

# #3 Get Active & Stay Engaged

## Content Marketing Action Packages

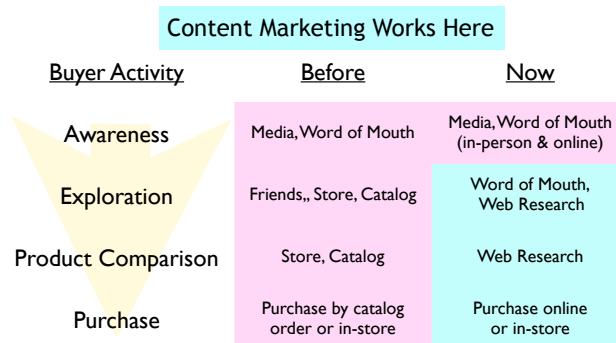
Content is king in pushing your website and social media to the top of search and driving customer engagement. Don't just let your website and social media sit there. Actively drive business.

All packages include SEO services and online strategies to drive search results & traffic. Ask about getting to the top of Google.

### Goals of Content Marketing



### How It Drives Sales



### Start By Telling Your Story

Every business has a story and new customers trust businesses that can tell their story well. Don't make prospects go on a blind date with your company.

Company history: \$350

Company services/goods: \$250

Meet the Team: \$75 per person

### Stay Fresh And Keep Telling It

Once you've introduced your business, the conversation doesn't stop there. Work with our content and communication specialists to provide regular updates and offers to your customers, driving comments, reviews and inquiries, leveraging the power of the web to push your content out, growing online brand authority. *12 mos. minimum*

Weekly Content: \$450/month

Semi-weekly Content: \$750/month

Daily Content: \$1,500/month

Semi-daily Content: \$2,500/month

### Become An Industry Expert

Looking to build prospective customer confidence and make your site a go-to for information about your industry's good and services? These packages work with your expertise to increase new client acquisition.

Written How-To's: \$150

Written How-To's with photos: \$250

Written How-To's with video: \$350

E-Book, White Paper, Case Study: Quoted by the project

### Contests, Promotions & Polls

Custom-tailored programs to drive user-generated content and engagement: Quoted by the project

### Let Your Customers Talk For You

Nothing is more powerful than positive customer testimonials. The web makes everyone a critic and as much as 20% of online reviews can be negative, regardless of your business. Bury these with compelling testimonials from real customers.

Written Testimonials: \$75/customer

Written Testimonials with photos: \$175/customer

Written Testimonial with video: \$350/customer

### A Picture Is Worth a 1,000 Words

The right image can speak volumes about your business. We can help you sort through the millions of stock photos to find the best one for your business, or arrange your own photo shoot for exclusive images.

Stock Photos: Market Rate + 20%

People Shots: \$100/person (group discounts available)

Place Shots: \$250/location

Action Shots: \$250/shoot

### Video is Worth Even More

More powerful than words and images, video is the full sensory experience to communicate your message and a key ingredient for SEO. From photo motion/graphic on.

30 Second: \$250 Graphic, \$350 Studio, \$400 On-Site

1 Minute: \$325 Graphic, \$450 Studio, \$525 On-Site

1-1/2 Minute: \$400 Graphic, \$550 Studio, \$650 On-Site

2 Minutes: \$475 Graphic, \$650 Studio, \$750 On-Site

3 Minutes or more: Quoted by the project

### Get to the Top Position in Google

No one can guarantee Google search rankings, but we can tell you what it takes given the current competition and help get you there. Quoted by the project.

### **Bundle a Content Campaign and Save!**

**All Content Packages Based on Content Creation • Discounts for Edited Content**