

MARKETING MANAGEMENT PACKAGE

A Done For You (DFY) Service; 90-day minimum contract; Bi-weekly meetings (6-10 total during contract duration); Onboarding/Set up

STRATEGY

- Serves as the blueprint for how your brand should communicate, connect and grow in the online world. Using our proven framework, we build this together with your story and ultimate goals at the forefront so that there is strategy in every step that we take.
- This blueprint includes:
 - Audience Mapping
 - Brand Archetype
 - Content Platform, Type, Topic hierarchy
 - Content to "ROI" funneling
 - CTA, KPI, Benchmark analytics planning
 - Moderation Guidelines
 - Toolset optimization

SOCIAL MEDIA

- [2 channels]
- Content creation: Short-form videos, Graphics, Copy
- Moderation: Comments and DMs
- Publishing 3-4x/week
- Bio, link, and community (following/follower) management
- MoM & EOY Analytics

WEBSITE

- Tool recommendations, onboarding/training, set up
- Development and Design
- As needed maintenance
- E-commerce and Lead Gen integrations
- Search Engine Optimization
- MoM & EOY Analytics

EMAIL

- Tool recommendations, onboarding/training, set up
- Content creation: Attention-grabbing headlines & converting CTAs
- Scheduling/publishing 1-2x/week
- Product launch or event-based communications plans
- Surveys
- MoM & EOY Analytics

VIP MARKETING CONSULTING PACKAGE

An intensive, 2-day in-person workshop (we come to you) where D319 x Your Team comes together to map out comprehensive, omni-channel digital strategy for your brand's lasting online presence; 2-3 onboard/set up meetings prior to workshop; Access to D319 Executive Staff for 6 months post-workshop (6 - 90min meetings total)

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SOCIAL MEDIA

- Tool recommendations, onboarding/training, set up
- Content Calendar Development
- Content Creation Tutorials: Short-form Videos, Graphics
- Copywriting Training
- Bio, link, and community (following/follower) optimization
- KPI & Analytics Reports Template

WEBSITE

- Tool recommendations, onboarding/training, set up
- Development and Design
- As needed maintenance
- E-commerce and Lead Gen integrations
- Search Engine Optimization
- KPI & Analytics Reports Template

EMAIL

- Tool recommendations, onboarding/training, set up
- Newsletter/Blog Editorial Calendar Mapping
- Copywriting Training
- Subscriber and Lead-Gen optimization
- Surveys
- KPI & Analytics Reports Template