

## STRATEGY & CONSULTING

### Marketing Strategy Session

- High Level Strategy Session and Report

### Marketing Implementation Plan

- 1-Year Tactical Marketing Plan, Budget and Timeline

### Virtual Marketing Department

- Minimum 6-Month Contract Required
- Includes Consulting, Content and Design Services
- Minimum 20 Hours Per Month
- Priority service and scheduling
- Pass-Through Agency Discounts on Media & Printing

## GRASSROOTS Direct Marketing

- Feasibility Studies
- Customer/Client Surveys
- Promotional Programs
- Loyalty Programs
- Referral Generation Programs
- Cross Sell/Up Sell
- Prospect Drip Campaigns
- Follow-up Programs
- Lead Qualification/Generation
- Customer Retention
- Database Updates
- Trade Show/Event Follow-up

## PROSPECT LISTS/DIRECT MAIL

- Consumer Lists (Experian)
- Business Lists (Dun & Bradstreet)
- Counts & Target Market Stats

## CUSTOMER/PROSPECT SYSTEM

- Communication System Setup  
ACT or Outlook is preferred. Includes Requirements Session, Field Definitions, Primary Layout, Data Import and Communication Templates
- User Training  
Basic training for up to 5 users

## DESIGN & IMPLEMENTATION

### Start-Up Package

Includes: Full Process Logo, Business Card, Letterhead & Envelopes

- Logo Development
- Business Card Design
- Letterhead & Envelopes
- Other Materials
  - Brochures
  - Display Ads
  - Pocket Folders (sales kits)
  - Posters
  - Signage
  - Exhibit Banners
  - Postcards & Flyers

## WEBSITES

- Website Design
- Web Marketing
- Web Maintenance Training
- Natural Search Optimization

## NEWSLETTERS

- Setup & First Edition  
Includes email engine setup fees, custom stationery template, database, web registration, subscriber screens, and complete first newsletter.
- Newsletter Training
- Outsourced Ongoing Services
- Print Newsletters
- Research/Writing
- Custom HTML Newsletter Templates

## PHOTOGRAPHY

- Custom Shoots
- Stock Images

## AUDIO/VIDEO

- On-Site Videography or Audio Recording
- Studio Audio Recording
- Studio Video Recording (Green-Screen Capabilities)
- Audio/Video Editing, Graphic Overlays, Animated Overlays
- CD/DVD, Encoding for the Web, Podcasting, Media Conversion