



*Discounted Flat-rate Engagement Packages*  
**DEVELOPED EXCLUSIVELY FOR CPAConnect MEMBERS**

**PR COACH**

- **4-5 hrs/month**, including:
  - Up to 2 hr/month phone counsel
  - News release content and distribution guidance
  - Periodic communications audit and recommendation
  - On-going counsel related to key marketing drivers:
    - target market(s) outreach
    - Compelling competitive advantage awareness
    - Image
    - SEO
- **3-month renewable engagement, \$480/month** (\$600-20% CPAConnect discount)

**BRAND MANAGER**

- **8-10 hrs/month**, including everything in *PR COACH PLUS*:
  - Brand audit and strategy meeting (electronic; in-person available)
  - Brand enhancement or brand revision
  - Message development
    - Talking points
    - Tagline
    - Networking strategy
- **3-month renewable engagement, \$960/month** (\$1200-20% CPAConnect discount)

**MARKETING COMMUNICATIONS COORDINATOR**

- **12-14 hrs/month**, including everything in *BRAND MANAGER PLUS*:
  - Website content updated (incl. SEO) to reflect enhanced brand (Client-provided Webmaster)
  - Marketing Communications Plan (MCP) researched, outlined & drafted for implementation
- **3-month renewable engagement, \$1440/month** (\$1800-20% CPAConnect discount)

**MARKETING DIRECTOR**

- **14-16 hrs/month**, including everything in *BRAND MANAGER PLUS*:
  - In-person consult up to 2X/year (your office, pay only travel & CPAConnect Roundtable)
  - Up to 1 hour per week consultation
  - Active guidance of in-house marketing staff (as applicable)
  - Creation and implementation guidance of your firm's complete Marketing Communications Plan with specific time-line and tactics
- **3-month renewable engagement, \$1680/month** (\$2100-discount; some items require renewal)

**OFFSITE MARKETING DEPARTMENT**

- **25-27 hrs/month**, including everything in *MARKETING DIRECTOR PLUS*:
  - 1-year Marketing Communications Plan initiated
    - Brand management
    - Collateral updated: brochures, website, social media & SEO, etc.
    - Comprehensive media relations
    - Special event coordination (Event-dependent additional charges may apply)
    - Targeted advertising, as needed
    - Professional association liaison (sponsorship & speaking opportunities)
  - Client Advisory Board developed & conducted
- **3-month renewable engagement, \$3000/month** (\$3750-discount; some items require renewal)

