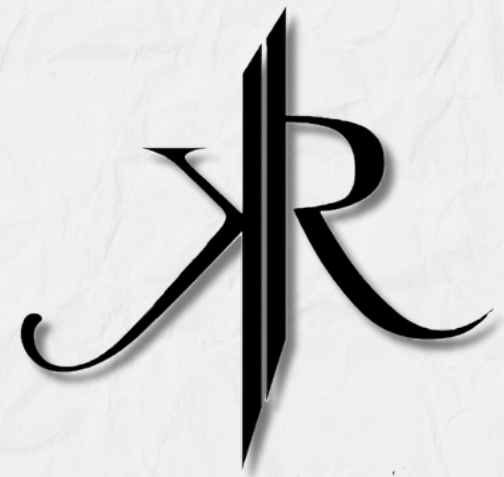




KAERAE MARKETING

PITCH

Deck

A close-up photograph of a person's hands. The left hand holds a silver pen with the Google logo and the word 'Partners' on it, writing in a spiral-bound notebook. The right hand holds a silver travel mug with the Google logo and the word 'Partners' on it. The person is wearing a black beaded bracelet on their left wrist. The background is a light-colored, textured surface.

The PROBLEM

AGENCY TRAUMA

Burned by \$1,500-\$3,000/month contracts with confusing reports and zero clear results.

GOOGLE OVERWHELM

Too many tools, too much jargon, no idea what actually matters.

TRUST ISSUES

Conditioned to expect hidden fees, overpromises, and being treated like an ATM.

WASTED MONEY

Thrown \$10K+ at marketing campaigns with nothing to show for it.



The SOLUTION

GOOGLE AUDIT

A comprehensive deep-dive into your entire Google presence to tell you what's working, what's broken, and where you're bleeding money.

GOOGLE ADS MANAGEMENT

I build and optimize your campaigns so you show up first when customers search for what you sell—no wasted budget, just targeted ads that convert.

SEO: SEARCH ENGINE OPTIMIZATION

I fix your site's technical mess and optimize it so you rank organically on Google. Takes 6-12 months, but you get consistent traffic without paying for every click.

Meet KELSEY

I started KaeRae Marketing after watching agencies burn business owners with overpromises and jargon-filled reports. I'd worked at one—saw the BS firsthand. So I built the alternative: no teams, no contracts, just me and a decade of Google expertise. I only take clients I can actually help, and if results don't speak for themselves, you walk.

Google Ads Certified since 2015

10+ Years Delivering Results for Businesses

Former Agency Employee & Saw the BS Firsthand

Built KaeRae Marketing as the Honest Alternative



The KaeRae DIFFERENCE



You Work With Me, Not a Team

No account managers. No junior staff. No getting passed around. I do the work, I answer your questions, I'm accountable for results. When you email me, you get me.

3 Month Minimum, Then Monthly

I don't trap clients in agreements. You stay because the results are worth it, not because you're legally obligated. If I'm not delivering, you walk. Simple.

Radical Transparency

Full access to your accounts. Plain English reports. Honest timelines about what's realistic. I'd rather lose a sale than set false expectations and waste your money.



Who this works **BEST FOR**

WANT TO BE FOUND ON GOOGLE

If your customers find you by searching "near me" when something breaks, Google is your lifeline. You need consistent leads flowing in, not feast-or-famine referrals.

GROWING BUSINESSES READY TO SCALE

You're doing \$500K+ in revenue and ready to hit the next level, but marketing feels like throwing money at the wall to see what sticks. You need a strategic partner who can actually move the needle, not another agency selling you dreams.

GOOGLE

Audit

You know something's off with your Google marketing, but you don't know what. Maybe your last agency ghosted you, maybe you've been "doing Google stuff" with no clue if it's working, or maybe it's been set up for years and you're afraid to touch it. This audit gives you a brutally honest assessment of your entire Google presence—what's working, what's broken, and exactly where to spend your budget first.

\$450



WHAT'S INCLUDED:

Full analysis of all Google tools delivered in a report that actually makes sense

Explainer video walking you through the data, trends, and what it means for your business

Optional review call to discuss strategy, ask questions, and explore working together (zero pressure)

GOOGLE

Ads

Your sales pipeline is too quiet and your competitors are showing up everywhere while you're invisible. Google Ads fixes this fast—when someone searches for what you sell, you show up first, not the competitor with the bigger budget or better SEO. I build, manage, and optimize campaigns that turn searches into customers without wasting your budget on garbage keywords.

WHAT YOU CAN EXPECT:

Targeted campaigns built around keywords your actual customers search, not expensive junk that bleeds budget

Ongoing optimization and testing to improve performance, lower costs, and increase conversions month over month

Plain English monthly reports and meetings showing exactly what's working, what you're spending, and how many leads you're getting



\$1,000
per month

+ AD SPEND
\$750 min./mo

SEO

Website Update

You want customers to find you organically when they search on Google. SEO fixes the technical issues breaking your site, optimizes it for keywords your customers actually use, and makes Google fall in love with you. It takes 6-12 months (anyone promising faster is lying), but when it works, you get consistent traffic without hemorrhaging money on ads.

\$1,200
per month

WHAT TO EXPECT:

Technical fixes, keyword optimization, and content strategy tailored to what your customers actually search

Monthly progress reports in plain English showing rankings, traffic growth, and what's working

6-12 month timeline for real results—this is the long game, not a quick fix



Educational RESOURCES

I teach business owners how Google marketing actually works, so you can either DIY it yourself or know enough to never get screwed by an agency again. Whether you hire me or not, you'll understand the game well enough to make smart decisions with your marketing budget.



**MONTHLY
NEWSLETTER**



**YOUTUBE
CHANNEL**



**TUTORIAL
COURSES**



**GOOGLE
BOOTCAMP**

Don't just take my word for it

TESTIMONIALS



*Now my business is
on the map and
getting referrals.*

— George Chamberlain

*She operates through
a foundation of
integrity and trust*

— Alexander Kusak

*5 stars is not quite
enough to rate my
experience.*

— Ray Hasto

*Her knowledge of
Google is second to
none.*

— Tony Lamaca

*The only regret is that
we didn't find her
sooner!*

— The Tax Opposer

*Professional, responsive,
timely and high quality all
at the same time.*

— Hillary Logan



KAERAE MARKETING

THANK
You!

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