WELCOME TO

Vita

MARKETING



www.vita-marketing.com

About Us

Since 2018, Vita Marketing has been serving clients from East Central Illinois to the Metro-East St. Louis area. We partner with local small businesses, franchise owners, and non-profit organizations to build a marketing plan that fits your goals and your budget. We specialize in the creation of robust, impactful organic content, and we understand what it takes to build a powerful strategy and grow an engaged audience on a limited budget. You'll always get more than you expect when you work with Vita Marketing.

Why We Do What We Do

In 2025, Facebook remains the largest social media platform with 3.07 billion monthly active users, which is 35.3 percent of all the people aged 13 and above around the world! The US currently has around 197 million active Facebook users.

Platforms we work with (by monthly active users):

1. Facebook: 3.07 billion
2. YouTube: 2.5 billion
3. Instagram: 2.0 billion
4. Facebook Messenger: 1.0 billion
5. Pinterest: 498 million

Don't forget Google Business!

- 64% of people have used GMB to find a local business's contact information.
- 56% of customer actions on Google My Business listings are website visits.
- 59% of shoppers use Google to research a purchase they plan to make.
- 34% of local businesses are found in over 1,000 "discovery searches" each month.
- 16% of businesses get more than 100 calls each month from their GMB profile

Facebook (60%) comes in second only by one percentage point to Instagram (61%) as the most popular platform for product discovery. Sprout Social also found that nearly 40% of Gen X consumers use the platform to make purchases. There's no denying that Facebook remains a go-to platform for social product discovery. With such high conversion rates and low CPC, marketing on Facebook yields high returns. In fact, 40% of marketers cite Facebook as one of their top three drivers of ROI when it comes to social media platforms.

How We Can Serve You



Organic Social Media

We specialize in the creation of robust, impactful organic content for small businesses and nonprofit organizations. We understand what it takes to build a powerful strategy and grow an engaged audience on a limited budget. Every plan is customized to meet your unique needs so you can focus on running your business.



Paid Social Media

From precise targeting of user demographics to expanding brand visibility, paid social media advertising can be very effective, and it doesn't have to break the bank. Our team has a proven track record of creating sustainable and effective strategies that will take your business to the next level.



Email Marketing

Email has a $36 to $1 ROI for businesses. Our team creates simple, but effective email marketing strategies that give you more control over how and when you reach your audience.



Graphic Design & Branding

Whether your business is in need of a new logo and branding, eye-catching print ads, or professional business collateral, our team will work with you to create a brand that you can be proud of.



Websites

The website is the welcome mat of a business. It allows you to promote your product, build credibility, distinguish yourself, and quite frankly - compete. Our team creates beautiful, functional sites that will take your business to the next level. Need even more web traffic? We have a great SEO team that can help you reach new heights!



Event Planning

With 20 years of award-winning events under our belt, we understand what it takes to keep people coming back. From formal fundraising galas for 350+ to collaborative events that draw attendees from across the state, we've created and planned events of all types and sizes. We'll help you take your event to the next level.

2025 Organic Strategy Case Studies

Photographer

2024 Q1-Q3 vs. Previous Period

- Facebook post impressions +56.08%
- Facebook page Impressions +53.82%
- Facebook Reach +23.92%
- GMB Search Results +62.03%
- Instagram impressions +106.69%
- Instagram reach +123.47%
- Instagram Engagement +41.70%
- Instagram Interactions +23.76%

Meat Market

- Increased followers from 500 to 12,000 in three years
- 2021-2024 Facebook followers +4,743% compared to previous three year period

2024 (Q1-Q3)

- 1.78M impressions
- 106.24k interactions

2025 Paid Strategy Case Studies

Local Bar

Outdoor Concert Series Ad Campaign

- $150 budget
- 32.54k impressions
- 3,048 clicks
- CPC 0.06
- CTR 9.37

Memory Care

Meta Ads Campaigns

- Impressions: 3.59M (+8.14%)
- Reach: 774.7K
- Clicks: 64.13K (+62.83%)
- Click-Through Rate (CTR): 1.79% (+50.58%)
- Cost per Click (CPC): $0.29 (↓ 39.17%)
- Cost per 1,000 Impressions (CPM): $5.11 (↓ 8.41%)

How We Work

Thank you for choosing Vita Marketing by Angela Hampton! My goal is to exceed your expectations and share in your excitement as we watch your business grow. Our strategy will position you as an industry leader and a valued local business through story-driven content, strategic calls-to-action, and impactful campaigns.

What You Can Expect from Me

- Hands-on, personalized marketing tailored to your business
- Prompt communication – Emails responded to within 24 hours (weekdays)
- Ongoing industry education to keep your marketing current
- Transparency & honesty in all recommendations and reporting
- Fiscal responsibility – Regular analytics to track ROI
- Confidentiality – All business details remain private
- Professional collaboration with trusted third-party contractors when needed

What I Ask of You

- Allow 3–6 months for full strategy implementation and accurate ROI tracking
- Share feedback, both positive and constructive
- Notify me before launching outside marketing efforts or hiring other marketing vendors
- Assign someone to check Facebook messages daily to capture customer leads
- Respect the content process – social posts are scheduled up to 30 days in advance; non-emergency changes require 48 hours' notice; late changes may incur a $50/hour fee (min. 1 hour)
- Email me at angela@vita-marketing.com for ideas, concerns, or requests
- Text only for emergencies – I'll make notes of your requests to review at our monthly meeting

Payments & Fees

- Invoices are issued on the 15th of each month, and auto-payments are processed at that time through the card or ACH account on file
- Auto-pay is required for all clients. Maintaining valid payment information on file is a condition of service
- If payment fails or is not received, a $50 late fee will be applied to cover administrative costs
- If payment is not received by the last day of the month, work will pause until the account is brought current
- Services are always billed in advance of the upcoming month's work
- Hourly rate for additional work outside the agreed scope: $50/hour

Contract Term & Cancellation

- Minimum contract term: 90 days
- Either party may end the agreement with 30 days' written notice after the initial 90-day period
- Upon cancellation:
  - Services and billing continue through the 30-day notice period
  - One additional month's retainer is collected at time of cancellation to provide stability and allow transition planning
- During the cancellation period:
  - Vita Marketing will deliver any content already created or scheduled
  - Vita Marketing will oversee the transfer of admin rights and digital assets
  - No new projects or campaigns outside the original scope will be taken on

Intellectual Property

- All content created by Vita Marketing is for your business use only and may not be used by other agencies or vendors without written consent

Contact: angela@vita-marketing.com
Texting: Emergencies only

Next Steps

Choose Your Package

Review your proposed packages and choose the one the best suits your business. Package components can be combined to meet your exact needs- just let us know what works and what doesn't!

Strategize & Onboard

Once you've paid your deposit and first month retainer, we'll schedule a strategy meeting where we'll onboard your team and ensure that we have the access we need in order to begin posting to your accounts.

Get the Ball Rolling

During the first 30 days, we will work on optimizing all of your profiles, aligning our designs with your branding, and creating content for your accounts. We'll review our progress with you every month!



Contact Us

We can't wait to learn more about your business, and to see what's possible when we work together! Your business is OUR business and we are committed to becoming a trusted part of your team.

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www.vita-marketing.com

angela@vita-marketing.com

Based in Central Illinois

Vita''

MARKETING

Thank You

For Your Time!

