenue and profits without you working 15-hours daily.

CONTACT US



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