

# Strategy Services

Hawksearch is built with marketers and merchandisers in mind, providing advanced features that are the building blocks for delivering personalized, accurate, and relevant results. Drive powerful user experiences with Smart Autocomplete, Dynamic Marketing, and Relevant Recommendations to help customers find exactly what they are searching for.

Along with innovative technology, our dedicated Account Managers and Support team are always available to provide assistance and proactively work with you to maximize ROI. To give your organization an added boost, Hawksearch Strategy Services include audits and monthly packages to augment your own team's efforts.

## Foundational Strategy & Audit

### Summary

A baseline is always necessary to measure impact and improvement. This initial one-time package is recommended in order to define your Hawksearch strategy goals. Every organization is unique and we tailor our services to meet your needs.

**10 HOURS** (One Time)

### Tasks

- Identify KPIs and Goals
- Review Hawksearch Report Usage
- Validate with Google Analytics
- Analyze Dashboard Settings
- Establish Recommendations

### Deliverable

Analytics based report setting the following:

- Goals & KPI's
- Analysis of Hawksearch Reports
- Recommendations

**NOTE:** We always want to tie reports back to revenue and projections.

## Basic Monthly Package

### Summary

The basic package is centered on reports and consulting. Hours will be used each month to define a path to success, allowing the company to maintain day-to-day control of the maintenance.

**5 HOURS** Per Month Minimum

### Tasks

- Review/Create Goals
- Review marketing calendar monthly
- Create and analyze reports
- Provide recommendations

**Monthly marketing calendar review**

### Deliverable

- Monthly report with analysis & recommendations

## Premium Monthly Package

### Summary

The premium package includes the consulting and reporting from the basic package as well as hands-on work sharing in the management of the tool.

**15+ HOURS** Per Month Minimum

### Tasks

- Everything from Basic, plus...
- Creation and implementation of creative assets, including landing pages and banners
- Day-to-day task management of tool based on priority recommendations

**Monthly call to review Reports & Tasks**

### Deliverable

- Monthly report with analysis & recommendations
- Task progress report
- Hands-On completion of work tasks