



DISCOUNTED FLAT-RATE ENGAGEMENT PACKAGES

Bundles include discounts from \$150 to \$600 PER MONTH off a la carte rates

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, \$600/month**

BRAND MANAGER

- **8-10 hrs/month**, including everything in *PR COACH* **PLUS**:
 - Brand audit and strategy meeting
 - Brand enhancement or brand revision
 - Message development
 - Talking points
 - Tagline
 - Networking strategy
- **3-month renewable engagement, \$1200/month**

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, \$1800/month**

MARKETING DIRECTOR

- **14-16 hrs/month**, including everything in *MARKETING COMMUNICATIONS COORDINATOR* **PLUS**:
 - In-person consult up to 2X per year (as needed for North Fla. clients; pay only travel out-of-Fla.)
 - Up to 1 hour per week consultation
 - Active guidance of in-house marketing staff (as applicable)
 - Creation and execution of your firm's complete MCP with specific time-line and tactics
- **3-month renewable engagement, \$2100/month** (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, \$3750/month** (some items require renewal)

