



Media Mark | Web Development, Marketing, Publishing

## Comprehensive Marketing Plans

Our comprehensive marketing plans include website content updates, blog marketing, graphic design, print collateral, social media marketing, email marketing, copywriting, photography & video production. Search Engine Optimization (SEO) is inclusive in everything we do! SEO is a primary goal, but unlike many SEO marketers our focus runs much deeper than just optimizing websites for page rank. We keep the human element at the forefront of everything we do!

## Calibrated and tuned for a single purpose!

1. Create and maintain professional publishing networks to efficiently, effectively & consistently market your business **LOCALLY** and on the World Wide Web!

Our comprehensive marketing plans qualify, define, write, produce, optimize, implement and publish focused media content for broadcast on a highly diverse set of integrated networks.

We define goals, confirm direction and begin production. Collaboration runs as deep as a client desires. We start with a series of business interviews & discovery discussions and follow up with a top-notch publishing platform promoting what your business does best. Weekly & monthly meetings inspire creativeness, storylines and a consistent message, as well superior analytics and ROI!

## And that's only the start...

In the simplest of terms – our comprehensive marketing plans focus on consumers finding and purchasing your goods and services, in highly competitive online and brick and mortar markets.

We accomplish this through keeping the human connection at the forefront of everything we do to incorporate superior click-to-sales conversion & customer retention rates. It costs 90% of an advertising budget to bring new customers into your store, and 10% to keep them coming back for more. Our marketing model completes the first 90% and maintains the latter 10% through consumer stimulus, contemporary public relation tools, and quantifiable metrics reports and analysis with proactive campaign adjustments based on consumer interest and habit; key components to meet & exceed marketing, sales and public relations objectives.

Comprehensive marketing plans are inclusive as defined.

*Custom plans can be quoted on consultation.*



## Comprehensive Marketing Plans & Rates

### 2x Week Plan

Once per week: Meet with client – Thirty minute strategy meeting.

Once per month: Meet with client – One (1) hour metrics report & analysis.

2x per week: 4-Social Media Networks. Email Campaigns. Blog Posts.

Monthly: Production: Photo: 1-1-hour photo shoot. Video: 1-15-second video commercial. Graphic Design: 2 graphic design projects per month. 2 website content updates per month.

Price:

\$700 p/month w/year account

\$1000 p/month w/quarterly account

### 3x Week Plan

Once per week: Meet with client – Thirty minute strategy meeting.

Once per month: Meet with client – One (1) hour metrics report & analysis.

3x per week: 4-Social Media Networks. Email campaigns. Blog posts.

Monthly: Production: Photo: 1-1-hour photo shoot. Video: 1-30 second, or 2-15 second video commercials.

Graphic Design: 3 graphic design projects per month. 3 website content updates per month.

Price:

\$1200 p/month w/year account

\$1500 p/month w/quarterly account

### 5x Week Plan

Once per week: Meet with client – Thirty minute strategy meeting.

Once per month: Meet with client – One (1) hour metrics report & analysis.

5x per week: 4-Social Media Networks. Email Campaigns. Blog Posts.

Monthly: Production: Photo: 2-1-hour photo shoots. Video: 1-90 second, or 2-30 second, or 4-15 second video commercials. Graphic Design: 4 graphic design projects per month. 4 website content updates per month.

Price:

\$1900 p/month w/year account

\$2200 p/month w/quarterly account