



DID YOU HEAR WHAT THEY'RE SAYING?

Give Them Something TO Talk About



RATE SHEET
MARKETING SERVICES

RATE SHEET

MARKETING SERVICES

MARKETING PACKAGES

SOCIAL MEDIA UPDATE \$200

DESIGN AND DELIVERY OF THE FOLLOWING:

- Updated Logo design
- 01 set of Business Cards *(printed)*
- 01 set of Announcement Postcards *(printed)*

A full set of banner/header images for:

POSTCARD CAMPAIGN \$400

DESIGN AND DELIVERY OF THE FOLLOWING:

- Set of four (04) timed postcards to be mailed over a pre-determined schedule.

PRINT ADVERTISEMENT \$125 AND UP

DESIGN AND DELIVERY OF THE FOLLOWING:

- 01 ¼ page ad - \$125.00
- 01 ½ page ad - \$250.00
- 01 Full page ad - \$500.00

EMAIL CAMPAIGN \$300

DESIGN AND DELIVERY OF THE FOLLOWING:

- Set of four (04) timed emails to be sent over a pre-determined schedule.

30 SEC. COMMERCIAL \$200

DESIGN AND DELIVERY OF THE FOLLOWING:

- Updated Logo design
- 01 set of Business Cards *(printed)*

PRESENTATION \$600

DESIGN AND DELIVERY OF THE FOLLOWING:

- Updated Logo design
- 01 set of Business Cards *(printed)*
- 01 set of Announcement Postcards *(printed)*
- A full set of banner/header images for:

No. **1**

No. **2**

No. **3**

SOCIAL MEDIA \$600.00

DESIGN AND DELIVERY OF THE FOLLOWING:

- Updated Logo design
- 01 set of Business Cards

A full set of banner/header images for:

- Twitter
- Facebook
- LinkedIn

A set of four customizable images to add to social media posts.

NEW BUSINESS \$1,500.00

DESIGN AND DELIVERY OF THE FOLLOWING:

- Updated Logo design
- 01 set of Business Cards *(printed)*
- 01 set of Announcement Postcards *(printed)*

A full set of banner/header images for:

- Twitter, Facebook, LinkedIn

A set of four customizable images to add to social media posts.

A marketing strategy that includes:

- **Market Analysis** which covers target audience, audience perceptions, communication strategies for the target.
- **Marketing Plan** for first (03) months to engage consumers and convert them to clients.
- **Social Media Messaging Points** that can be adjusted and customized as needed

MODERNIZATION \$2,500.00

DESIGN AND DELIVERY OF THE FOLLOWING:

- Updated Logo design
- 02 sets Business Card *(printed)*
- 02 sets of Postcards *(printed)*
- 01 sets of One Sheets *(printed)*

A full set of banner/header images for:

- Twitter, Facebook, LinkedIn

A set of four customizable images to add to social media posts.

A marketing strategy that includes:

- **Market Analysis** which covers target audience, audience perceptions, communication strategies for the target.
- **Marketing Plan** for first (03) months to engage consumers and convert them to clients.
- **Social Media Messaging Points** that can be adjusted and customized as needed

ALL RATES ARE VALID THROUGH JAN 2018

RATE SHEET

MARKETING SERVICES

BENEFITS OF MARKETING

PEOPLE WILL LOVE YOU!

And they don't even know ya...yet!
Every business needs to grow and expand. To meet new people who need the services and benefits you offer. Brands make sharing your experiences with others more like a great conversation and less like whisper down the lane.

PEOPLE WILL TALK ABOUT YOU

and that's a good thing!
Brands make networking and word of mouth easier, they're easy to share. Whether in person or on "the internets" people talking to people about you, in the right way, is

PEOPLE WILL WANT TO BE YOU!

A brand draws consumers to your business like moths to a flame! With that many clients, your bound to drawn impersonators, and that's a good thing. You must be doing something right!

WHAT'S THIS GOING TO COST ME?

A LOT LESS THAN YOU'D THINK

WE'D RATHER DISAGREE OVER TYPE THAN ARGUE OVER MONEY. We're old Skool that way. The discussion of money can make people uncomfortable. We get it, it's not ok our top ten favorite things list. Arguing over money isn't great for us either. It's a distraction from what we love to do.

THAT'S WHY WE DEVELOPED OUR FLAT RATE SYSTEM. Just like you, heck, like any small business, we don't have a ton of disposable income for "perks"...and we're in the "perks" business! It's why we feel great branding, design and marketing doesn't have to be expensive to be amazing! Quality is in the eye not the pocketbook.

FLAT RATES ARE GOOD FOR YOU AND THEY'RE GREAT FOR US! We can do what we love to do and you know it's not going to cost a million dollars. But...you're still not using comic sans on anything...

unless you're an elementary school, then go for it!

GENERAL FEES

Project Oversight Management	\$95 per hour
Press Release	\$275 flat
Marketing Campaign <i>includes: in-office visits, phone consultation, e-mail support. (Min. 3 month commitment)</i>	\$500 per month
Newsletters <i>initial template design</i>	\$450*
Additional Mailings <i>Includes: complete tracking report is available telling you how many people opened the e-mail and what areas were of most interest.</i>	\$175
Marketing Analysis	\$650
Social Media Marketing	\$350 per month

AVERAGE TURN-AROUND

On average we will have all your work delivered to you in 2-3 weeks, dependent on the project and the revisions involved We provide a reasonable project timeline in all our project proposals.

EXTRA REVISIONS

1 hour minimum billed at hourly rate of \$62.50

RUSH SERVICES

Monday - Friday
24-48 Design turn-around
Additional 30% surcharge per hour
\$125.00 minimum

WEEKENDS - HOLIDAYS

24-48 turn-around
Additional 50% surcharge per hour
\$225.00 minimum

Marketing rates do not include printing costs, unless specifically noted

All services require a 50% deposit to begin project. Final payment is due at the time of delivery of the products.

A 1.5% per month surcharge may be added to any invoice not paid within the time period stated.

FOR COMPLETE DETAILS AND DESCRIPTIONS
VISIT OUR WEBSITE

SOCONA.US/MARKETING

ALL RATES ARE VALID THROUGH JAN 2018

AT A GLANCE

COMPANY EST.

2005

**A FEW OF THE
PEOPLE WE WORK WITH**

BACKGROUND

Every business exists to succeed. No business opens its doors with the intention of closing. This couldn't be more true for your business. Every day you walk the fine line between keeping "the doors open and the lights on" and closing up for good. It's a constant challenge even when the economy is robust, but it's a nightmare when the economy is a rollercoaster.

Stop selling. start branding! is a philosophical change in how you engage and talk about your business. By taking a brand first approach you ensure that every marketing campaign has maximum impact and is always successful. It's an approach that makes marketing and sales easier to maintain and sustain. It gives you something tangible and real to sell and market. You no longer need to feel like your on a marketing treadmill, barely keeping up. We put you in the drivers seat. We put you in control of your business. You run your business, not the other way around...

We help businesses reach their full potential.

Artists, Designers + Freelancers
Consultants
Dry Cleaners
Home Based Businesses
Real Estate Agents
Retailers & Single Person Storefronts
Sales People
Small Businesses
Switching Careers

WHO KNOWS US

AIGA
BNI
Anaheim Chamber of Commerce
Golden West College Digital Arts Dept.
LeTip International

The **FACTS** JUST THE FACTS

75%

**OF NEW BUSINESS FAIL
IN THE FIRST YEAR**

That's a fact! Three quarters of all businesses won't survive the first year. The first year!

Why? Well we don't really know why, we aren't here to blame, what we do know is a brand improves the odds, considerably.

That's a fact!

20%

**OF THOSE
WON'T SURVIVE**

Are you sitting down? If not, sit down, right now. Of that quarter of business' that survive their first year, less than a quarter of those survivors make it to five years.

If you're doing the math...let us know the numbers, math isn't our thing. A brand will help you survive when times are hard.

That's a fact!

04%

**WILL CELEBRATE
TEN YEARS**

Seriously, are you sure you can handle this? We lost count on the math, we just know brands give you a better than average chance to make it from day one.

A business that brands should be able to survive any and every storm

That's a fact!

The **Design Office**

stop selling. start branding!

SOCONA.US