



MONTEKRISTO

Everything that brings a customer to the door.

Sites, search, ads, outbound, content and the systems underneath them.
One team instead of a vendor stack, and the client keeps the accounts.

MARKETING AND GROWTH · AUGUST 2026 · MONTEKRISTO.CO

Four clusters, one team.

Most engagements start with one piece, then layer the rest as the operations open up. Nothing here is a package you have to bend the business around.

PRESENCE

The surface a customer touches: the site, the CRM, the voice agent, the search architecture, the blog.

STUDIO

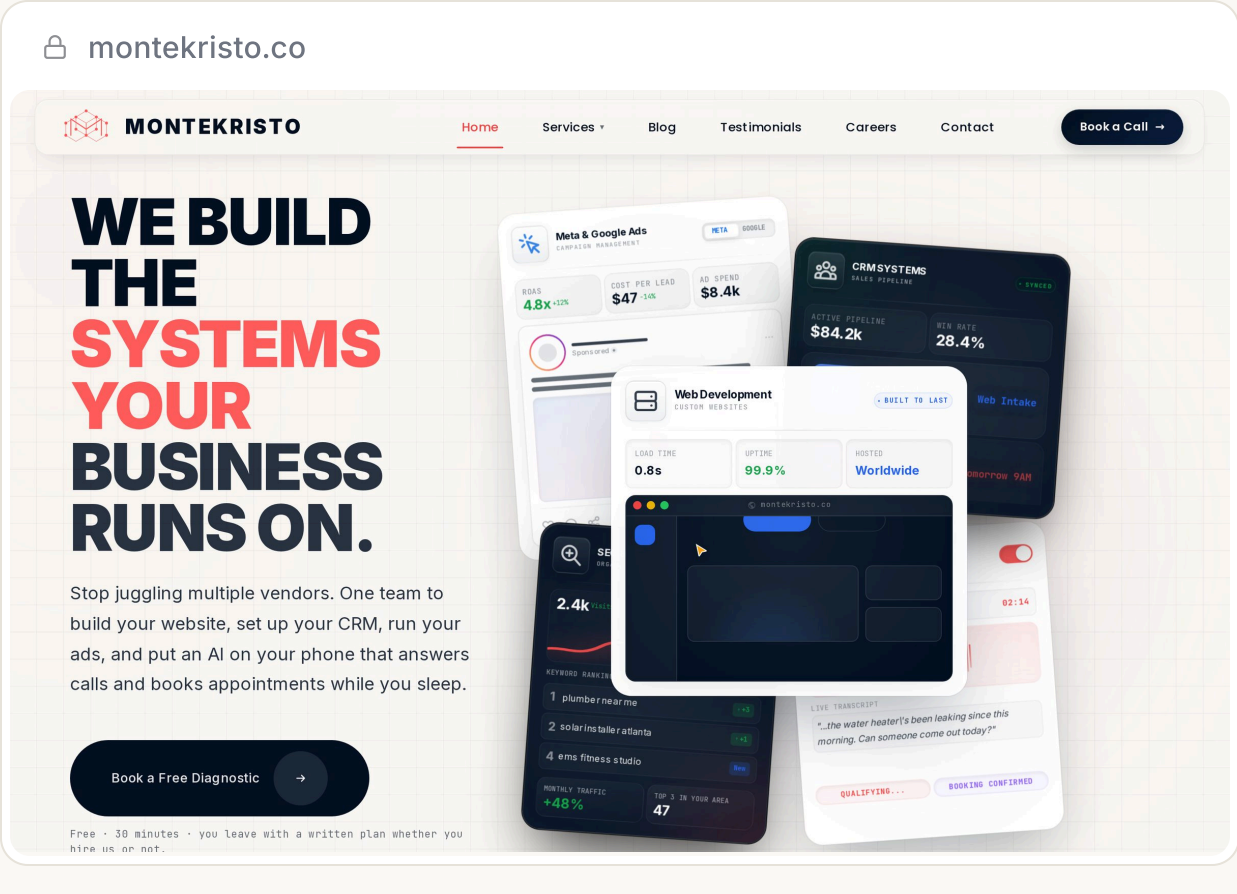
Ad creative, long and short form video, podcast identity, and the posts that carry them.

ACQUISITION

Paid on Meta, Google and LinkedIn. Cold outbound on email and LinkedIn. Lifecycle mail that wakes a dormant list.

SOFTWARE

When standard tools hit a wall. Custom apps, multi-tenant platforms and the automation that ties them together.



5.0 on Google

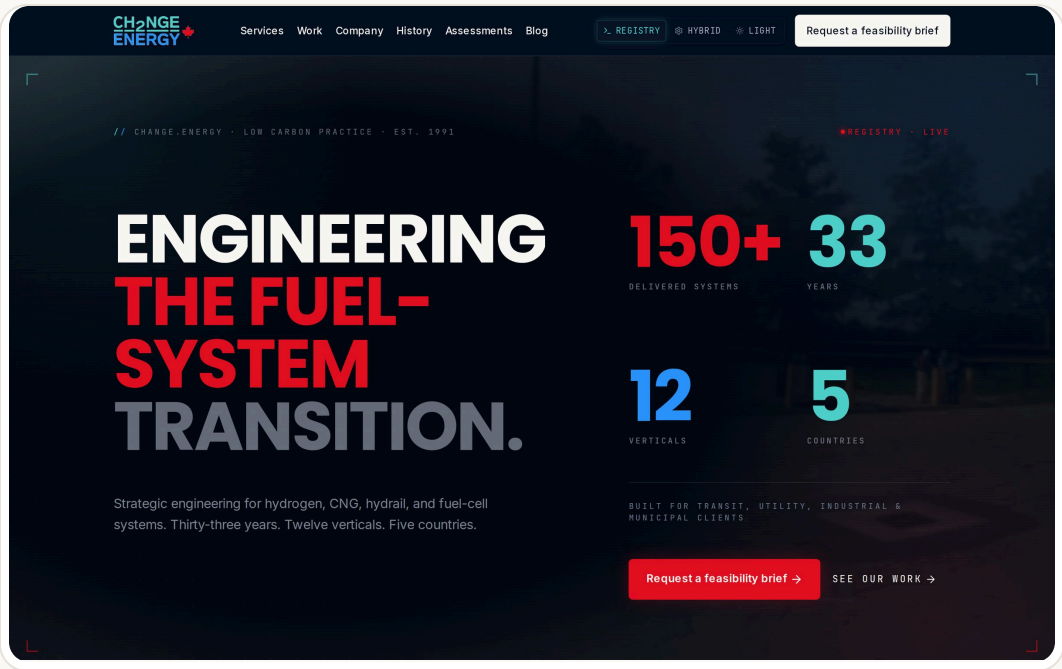
RATED BY CLIENTS

Clients keep the source code and the accounts. When we finish, the system is theirs to run, with us or without us. Agencies resell the same work white-label, and their clients never have to know we exist.

Scores with receipts.

LIGHTHOUSE MOBILE, MEASURED

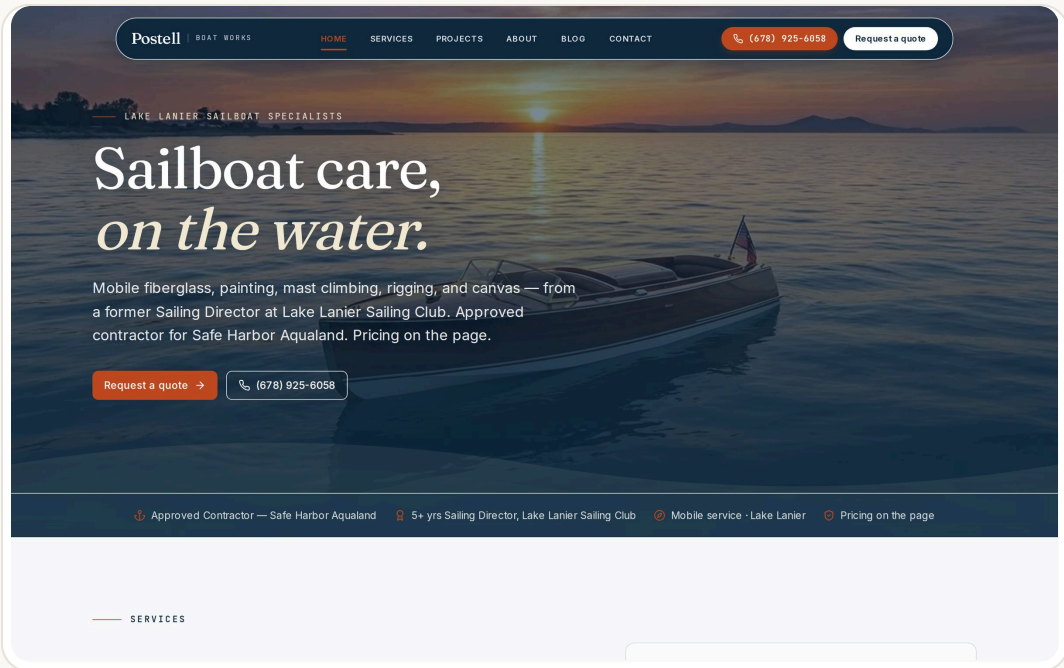
Search is the number one KPI on every site we ship. SEO 100 is the gate, not the goal, and you can run the test yourself on any address on this page.



Change Energy Engineering

SEO 100 on all 42 routes

Perf 91 to 98



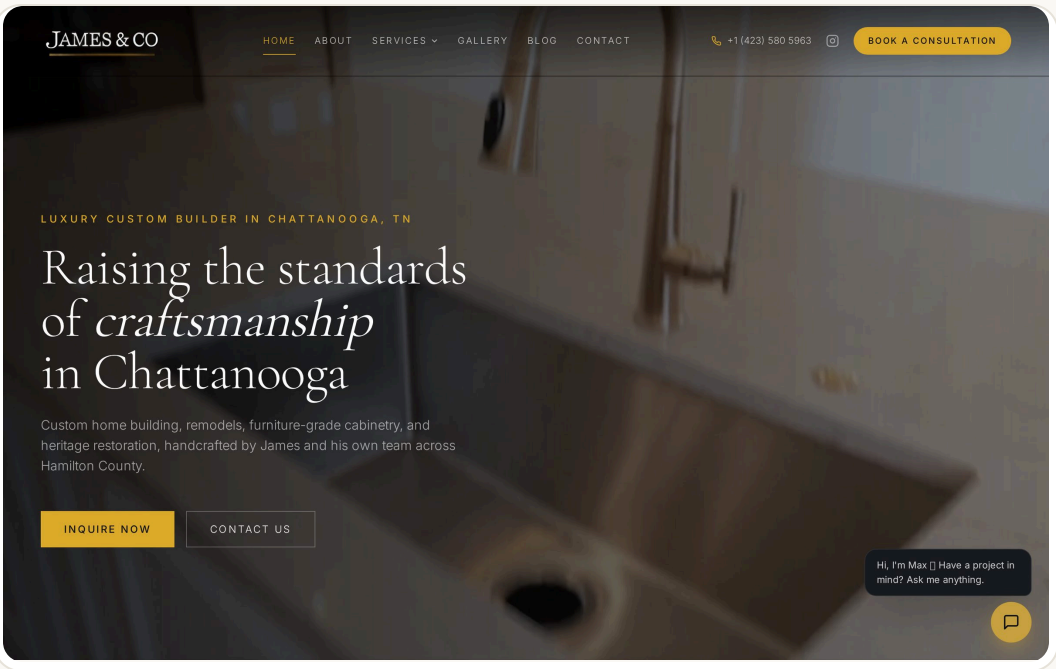
Postell Boat Works

Perf 95

A11y 100

SEO 100

BP 100



James & Co

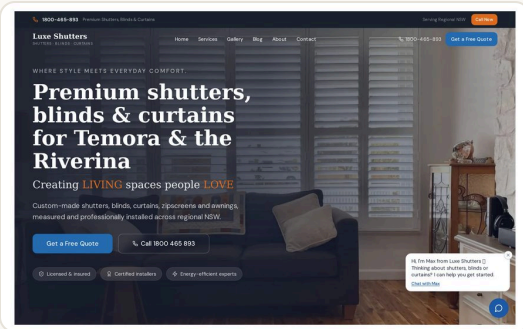
Live on the client's domain

Neighbourhood pages in schema

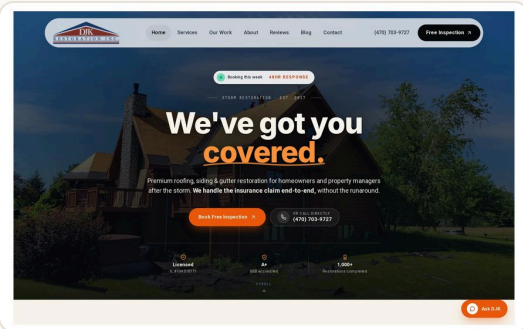
Measured on the production build, the same test anyone can run. We hit the number before a site goes near a domain, because retrofitting it afterwards costs a rebuild.

Live today, on the client's own domain.

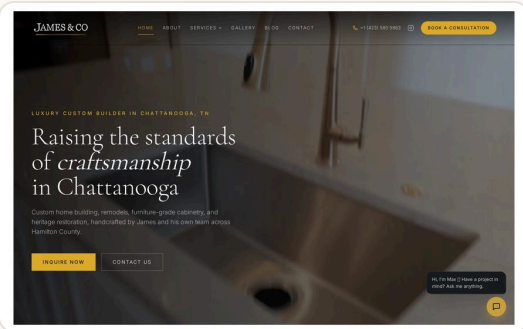
CHECKED THE WEEK THIS DECK WAS BUILT



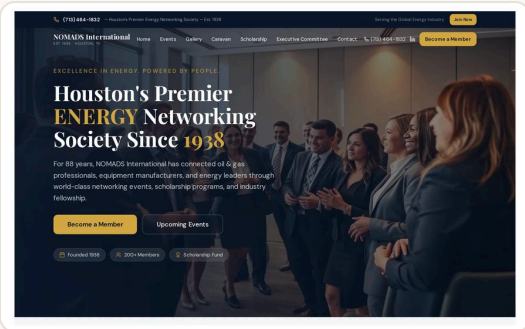
luxeshutters.com.au
WINDOW FURNISHINGS



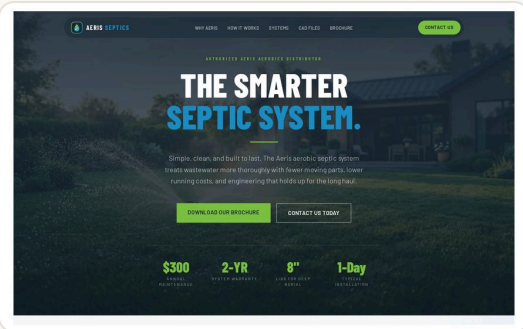
djkrestitution.com
ROOFING AND RESTORATION



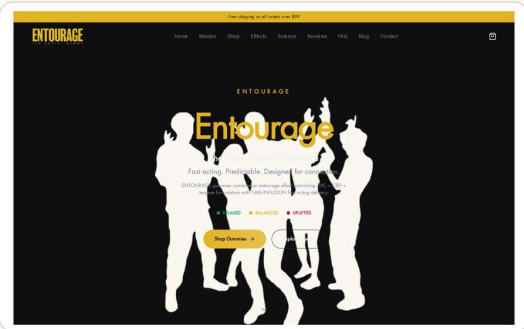
jamesandco.design
REMODELING



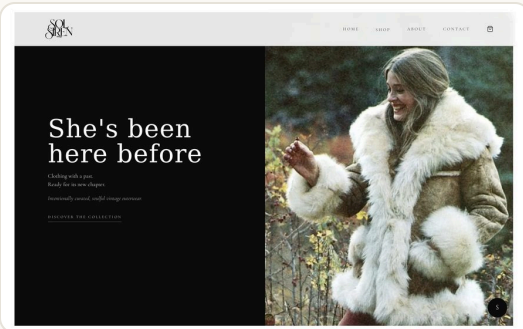
nomads-international.com
ENERGY SOCIETY



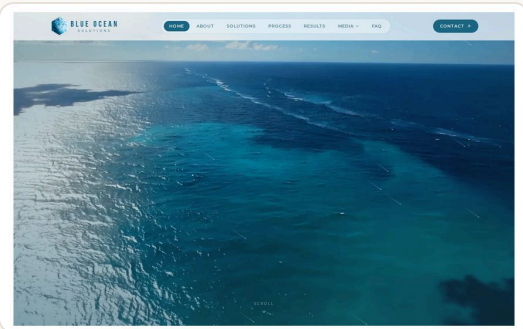
aerisseptics.com
SEPTIC SYSTEMS



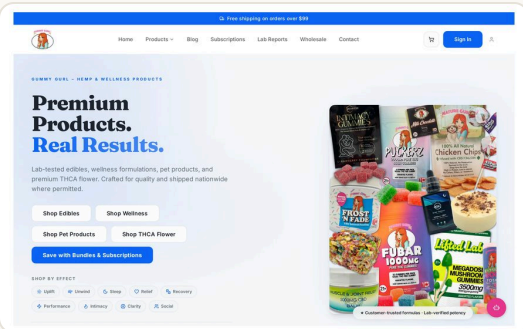
getentouragegummies.com
HEMP EDIBLES



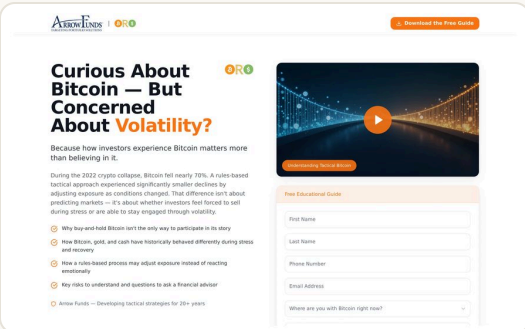
solsirenvintage.com
VINTAGE FASHION



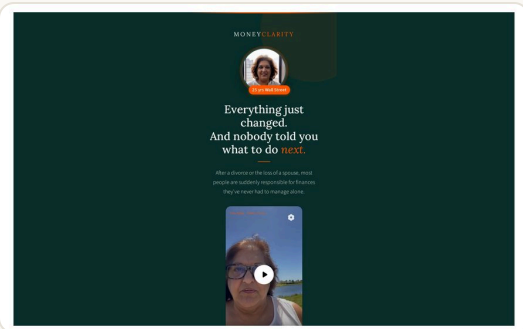
blueoceansolutions.ai
GROWTH SYSTEMS



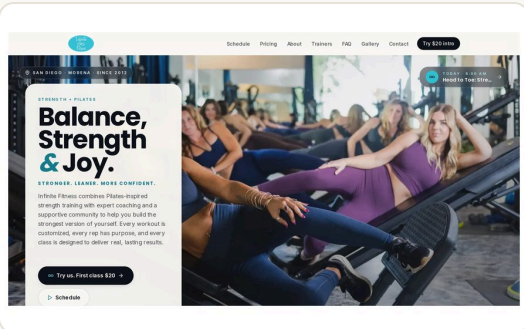
gummygurl.com
HEMP WELLNESS



oro.arrowfunds.com
INVESTMENT EDUCATION



moneyclarity.me
PERSONAL FINANCE



app.infinitefitness-sandiego.com
FITNESS STUDIO

A sample, not the roster. Every tile is a production site with a real business behind it, and every one was checked twice: the domain answers, and the build being served is the one we shipped.

01

Next.js on the client's own hosting account

02

Every route written for a search someone actually types

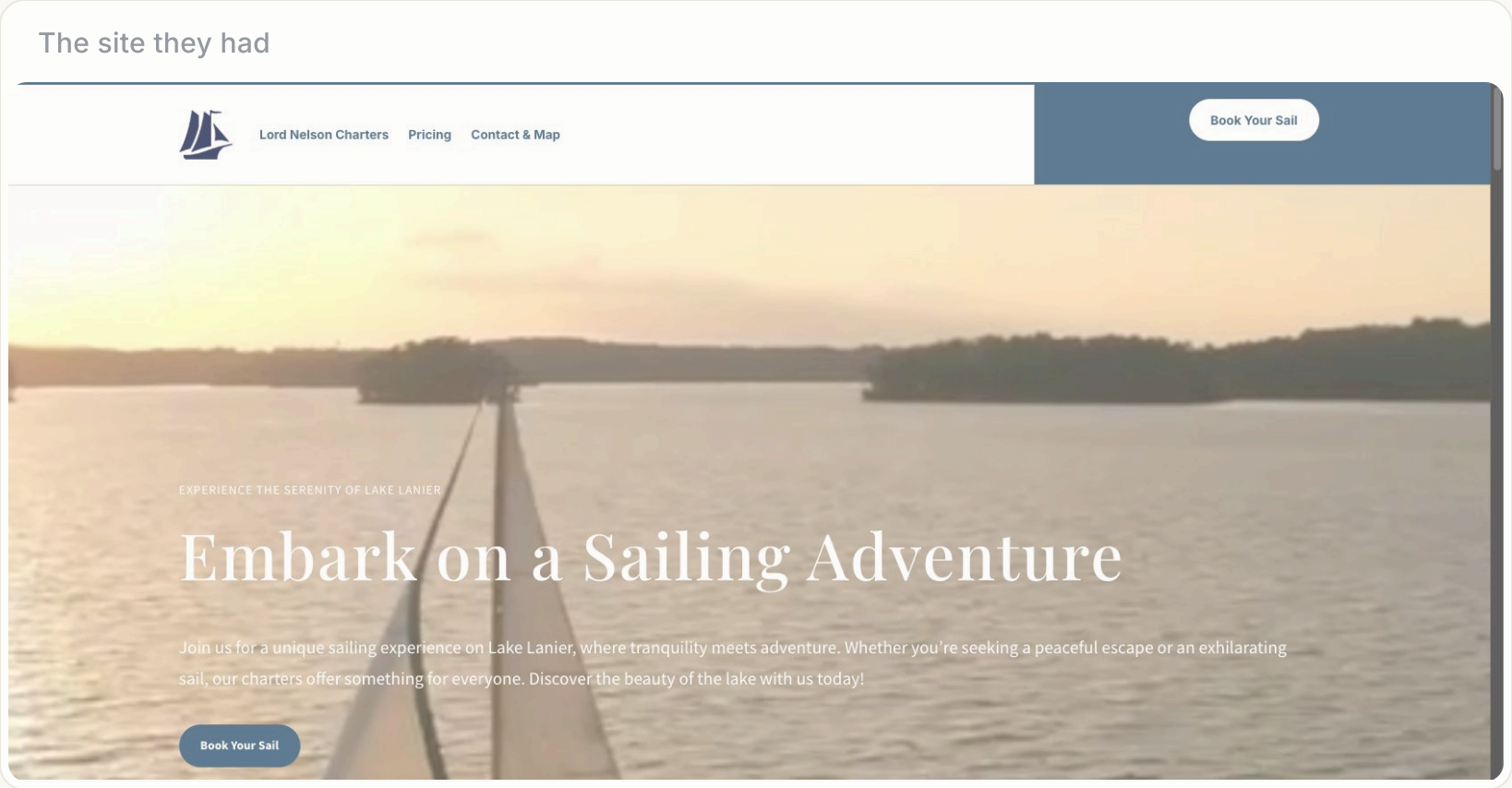
03

Forms wired into the CRM on day one

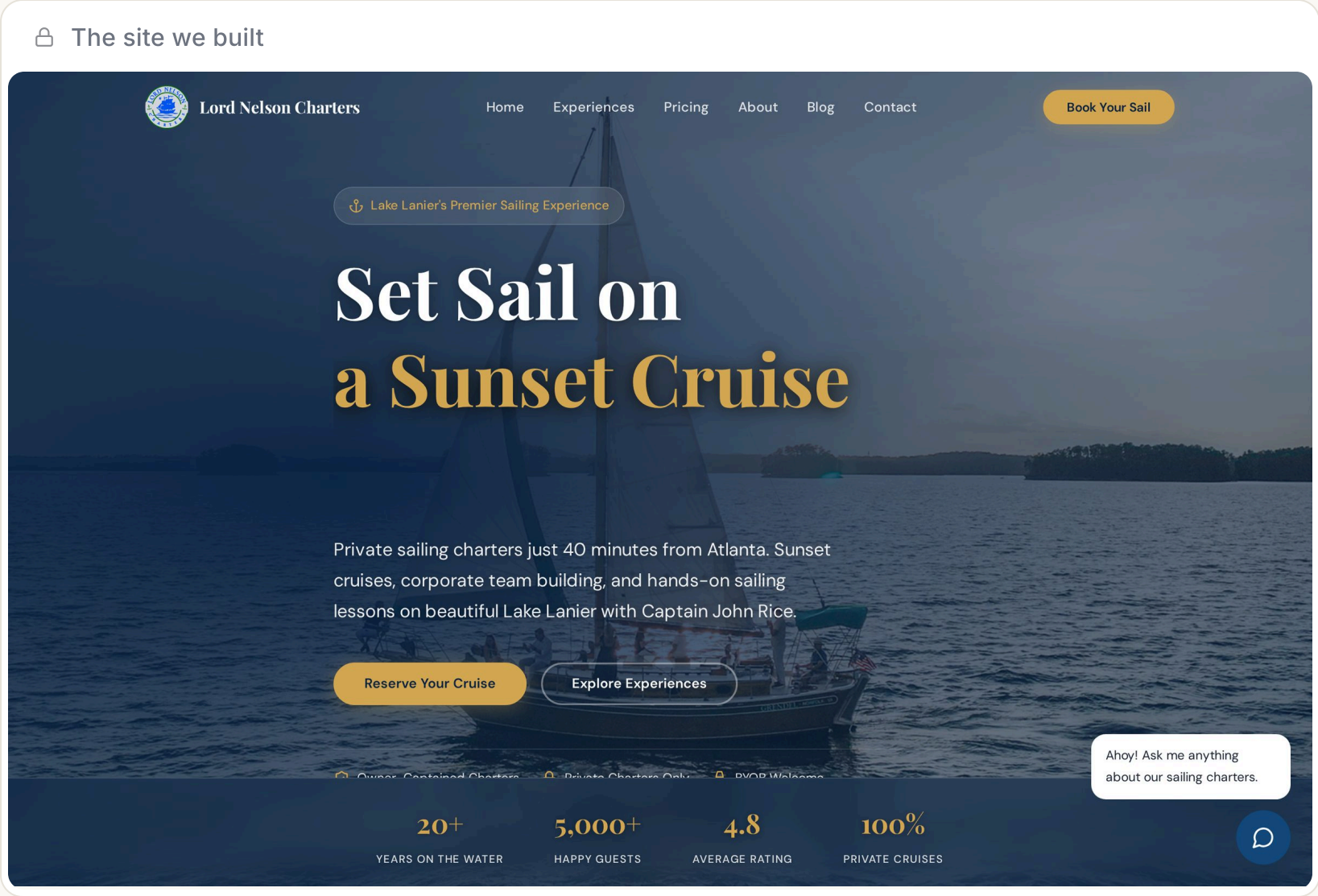
04

Handed over with the source, so it outlives us

Same business, new machine.



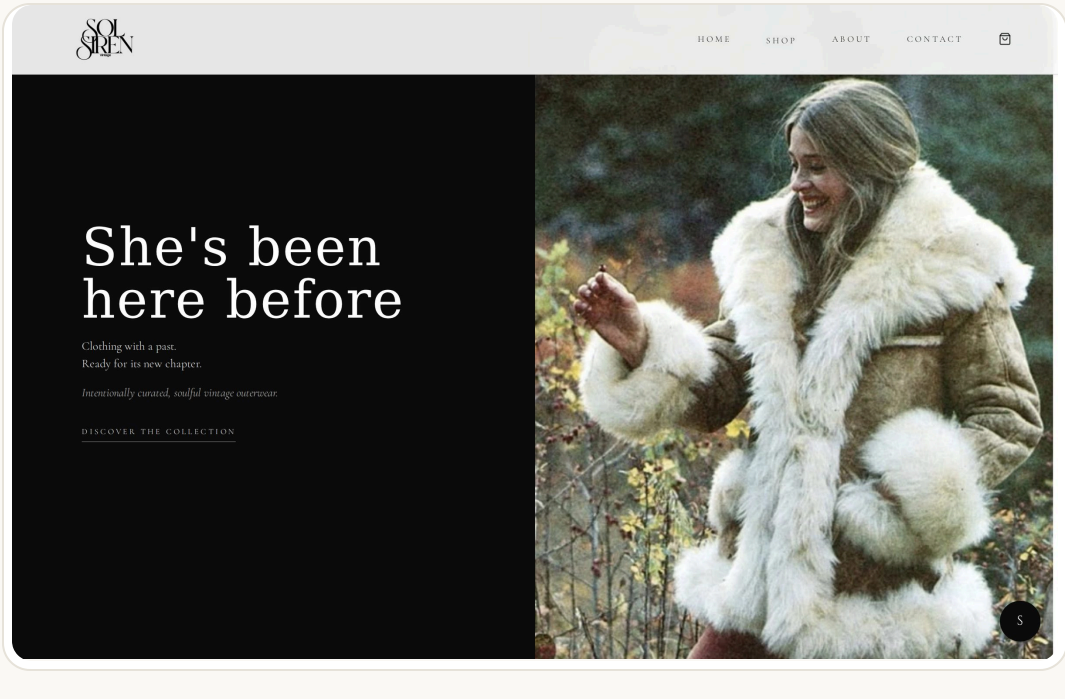
A sailing charter. A page for every town around the lake, a booking form that only offers Wednesdays for the Wednesday trip, and per-guest pricing worked out on the way into the CRM. The same rebuild pattern carried DJK Restoration and James & Co onto modern stacks.



37	92	39
BOOKING REQUESTS	LIVE URLS	POSTS PUBLISHED

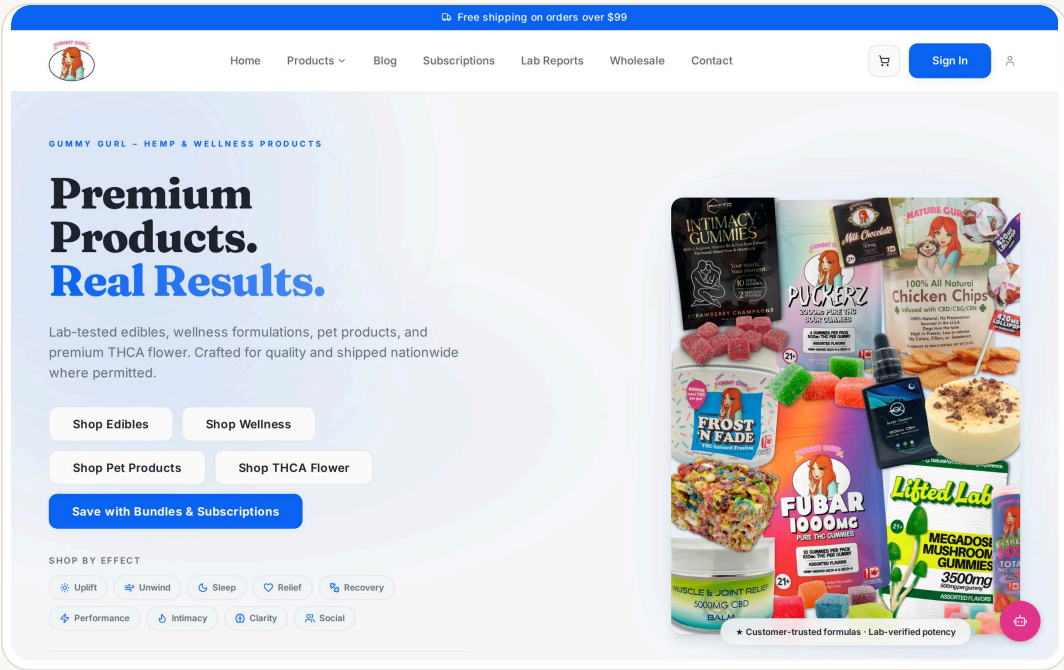
Three storefronts, three stacks.

HEADLESS SHOPIFY · WOOCOMMERCE · NEXT.JS



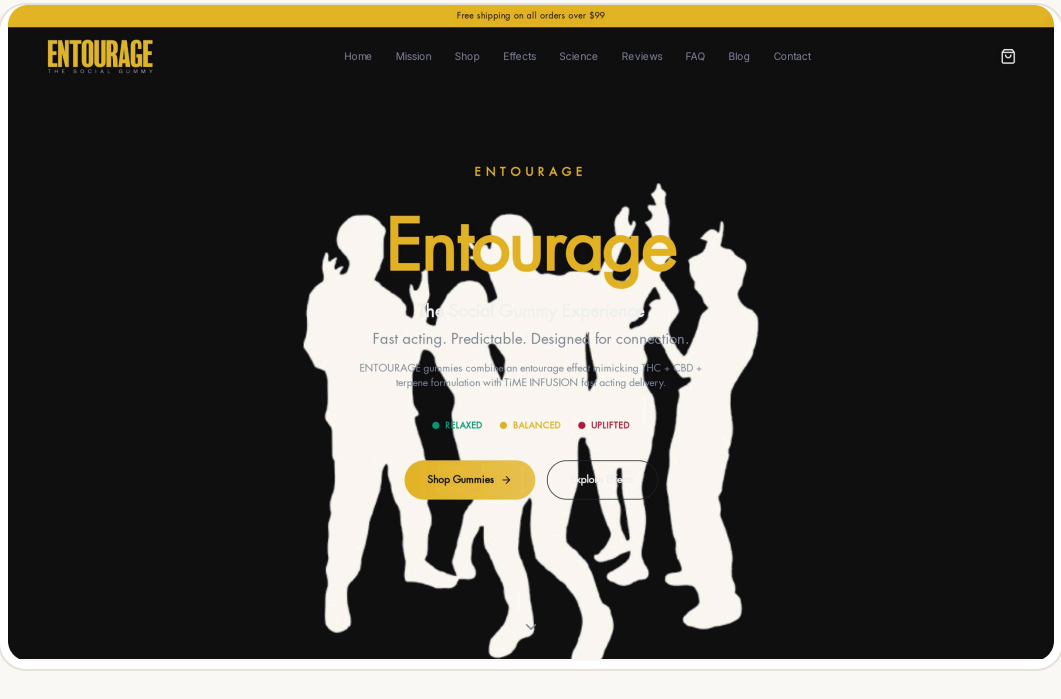
■ [solsirenvintage.com](#) HEADLESS SHOPIFY

Fifty - seven vintage coats, no two the same, run by one owner from an admin we built: inventory, orders, packing, gift cards.



■ [gummygurl.com](#) WOOCOMMERCE

Payments, shipping and sales tax wired in, with a product catalog that syncs itself to the email platform every week.



■ [getentouragegummies.com](#) NEXT.JS STOREFRONT

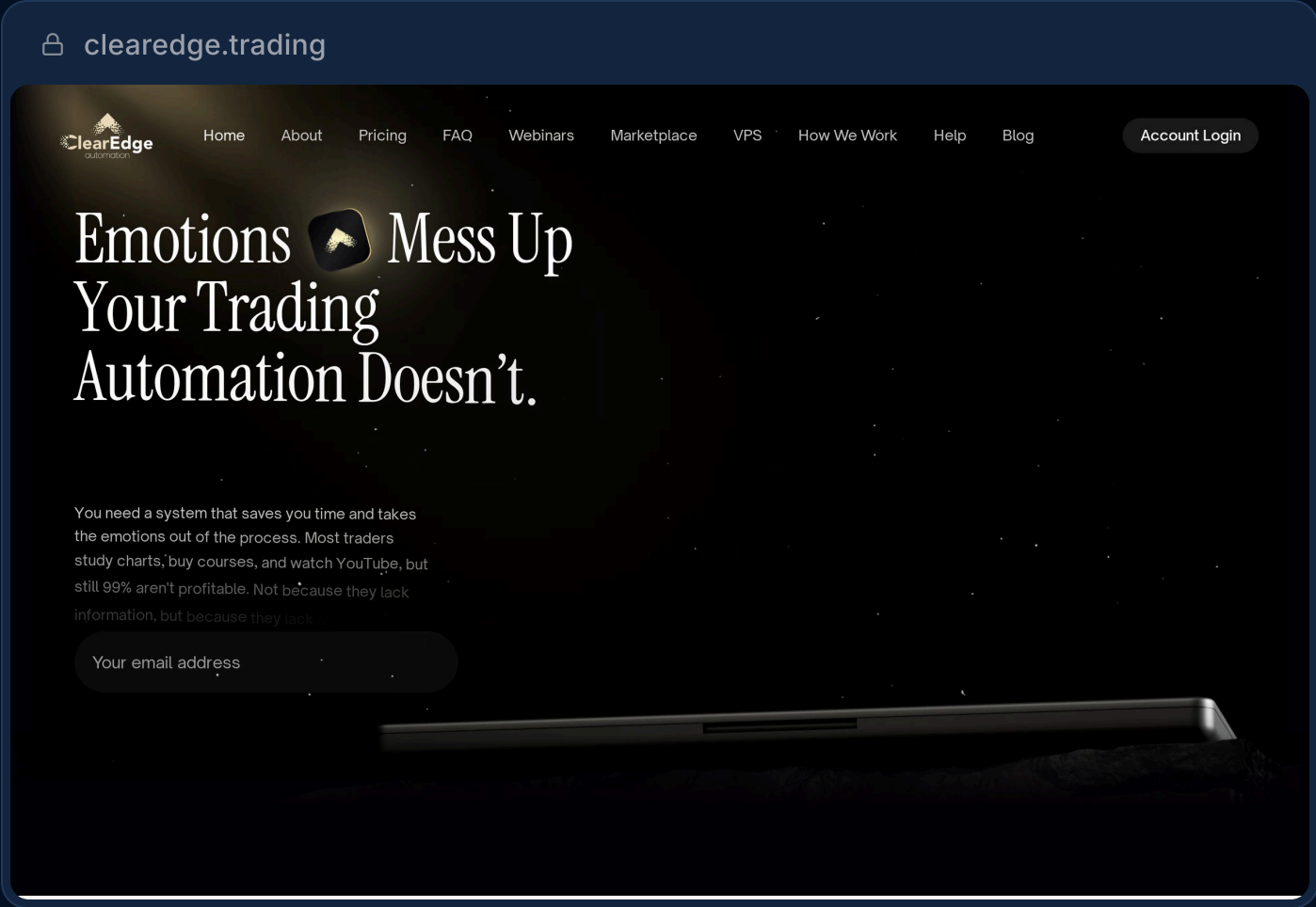
A three - blend launch with the compliance work done properly: age gate, lab results on every product, no loose claims.

All three take money on the client's own merchant account. Nothing routes through us, and nothing stops working the day an engagement ends.

Two search engines now, not one.

People still type into Google. They also ask a model, and the model quotes a handful of pages. Both are won the same way: be the page that answers the question cleanly.

The audit first	Crawl, index, canonicals, schema, internal links, and what the site actually serves to a crawler with no JavaScript.
Real keyword data	Volume, cost and difficulty pulled from a paid source, plus the queries the site already ranks page two for. Never estimated.
Answer-shaped pages	One question per page, answered in the first paragraph, with the entity and the location stated plainly. That is what gets quoted.
Measured, not asserted	A fixed set of buyer questions is run across the engines on a schedule, and we log which sources each one pulled.



A trading automation platform where we run search and AI-answer work on the client's existing site. No rebuild, because the site was not the problem.

We do not promise a citation, because nobody can. What we can do is publish the page that deserves one and then measure whether it got picked up.

A profile that looks worked, not parked.

Twice a week, every week, on the client's Google profile. Written for the town it is aimed at, photographed on a real job, published on a schedule they never have to think about.

20

POSTS PUBLISHED

9

WEEKS RUNNING

2

PER WEEK, PER CLIENT

Someone comparing three contractors on a map sees who has posted this week and who last touched their profile in 2023. That is what these are for, and the photos come off the client's own jobs rather than a stock library.



■ Temora, New South Wales



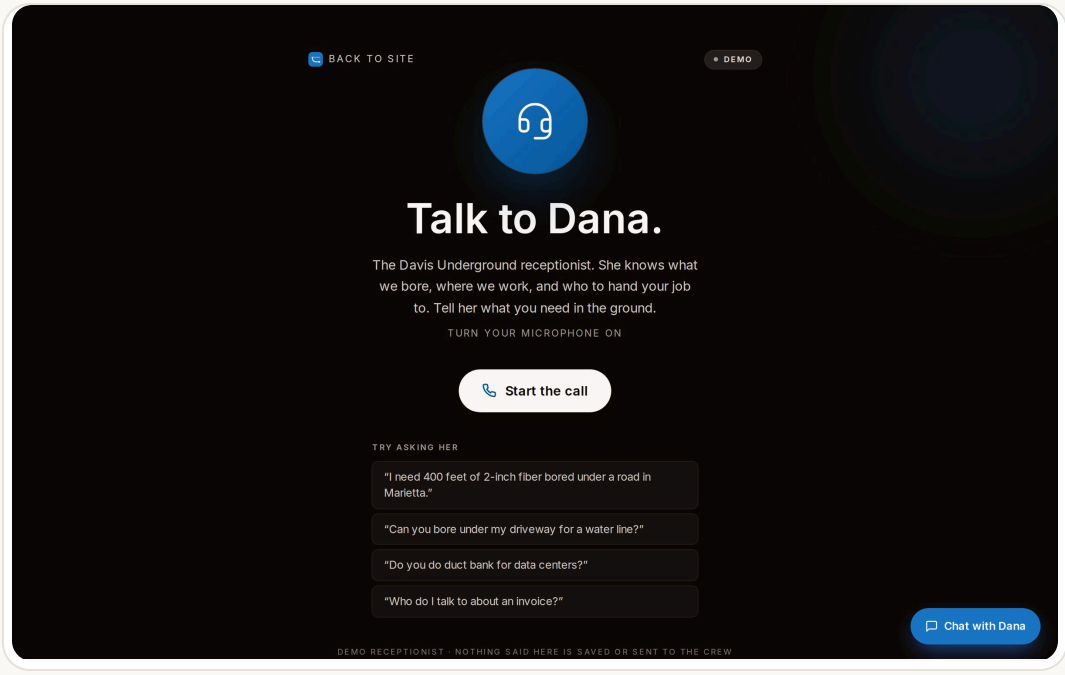
■ Roswell, Georgia

"If you spot our van around Temora this week, odds are a zipscreen is going in somewhere. That's it in the background of this shot, parked where it lives most days: someone's driveway."

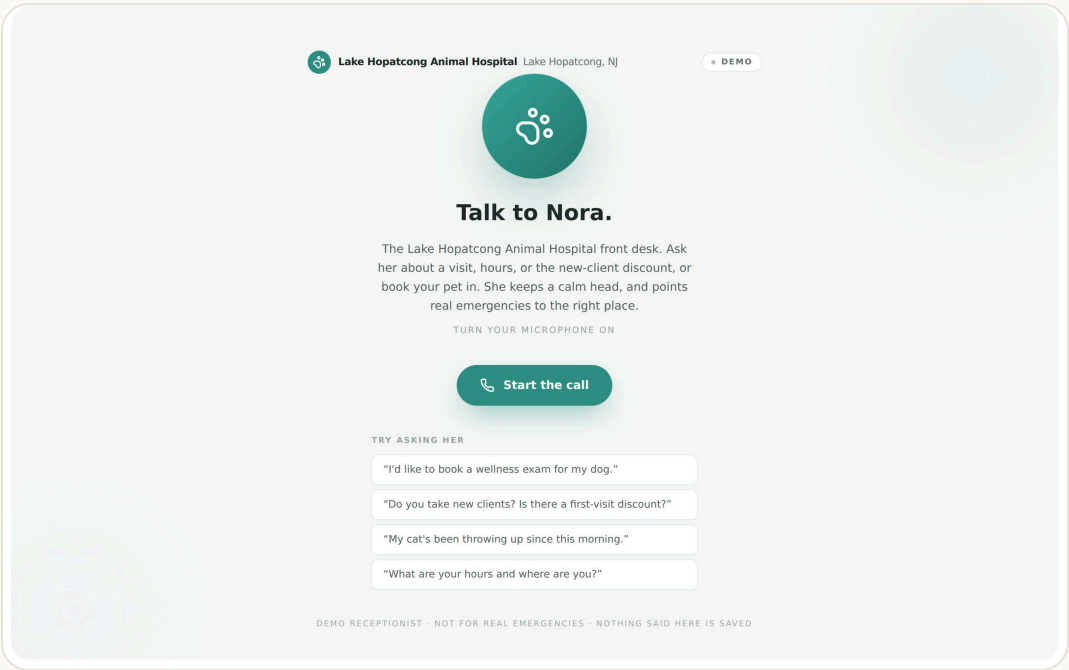
Published 18 August 2026, in the owner's voice. The photo above it is the one that went with it.

Voice agents, demo to production.

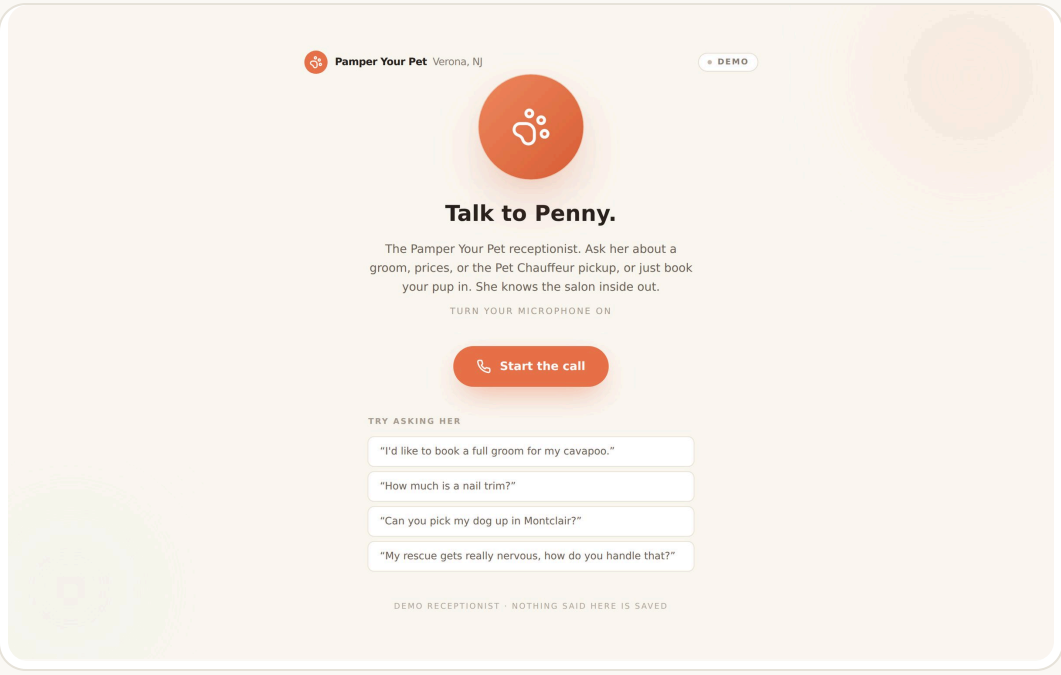
BUILT ON RETELL, WIRED INTO THE CRM



Dana UNDERGROUND UTILITY



Nora VETERINARY CLINIC



Penny PET GROOMER

Kate answers a live inbound line for a solar finance firm. She works out whether the caller is an investor, an installer or a homeowner, and files each one into the right pipeline with about thirty fields already filled in.

Every agent goes through a scored script review, and nothing takes a live caller before a full test call has gone through the whole chain, phone to CRM.

Nearly three hundred posts, all through one door.

Ten client libraries on one desk. Drafts are written, scored against a quality gate and held until approved, so nothing reaches a live site unread.

296

POSTS PUBLISHED

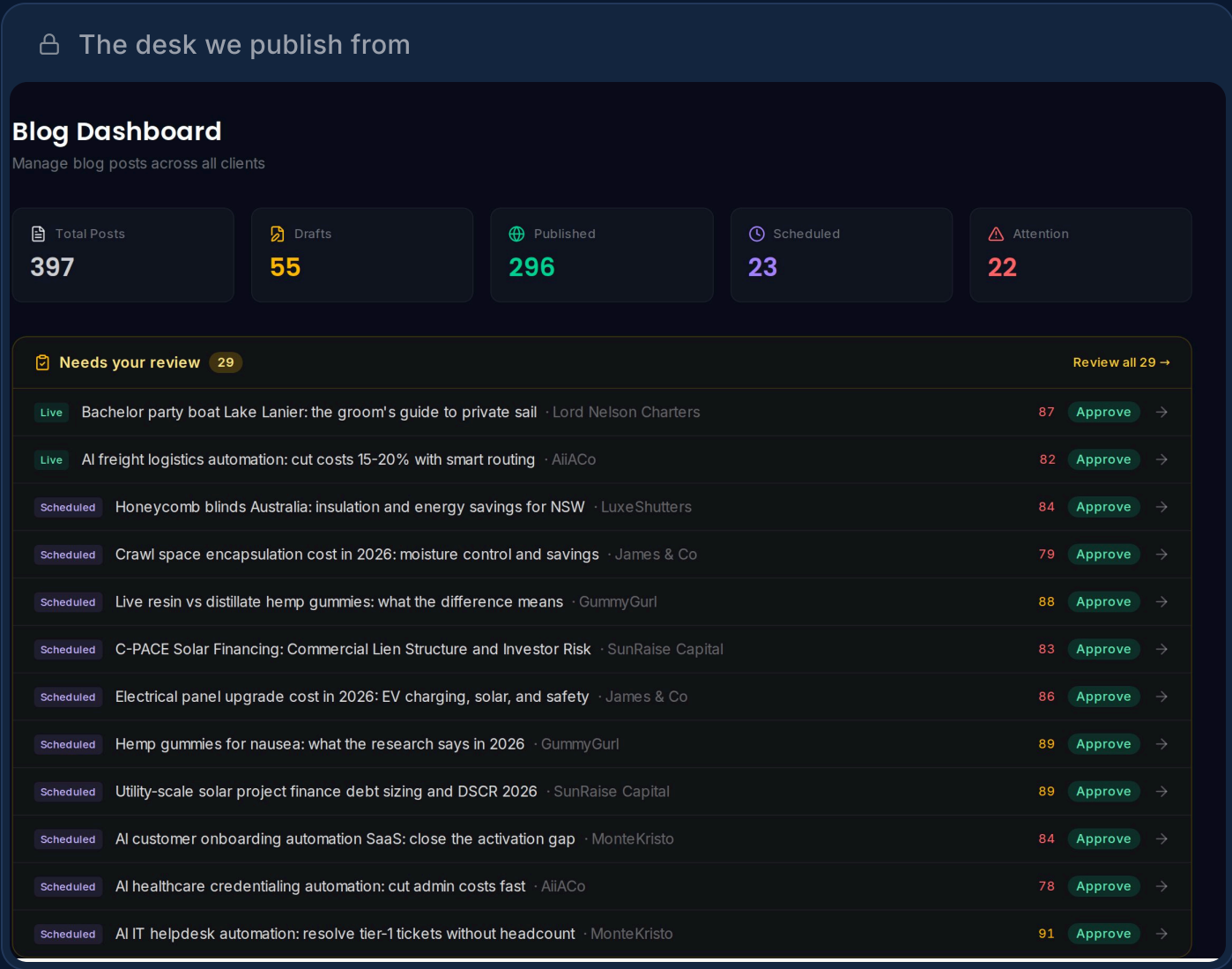
10

CLIENT LIBRARIES

50

LARGEST SINGLE LIBRARY

The subjects are not interchangeable. One library is solar engineering for utility clients, which is not a thing you can fake, and it ships eight to ten posts a month against a database of references we keep verified. Another is hemp compliance, where the wrong sentence is a legal problem rather than a style one.



Every post arrives sounding like the business it belongs to, because house style is checked before a person ever reads it. One client publishes to WordPress, another to a static site, and nobody has to learn a new tool for either.

One cold campaign, twelve hundred leads.

Running since January on a single offer, and getting cheaper as it goes. Cost per lead started at \$10.60 and the last thirty days came in at \$8.53.

1,224

LEADS

\$10.60

COST PER LEAD

5.17%

CLICK RATE

21.6%

LANDING PAGE TO LEAD

The click rate does the heavy lifting: 5.17 percent on a financial services audience, where the published category average runs a third of that.

Meta Ads Manager · the account, as it reads

All adsActionsActive adsHad delivery+ See more

Create a view

Describe what you're looking for

CampaignsAd setsAds

Maximum: 24 Apr 2023 - 24 May 2026

+ CreateDuplicateEditAnalyseA/B testMore

ColumnsBreakdown

	Off... ↑↓	Campaign ↑↓	Results ↑↓	Reach ↑↓	Frequency ↑↓	Cost per result ↑↓	Budget ↑↓	Amount spent ↑↓	Ends ↑↓	Impressions
	☐	GUIDE Cold v1	1,224 Website leads	52,242	3.37	\$10.60 Per lead	Using ad set bu...	\$12,973.15	Ongoing	1
Results from 1 campaign ⓘ										

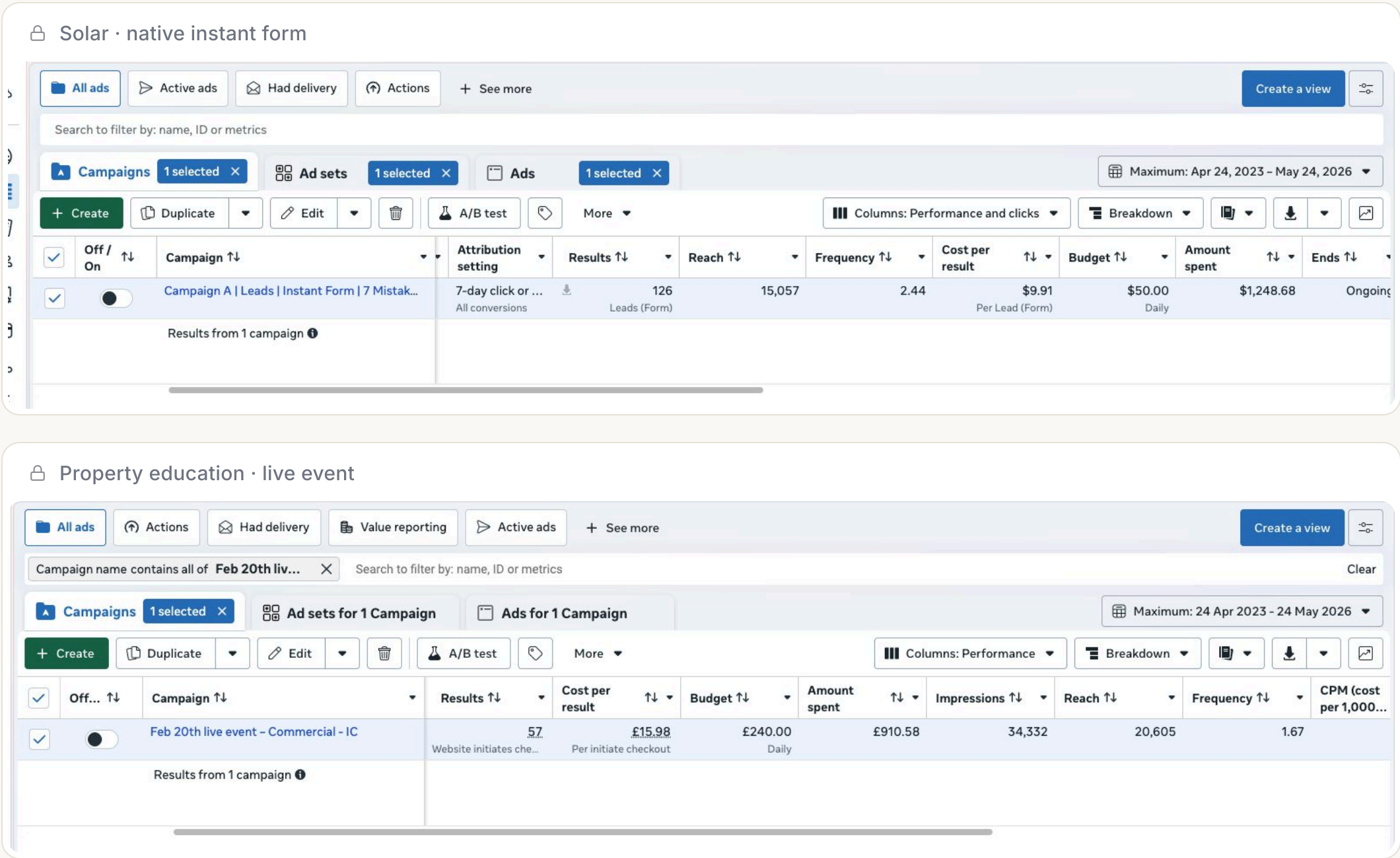
Every figure on this slide is the row above it. We report out of the account, and the client has the same view we do.

Cheap leads, and a funnel that fills rooms.

A native instant form when speed matters and the lead never leaves the feed. A full event funnel when the sale happens in a room.

\$9.91	Per opted-in lead, 126 of them, on fifty dollars a day.
15.98	GBP per checkout started, 57 from one live event.
16.03	GBP per checkout from retargeting the warm audience afterwards, 33 more.
3.05	GBP per webinar sign-up, 141 of them, feeding the same funnel.

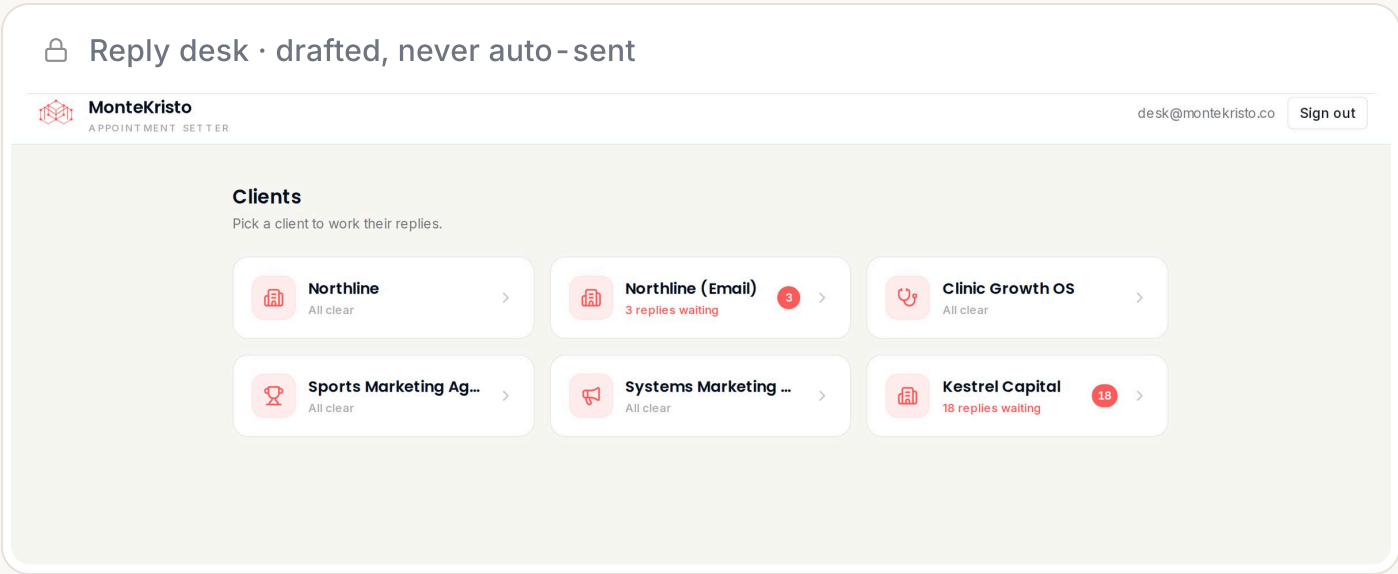
We run Google alongside Meta. On an inherited search account, month one is usually about stopping the spend that is not working.



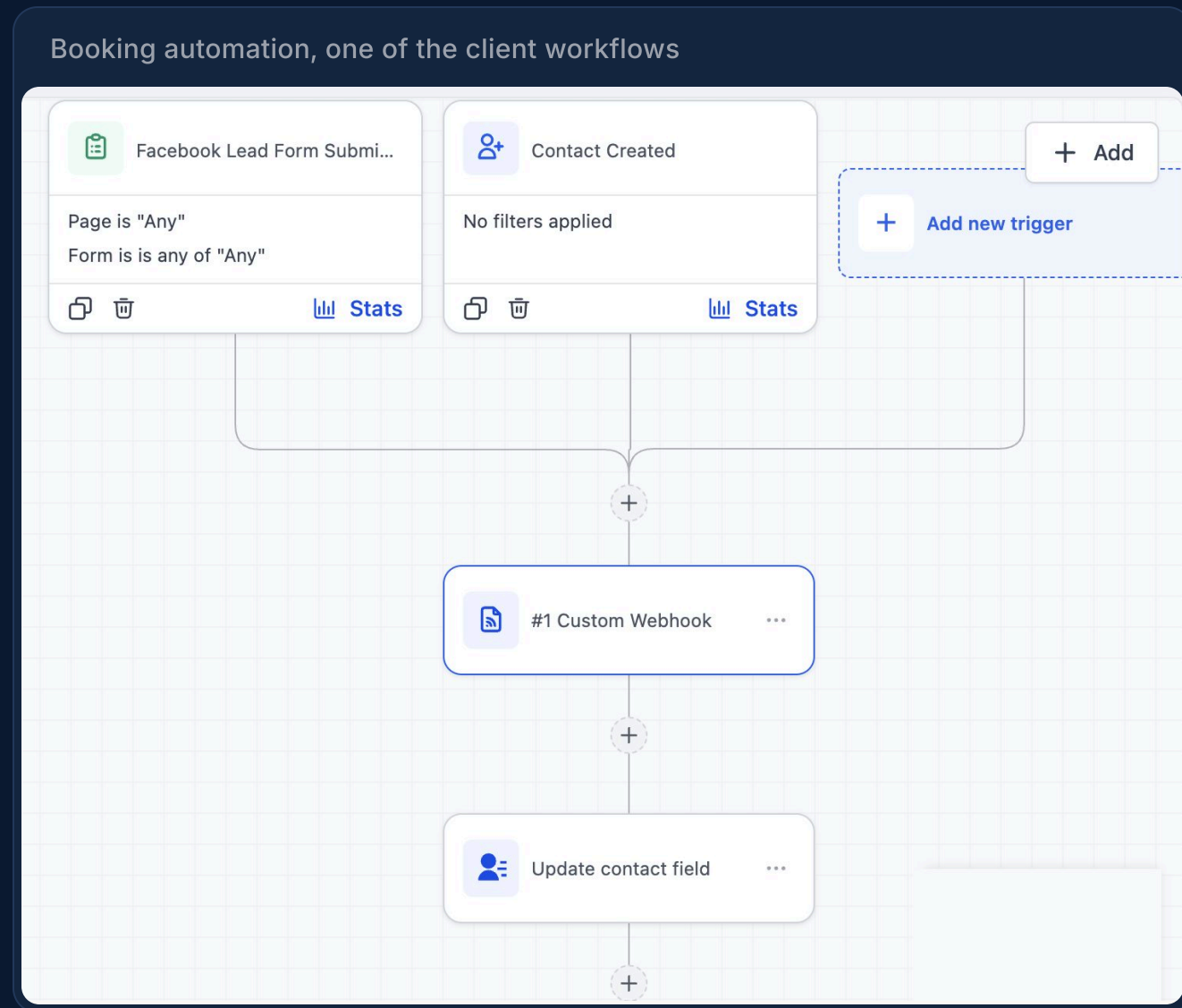
Every number reported, including the ones that dipped.

Two sender profiles, warmed domains, and copy rewritten until it reads like a person rather than a sequence.

22.6 percent accepted	LinkedIn connection acceptance on a healthcare technology program, across roughly three thousand requests.
Replies inside 15 minutes	A contracted response time on inbound replies, with a written report every Friday.
4,536 leads live	Seven campaigns across fifteen inboxes for a New York strategy practice, capped at 525 sends a day.
Health-gated sending	A monitor pauses a campaign by itself if bounces cross three percent, before a domain gets burned.



Replies land on one desk across every client mailbox. A draft appears next to the message within seconds, checked against house style before anyone reads it, and a person still presses send. Always.



A lead is worth what happens to it in the next five minutes. Most of what we build sits between the ad and the calendar: dedupe, score, route, assign, and nudge the owner until it moves.

CRM, LIFECYCLE EMAIL AND SMS

Nothing waits in an inbox.

Twelve CRM accounts

Pipelines, calendars, custom fields, forms and the API behind them, wired to the site and the phone line.

613 messages sent

Two marketing SMS runs to a consented list, batched so a timeout can be retried without anyone getting it twice.

1.3 percent opted out

Against a three percent line where we would have stopped the campaign ourselves. Three referrals came back the same evening.

Carrier registration handled

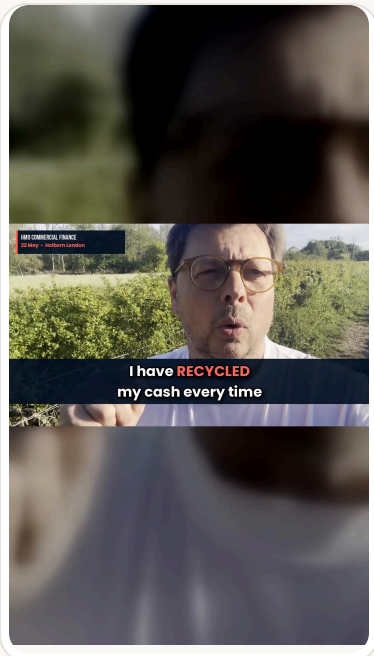
A2P brand approved and the campaign rebuilt for a roofing client after the carrier rejected the first pass. Most agencies hand this back to the client.

Nothing fails quietly

Every automation reports into one monitor, so a broken hand-off is caught the same hour rather than the month after the leads stopped arriving.

Five phone clips in. Eleven finished ads out.

Shot by the founder on his own phone, walking. Cut, captioned, colour corrected and reframed into every ratio the platforms want, then finished with a branded endcard.



9:16



1:1



16:9



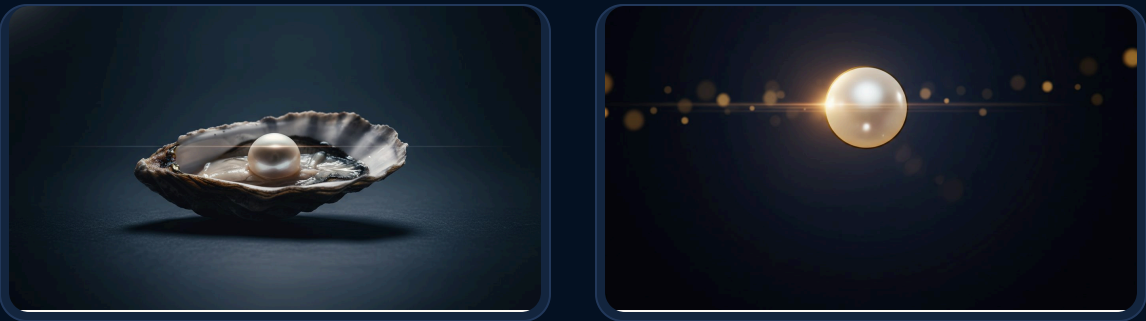
Endcard, all three ratios

The vertical cut is not a crop of the landscape one. The subject is reframed full-bleed and the gap is filled with a blurred extension of the same frame, so nothing important leaves the picture. Captions carry the meaning with the sound off, because most of it plays that way.

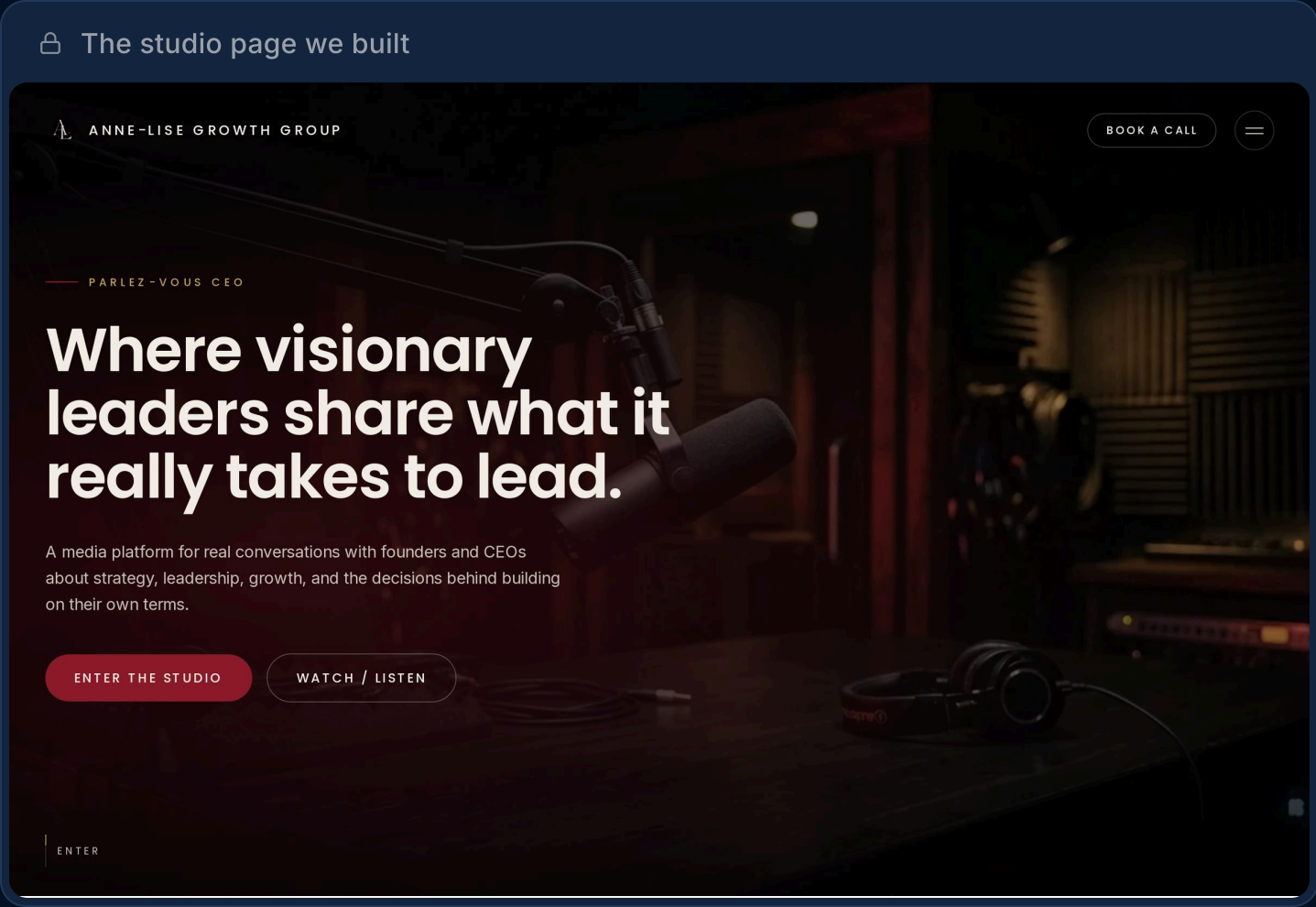
The show is theirs. The platform is ours.

A four - season interview show for founders and chief executives, with the studio page, the season archive, the players and the guest pipeline built around it.

30 episodes, 4 seasons	Real titles, real dates, real runtimes, each streaming from the show's own host. Nothing on the page is placeholder.
Every platform linked	Apple, Spotify, YouTube and Instagram, from one page that scores 100 for search and accessibility.
Guests booked, not chased	The outreach engine two slides back feeds this, aimed at booking the next season.



A launch identity for a different show: an eight second intro and outro, built from scratch.



One screen, and the number that matters on it.

Every account gets a written report on a fixed day. Not a dashboard login nobody opens, a document that says what happened and what we are doing about it.

What it cost	Spend, cost per lead, and the direction both moved since the last one.
What it produced	Leads, replies, bookings and calls, counted in the CRM rather than in the ad platform.
What went wrong	Including the numbers that dipped. A report that only carries good news stops being read.

Daily activity, read out of the CRM

Daily activities

New suspects/prospects added

counted from the CRM

Direct outreach / introductions

manual check-off

New case study created

manual check-off

All follow-ups completed

counted from the CRM

One-pagers sent

manual check-off

Podcast pitch completed

manual check-off

Where a client wants it live rather than monthly, we build the screen. Half of this one counts itself out of the CRM overnight, the rest is a one-tap check-off.

How we plug in.

01

Scope. A written plan before any build starts.

02

Build. On our stack or inside yours.

03

Audit. A second pass attacks the work before it ships.

04

Verify. Test call, test booking, checked end to end in production.

05

Hand over. Accounts, docs and monitors. No lock-in.

We run direct for some clients and white-label for agencies that resell the work. Either way the client owns the accounts and the result. That last part is the point for a fulfillment partner: you keep the relationship, we keep the machines running.

Nine founders recorded what it was like to work with us, on camera and unedited. They are on the site, not in this deck, because a person saying it beats a pull quote we chose.

■ montekristo.co/testimonials

Where this work has landed.

DIRECT CLIENTS, PARTNERS, AND PARTNERS' CLIENTS

Sixty-odd industries across eight countries. Read it as range, not as a menu.

Home and trade	Window furnishings · Roofing, siding and gutters · Plumbing · Electrical contracting · Garage doors · Remodeling and custom cabinetry · Interior design · Construction · Underground utility work · Septic and wastewater · Pet grooming · Veterinary practice
Energy	Residential solar finance · Utility-scale solar · Community solar · Solar data integration · Geothermal HVAC · Energy procurement · Renewable energy technology · Low-carbon engineering
Industry	Downhole video analytics · Wireline data acquisition · Composite pipeline repair · Hazardous-location equipment · Valve manufacture · Electrical cabinet manufacture · Industrial sanitation chemistry · Oilfield revenue operations
Health and fitness	Fitness studios · Instructor certification · Activewear · Longevity medicine · Hospice care · Dental practice growth · Preventive health technology · Martial arts
Consumer goods	Hemp edibles · Mushroom products · Nutraceutical contract manufacturing · Perfume · Vintage clothing and jewelry
Finance	Personal finance education · Investment education · Trading automation · Loan management software · Distribution intelligence · Fractional CFO practices · Property finance training
Real estate	Commercial investment sales · Cash home buying · For-sale-by-owner lead engines · Luxury vacation rental management · Property management and building maintenance
Marine and leisure	Sailing charter · Sailboat restoration and custom canvas
Advisory and media	Career coaching · Keynote speaking · Executive coaching · Founder-led consulting · Chief executive strategy · Podcast production · Online education communities
Platforms and agencies	Analytics services for financial institutions · Operational intelligence platforms · CRM implementation · White-label agency delivery
Non-profit and events	Environmental non-profits · Anti-trafficking non-profits · Cultural events and sponsorship

We do not sell a vertical. What repeats from one of these to the next is not the industry, it is the shape of the problem: the enquiry nobody answered, the list nobody worked, the spend nobody traced. The approach is holistic and it is built around the business in front of us, which is why a window furnisher and a Brooklyn brokerage can run on the same stack and neither one gets a template.



Let's build yours.

Every site and every campaign in this deck is running. Happy to open any of it on a call, including the accounts behind a login.

■ montekristo.co ■ contact@montekristo.co The client keeps the accounts and the result

MARKETING AND GROWTH · AUGUST 2026