

ASSESSMENT

Begin with an assessment to determine if your online presence is in alignment with your objectives and, importantly, the public's perception. Only by knowing your starting point can you create a map to get you where you want to be. Based on your goals, we will build on your strengths and prioritize your efforts with an actionable plan and an online strategy guaranteed to bring you real return on your investment.

The assessment consists of the following:

1. A worksheet to assist you in defining your objectives and conducting your online inventory
2. An assessment of your current digital situation:
 - Thorough online examination
 - Analysis of public perception
3. In-depth consultation either in person or via Skype:
 - Review of social media goals and objectives
 - Evaluation of strengths and weaknesses
 - Highlighting areas where goals and objectives do not align with current situation
 - Determining a strategy and action plan based on priorities
 - Allocation of resources and commitment to a publication schedule
4. Consolidated results of your assessment in a brief prioritized report

INDIVIDUAL

For professionals, hobbyists or anyone who wants to gauge his or her online presence

PRICE: £125 (\$160)

ENTREPRENEUR

For consultants or owners of small businesses who need guidance in DIY marketing efforts

PRICE: £150 (\$240)

PERSONAL SOCIAL MEDIA PACKAGE

Twitter and LinkedIn

- Individual Assessment
- Copy points e.g., Elevator speech, Twitter bio, LinkedIn profile
- Visual imagery e.g., Headshot, Twitter background and Avatar
- Cross linking with blog, web site, Twitter and others, e.g., YouTube
- Assistance in optimizing recommendations and features in LinkedIn and other networking sites

PRICE: £475 (\$500)

Personal Social Media Quick Start

- Twitter and LinkedIn package plus
- Personalized hands-on tutoring to maximize your social media efforts

PRICE: £625 (\$740)

SMALL BUSINESS SOLUTIONS

Complete Small Business Package

- Entrepreneur Assessment
- Copy points e.g., elevator speech, Twitter bio, LinkedIn profile
- WordPress template web site
- Twitter background
- Corporate Avatar
- Optimizing LinkedIn and local networking sites
- Facebook Fan page
- Email Marketing materials
- Social media marketing tutoring
- Email Master tutoring
- Organic Search Engine Optimization (SEO) workshop
- 3 web videos

PRICE: £3540

Prices are based on an hourly rate of £60 (\$80) and subject to change.

Please contact us to request a quote for your requirements.

Updated
2 January 2011

Bonnie Cotier

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SMALL BUSINESS SOLUTIONS CONT.

Small Business Social Media Package

- Entrepreneur Assessment
- Copy points e.g., elevator speech, Twitter bio, LinkedIn profile
- Twitter background
- Corporate avatar
- Optimizing LinkedIn and local networking sites
- Facebook Fan page
- Social media marketing tutoring

PRICE: £1375 (\$1560)

TUTORING FOR SUCCESS

Intensive hands-on training designed to focus on your unique situation, this is individual consulting to guide you through your own marketing projects so you will gain the understanding and skills you need to do it yourself.

Introduction to Social Media Marketing Tutoring

Personalized hands-on training to connect the dots in your social media efforts. Takes the guesswork out of social marketing by covering the basics of establishing your presence in a cost-effective and measurable way.

- Creating your social listening points
- Content creation: purpose, publication schedule and management
- Cross-linking your communications creating an engagement loop
- Capturing information and what to do with it
- Covering the basics of management, monitoring and analyzing
- Learning what is important in reporting to gauge your effectiveness

PRICE: £300

Introduction to Email Marketing Workshop

Personalized hands-on training guaranteed to improve your email marketing efforts.

- Determining why customers want email from you
- What works for you in a subject line, content and call to action
- Analysis of your campaign strategy and target audience
- Benefits of segmentation
- Supreme importance of testing

PRICE: £300

Master Email Marketing Workshop

Taking you to the next level in your email marketing efforts.

- Closing the engagement loop with sophisticated sharing features
- Landing pages
- Utilizing segmentation to improve your response
- A/B testing

PRICE: £300

Organic SEO Workshop

Intensive hands-on training provides a solid understanding of the fundamentals of “White Hat” organic search.

- Set up Google Analytics on your web site and how to use this powerful tool
- Demystify SEO as we improve the titles, tags, and descriptions throughout your site
- Discover your key words, why they are important, and what to do with them

PRICE: £300

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WORDPRESS WEB SITES

Bespoke WordPress Web Site

Dynamic web site designed and produced for your needs and audience. Form and function are united in design, copy, SEO and standards-compliant code to produce an effective and engaging web presence.

- Built using the well-supported Hybrid Theme
- Future proof support by the legion of WordPress developers
- Easy-to use WordPress content management system (CMS)
- Built-in Organic SEO tools
- Appropriate landing pages targeted to inbound links
- YouTube videos of the instructions for later reference
- And so much more...

PRICE: Starting at £3,200 (\$5,000)

Template WordPress Web Site

Wide assortment of top quality, professional WordPress template designs to choose from, providing you a professional site you can be proud of at a fraction of the cost of a custom site.

- Set up site on your server with Google Analytics
- Brand with your logo, colors and images
- Set up your SEO
- Training in using the WordPress dashboard
- YouTube videos of the instructions for later reference
- And so much more...

PRICE: Starting at £600 (\$790)

Add Three SEO loving YouTube videos for only £240 more.

Prices are based on an hourly rate of £60 (\$80) and subject to change.

Please contact us to request a quote for your requirements.

THE INDIVIDUAL ELEMENTS

Social Media Copy Points

- Elevator speech
- Twitter bio
- LinkedIn profile

PRICE: £75 (\$120)

Icon Headshot

- Photo taken for the small size of icons

PRICE: £60

Avatar

- Prepare either a photo or graphic

PRICE: £35 (\$40)

Twitter Background

- Original graphic incorporating branding elements

PRICE: £60 (\$80)

YouTube Background

- Original graphic incorporating branding elements

PRICE: £60 (\$80)

Twitter and YouTube Background Combo

- Original graphic incorporating branding elements

PRICE: £85 (\$120)

Web YouTube Video Intro

- 30 second personal introduction

PRICE: £120

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THE INDIVIDUAL ELEMENTS CONT.

Business Card

- Layout and design
- Original designs for backs of cards
- Files prepared for printing and uploaded to server
- Printing fifty double-sided cards (larger quantities available)

PRICE: £150 (\$240)

Facebook Fan Page

Quickly get yourself up and running on Facebook.

- Set up your fan page with custom URL and complete the conversation loop
- Custom intro page
- Learn best practices to incorporate Facebook into your marketing mix
- Understand the basics on places, apps and ads
- Learn the basics of management, monitoring, and analyzing to gauge effectiveness

PRICE: £520 (\$780)

Optimize SEO web site

- Set up analytics and measurable metrics
- Key word assistance
- Title page, tags, and page description for 10 pages
- Intro to the basics of SEO

PRICE: £300 (\$420)

Email Template

A template to be used in all popular email clients.

- Custom-designed email template
- Tested to work in all mail clients
- Easy to add content your content

PRICE: £500 (\$775)

Email Campaign Materials

Quickly turn your database of names into a powerful marketing tool.

- Custom-designed email template
- Brand your subscription process with your identity
- Set up your database in a mail client e.g., MailChimp or Constant Contact
- Training on how to use your mail client and template

PRICE: £850 (\$1275)

STRATEGY, DESIGN, PRODUCTION & COPY WRITING

Concepts and Marketing Strategy

Fresh ideas that are designed to get results cost effectively.

PRICE: £60 (\$80) per/hr ask for a quote

Corporate Communication Design and Production

Everything you need to communicate persuasively and engagingly with your audience.

PRICE: £60 (\$80) per/hr ask for a quote

Corporate Communication Copy Writing

Attention grabbing and motivating copy.

PRICE: £60 (\$80) per/hr ask for a quote

Prices are based on an hourly rate of £60 (\$80) and subject to change.

Please contact us to request a quote for your requirements.

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