RGB Call - 2017 Season Kick Off

1. New website:
   a. Mobile-first design
      i. Find nearest office, research it, read reviews and book appt
      ii. View & download promos (slides?)
      iii. Learn about RGB history, etc to build credibility
   b. Better lead capture / smart popups
   c. The rest of site content, blog, etc - sticky CTA in sidebar

2. Upgrade VPS (server), move site to https (SSL)

3. Email blasts / promo popups
   a. Recommend apps like Mileage, Receipt tracking
   b. Build RGB app?

4. Google My Biz - process to verify/optimize
   a. Connect to PPC ads?
   b. Have ST setup Location Extensions in AdWords

5. Social Theory:
   a. Pixel integration - working on this with Pepperjam
   b. update on dev site progress? Coupon codes?

6. Yelp - organize budget spend for our correct locations

7. Email Improvements….
   a. We have a lot of auto emails which we discussed improving this year beyond plain text. I'd like to get started on not only this project, but website optimization so that we plan to have everything in place and ready to go by 12/15/16. For instance, this referral email says 75 years and needs to be updated to 76 years.