



MONTHLY RETAINER PACKAGES –
PAY A LOWER HOURLY RATE and ensure an ongoing promotional effort, which ultimately leads to **the most effective solution**. Note that these are examples. Elements and tasks included are negotiable, custom quotes provided.

Sample Basic Marketing Package – just \$485 per month! Includes:

- Development, Content, Design & Distribution of a monthly **e-newsletter**
- Development (if needed) & maintenance of a **Facebook page** &/or **Linked In** account, writing 2 to 3 postings per week, encouraging Likes and interaction
- Writing & Mailing one sales letter per month** to prospects (Qty 60 per mo.)
- Attending one networking event per mo.** on your behalf, and follow up with all contacts made
- One hour of marketing consulting** / sales coaching per mo.
- Submission of your business info and profile to 8 **online search engines** and directories every month (Bing, Yelp, Yahoo, Google, Local sites, etc.)
- Graphic design** of one item each month (postcard, ad, biz card, flier, coupon, etc.)
- Quarterly **press release writing** & distribution OR **blog article** writing/posting
- Receive feedback and input** on any promotional item you are considering

Sample Deluxe Marketing Package – all of the above plus the items below – just \$595 per month:

- Receive an additional hour of marketing consulting / sales coaching
- Attendance at **TWO** networking events per month on your behalf
- Receive notices on local events, sponsorships, expos, & other promotional opportunities (targeted events)
- Implementation and management of a Google Text Ad (Adwords) campaign OR other online advertising (facebook, banner ads, etc)
- Copywriting for an additional piece each month (email campaigns, blog articles, new web page, etc.)
- Social Media Management (Facebook, Linked In, Twitter, Pinterest)

ALL Marketing packages include, at no additional charge:

- Being listed on the Business Buddies page of www.businesseventsfla.com
- Having your literature (brochure, rack card or promo card) put out at all of Priscilla's events (2 events per month average)
- Being listed/featured in Priscilla's local e-newsletter to 1000+ subscribers
- A **FREE** table (vendor exhibit table) at one of Priscilla's events each quarter
- The ability to ask Priscilla about any potential advertising, promotional, marketing activity you are considering – get expert feedback before making purchase decisions