Marketing & Advertising Services

Proposal

Contents

Agency Qualifications

Agency Overview

TRAINOR provides digital and traditional brand strategy, innovation, advertising, marketing, interactive, and public relations services to B2B and B2C clients throughout North America and Europe.

We manage a strategically-integrated and digitally-led approach for our clients. We become an extension of your team, collaborating to increase leads, market share, revenue, and brand awareness.

Our local, regional, national, and international clients all consistently meet and exceed their business goals and objectives with measurable ROI.

Year TRAINOR was established

1985

Services Offered

Full Service Brand Management Agency

Office Locations

+ New Hartford (headquarters)
+ New Haven
+ Boston
+ Manhattan

Current number of team members

18

Sample Clients

The brands below represent a sample of both past and current clients that we have collaborated with to promote brand awareness and lead generation. Our team welcomes the opportunity to elaborate on our role and measured success for any of these partnerships.

Offices

Cities our clients are in

Services We Offer

Innovation & Strategy

Business Strategy
Brand Strategy
Marketing Strategy
Media Strategy
Digital Strategy
Content Strategy
Product Strategy

Branding & Communications

Brand & Communications Strategy
Brand Identity Design
Visual Identity Design
Touchpoint Planning
Experience Design
Copywriting
Collateral & Asset Design

Creative

Campaign Creative
Motion
Art Direction
Ideation
Storytelling
Copywriting
Digital Products & Services
Integrated Marketing

UX & Design

User Experience Design
User Interface Design
Responsive Website Design
Product & Service Design
Application Design
Print & Packaging

Digital Marketing

Market Analysis & Planning
Marketing Strategy
Search Engine Optimization
Search Engine Marketing
Social Media Marketing
Mobile Marketing
Campaign Management
Email Marketing
Campaign Analytics & Conversions
Custom Landing Page Development
Inbound Marketing
Google Business Profile

eCommerce & Online Sales

Strategy & Marketing
Google Shopping
Dynamic Product Ads
Facebook/Instagram
Amazon Marketing
Reviews
Email Marketing

Social & Content

Social Media Strategy
Content Planning & Scheduling
Content Creation
Social Media Management
Influencer Management

Data & Analytics

Strategy & Implementation
Measurement & Analysis
Conversion Analysis & Optimization
Campaign Analysis & Optimization
Data Visualization
Reporting
Insights & Recommendations

Technology & Software

SaaS (Software as a Service)
Digital Platforms
Responsive Website Development
Mobile App Development
Content Management Systems
Social Games & Apps
eCommerce Development
API Integrations

Traditional

Outbound Marketing
Television (Broadcast, Cable, OTT/CTV, etc.)
OOH (Billboard, Bus, Taxi, Train, etc.)
Radio
Newspaper
Print Magazine
Direct Mail
Telemarketing
Database Marketing

Herkimer College
"Marketing & Advertising Services" Support Team

The following TRAINOR team members will be directly involved in collaborating with the Herkimer College "Marketing & Advertising Services" team.

Tim Trainor
President & CEO

Jonathan Trainor
Chief Operating Officer

Morgen Irwin
Chief Growth Officer

Robert Annal
Chief Technology Officer

Julie Jalowiec
Director of Content & Engagement

Sara Tisch
Digital Marketing Manager

Allison Maguire
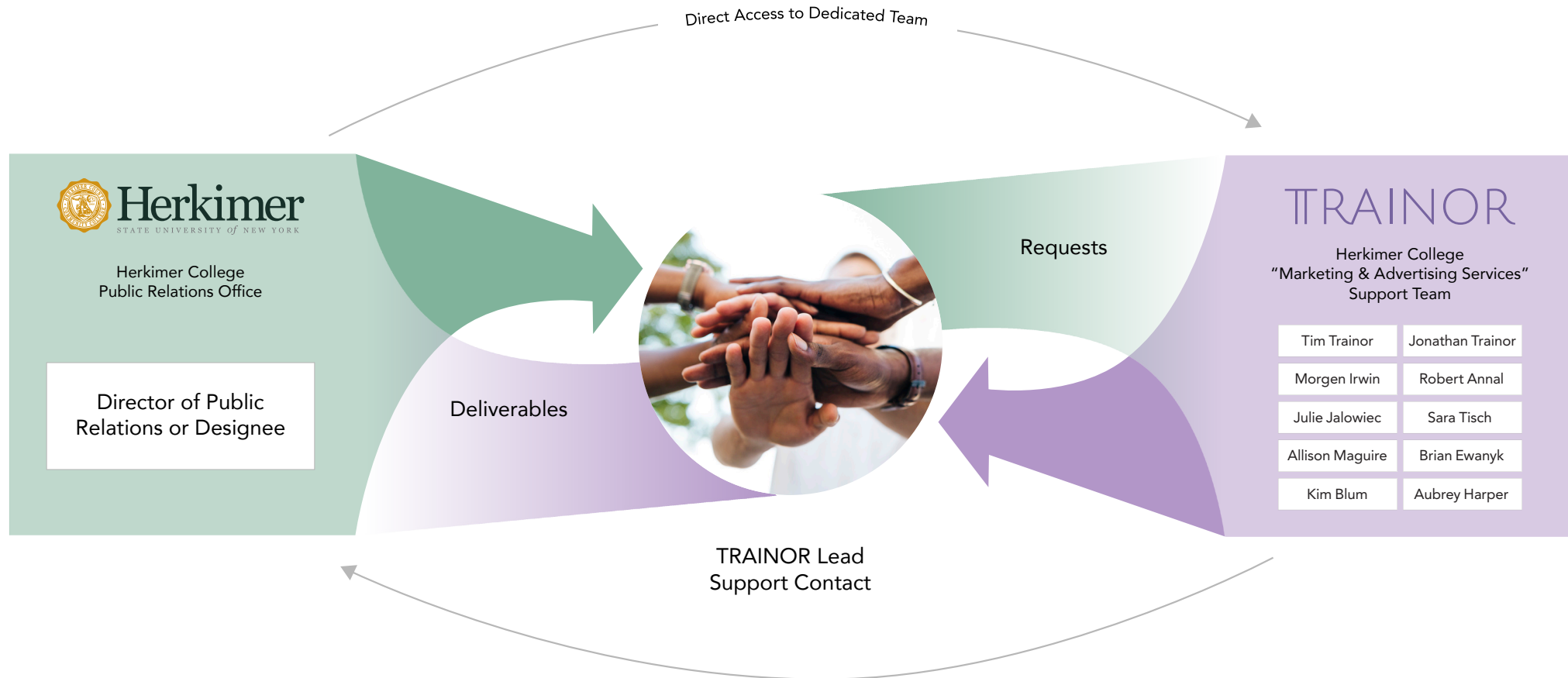Digital Marketing Coordinator

Brian Ewanyk
Senior Art Director

Kim Blum
Jr. Art Director

Aubrey Harper
Designer

TRAINOR's Herkimer College Dedicated Team Workflow

Direct Access to Dedicated Team

Herkimer
STATE UNIVERSITY *of* NEW YORK

Herkimer College
Public Relations Office

Director of Public
Relations or Designee

Requests

Deliverables

TRAINOR Lead
Support Contact

TRAINOR

Herkimer College
"Marketing & Advertising Services"
Support Team

Tim Trainor	Jonathan Trainor
Morgen Irwin	Robert Annal
Julie Jalowiec	Sara Tisch
Allison Maguire	Brian Ewanyk
Kim Blum	Aubrey Harper

Our Strategy
& Process

The Mobius

Discovery
DETERMINATION
Learn, quantify, and qualify state of the business, vision, mission, brand, brand positioning, and message.

Measurement
QUANTIFICATION
Assure and ensure that the strategy and plan are delivering by measuring the achievement and level of success against the strategy.

Intelligence
VALIDATION
Validate facts and assumptions.

Action
INTEGRATED MARKETING
The tactics, the channels, the media, the message, and the creative used to implement the strategy and reach target audiences.

Strategy
DELIVERY
Setting objectives and developing the strategic and tactical plans to meet them.

DISCOVERY

INTELLIGENCE

MEASUREMENT

BRAND

ACTION

STRATEGY

Strategy Process

TRAINOR's 8-Step Strategy Process ensures precision and accuracy to deliver the highest Return On Investment (ROI).

Each step is followed sequentially for greatest efficiency based on industry knowledge and experience, with real-time analytics and measurement for continual marketing optimization.

Brand & Media Management

Strategic Brand Development and Management through Marketing Implementation and Measurement.

TRAINOR manages all media opportunities in close collaboration with the client.

Measurement, Analytics, Reporting

Earned
Media

Media Relations
Influencer Relations
Blogger Relations
Link Building
Word-of-Mouth

Paid
Media

Social Media Ads
Boosted Content
Lead Generation
Sponsored Content
Paid Publishing
Event Marketing
Influencer Marketing
Email Marketing
Television
Radio
Newspaper
Billboard

Reputation
Credibility
Authenticity
Trust
Thought Leadership
Authority

Shared
Media

Organic Social Media
Reviews
Community Engagement
User-Generated Content
Brand Ambassadors
Partnerships/Charity Tie-Ins
Content Curation & Distribution

Owned
Media

Search Engine Optimization
Domain Authority
Blogging
Content Marketing
Videos
Webinars
Podcasts
Employee Stories
Testimonials
Visual Content

Project Management

Dedicated Team
The Herkimer College team will have direct access to all members of your dedicated team at TRAINOR. Two point people will be assigned (primary and support) for fielding and responding to regular communication; updates, deliverables, check-in's, etc.

Collaboration
Upon project kickoff, TRAINOR will propose a formal meeting schedule with the Herkimer College team based on the determined scope of work. Meetings can be in-person, virtual, or a hybrid of the two.

Basecamp
TRAINOR will leverage Basecamp for online communication so that messages and discussions are all securely stored and organized in one central location. Basecamp will also be leveraged for sharing files, setting up to-do's, and managing milestones.

Quality Assurance
TRAINOR will ensure that all creative that is presented for client approval is:

+ Conforming to Herkimer College's brand standards and brand style guide.
+ On brand in terms of the campaign strategy and message.
+ Optimized for the channel delivering the creative.

Your Audience

Gen Z Life Stages

Ages 16-17
Emerging Independence

Gen Z begins their higher education or workforce journeys and experience evolving **independence and responsibilities.**

Ages 18-19
Leaving Home

30% identify social media advertising as the best way to reach them.

Ages 20-24
Financial Independence

2/3 of Gen Z say they like advertising and don't use ad blockers.

Gen Z

Gen Z messaging should be innovative, authentic, safe
(think nostalgia, not negativity), seamless, and inspiring.

Ages 16-17

These teens are solidifying their identities and finding **"my people."** Approach this group with relatable messaging that speaks to their emerging values and create digital communities for them to join based on their interests.

Ages 18-19

This is the age group with the most uncertainty and jarringly new experiences. They have more free time for leisure than they did in high school. They want **comfortable and soothing content**.

Ages 20-24

This older group is established in their identities and brand preferences. **Communicate brand values and show how products benefit their lives** and help address uncertainty.

Gen Z

Over **98%** of Gen Zers own a smartphone, and nearly half of the generation spends more than **10 hours** a day on their mobile devices.

1

Conversational outreach is impactful, which means integrating **chat features** on the website or recruitment landing page is an effective way to reach this audience.

2

Gen Z's favorite social media platforms are **Instagram, Snapchat, TikTok, and YouTube**.

3

Emphasize the long-term value of Herkimer's degree programs by answering the questions: **How much will this cost? And what will they get in return?**

4

Higher education communication and marketing should be **customized** to the prospective student.

5

A multi-generational social media approach can help colleges and universities **connect with the many different stakeholders** and influencers in the prospective student's decision.

6

Other Generations - Where Are They?

Channel	Largest Demo by Age	2nd Largest Demo by Age	3rd Largest Demo by Age	Female Users vs. Male Users	Monthly Users	Time Spent per Day	Trends & Takeaways
Facebook	25-34	18-24	35-44	43% / **57%**	2.96 billion	33 min.	Younger consumers continue to flock to TikTok and Snapchat versus Facebook and Instagram.
Instagram	25-34	25-34	35-44	48.4% / 51.8%	2 billion	29 min.	18-24 year olds are the second biggest demographic at 31%. The platform has doubled its user base within three years.
TikTok	10-19	Under 18	39 and over	39% / **61%**	1 billion+	89 min.	Nearly 40% of Gen Z say they're directly influenced by products they see on TikTok and brands should take notice.
X	18-29	35-49	50 and over	38.4% / **61.6%**	550 million	31 min.	X's status as a place to discuss events and gather breaking news make it a prime place to share content and drive discussions, but advertising is still tricky.
LinkedIn	25-34	18-24	35-54	48% / **52%**	810 million	Not Provided	63% of LinkedIn users access the network weekly, and 22% daily. The platform's demographic of high-earned B2B professionals makes LinkedIn a potential goldmine for ads.
Pinterest	50-65	18-24	35-44	**78%** / 22%	445 million	14.2 min.	Pinterest is perhaps the most product-focused of any social network, signaling big opportunities for ads (Hint: 45% of Pinterest users have a household income of $100,000+).
Snapchat	15-25	25-34	13-17	**54.4%** / 44.6%	319 million	25+ min.	Even if you aren't active on Snapchat, it's a prime place for trendspotting and learning what younger consumers want.
YouTube	15-35	18-24	35-44	46% / **54%**	2.5 billion+	30 min.	Marketers note that YouTube is still a sort of land of opportunity advertising-wise, viewing it as a place to put their ad dollars in the future versus the likes of Facebook (Hint: YouTube's ad revenue).

Organic Social Audit

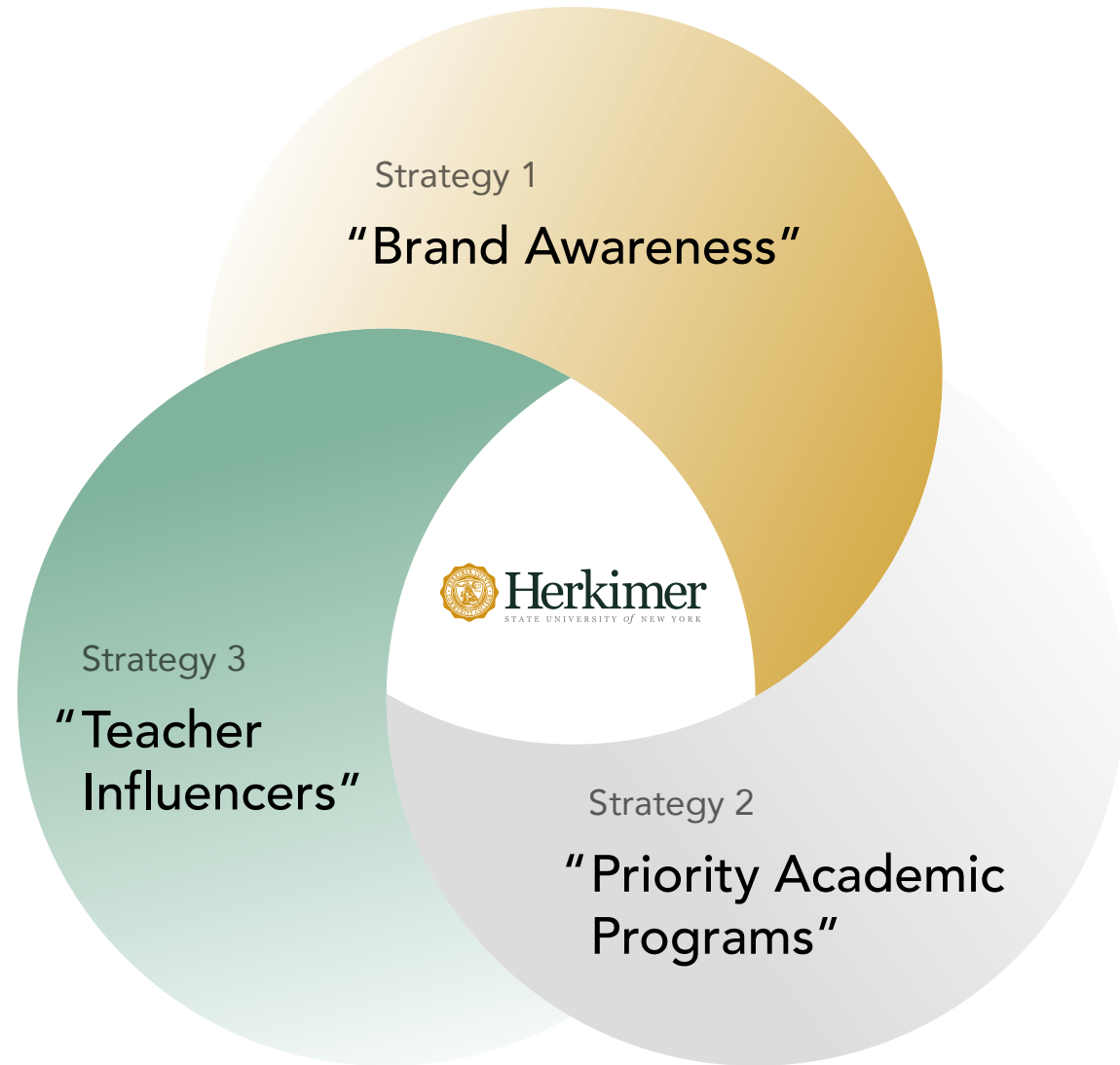| Channel	Herkimer	MVCC	SUNY Poly
Facebook Likes	8.2K	14K	14K
Facebook Followers	8.5K	15K	15K
Instagram	2,430	3,602	4,455
YouTube	268	—	692
X	1,374	3,092	4,187
LinkedIn	9,044*	15,682	20,257
TikTok	N/A	—	—

*No link on website.

Herkimer College Marketing & Advertising Strategies

Overview

In collaboration with Herkimer College, TRAINOR will follow our Strategy Process as detailed on page 11 to create, launch, manage, measure, and calibrate *(if needed)* comprehensive marketing and advertising campaigns.

Although each campaign will be unique in its message, audience, and delivery channels, each campaign will be laced with a common overarching Herkimer College theme in order to yield the highest ROI and *ROE.

*Return on Engagement

Strategy 1
"Brand Awareness"

Strategy 3
"Teacher Influencers"

Strategy 2
"Priority Academic Programs"

Strategy 1:
"Brand Awareness"

SOAMS: "Brand Awareness" Strategy

Situation

+ Who is Herkimer College?
+ Why Herkimer College?
+ What differentiates Herkimer College?
+ What's in it for me if I attend Herkimer College?
+ Where can I go in career and life if I attend Herkimer College?

Objective

+ Build Herkimer College Brand Awareness
+ Define Herkimer College
+ Communicate what makes Herkimer College unique
+ "Student Transformation" Program
+ Promote Herkimer College Internet Academy
+ Grow Enrollment
+ Increase Applications

Audience(s)

Gen Z
  + Herkimer County
  + Oneida County
  + Otsego County
  + New York City
  + New York State
+ Parents of Gen Z
+ Teachers and other Influencers of Gen Z

Message

+ "Brand Awareness" Strategy
  + "Good things come in two." (Actual final creative message will be determined in collaboration with Herkimer College.)

Strategy

+ Utilize "Reach" Digital, Social Media Channels, and Television to reach Gen Z
+ Produce and use Creative Video content relevant to Gen Z
+ Show the special Herkimer College "student ethos" on campus
+ Educate and Communicate about unique Herkimer College "Student Transformation" Program

Digital/Social Ad Examples

Brand Awareness

Generals Online (GO)

Strategy 2:
"Priority Academic Programs"

SOAMS: "Priority Academic Programs" Strategy

Situation

+ Herkimer College offers unique "Priority Academic Programs"

+ These are taught by equally unique Faculty

+ The Herkimer College Internet Academy has and continues to be a pioneer in Online Academics

+ Herkimer College needs to create more awareness, interest, and applications based on these programs

Objective

+ Build unique Herkimer College "Priority Academic Program" Brand Awareness

+ Explain "Why Herkimer College?"

+ Communicate unique Herkimer College "Student Transformation" Program

+ Promote Herkimer College Internet Academy

+ Grow Enrollment

+ Increase Applications

Audience(s)

Gen Z
+ Herkimer County
+ Oneida County
+ Otsego County
+ New York City
+ New York State

+ Parents of Gen Z

+ Teachers and other Influencers of Gen Z

+ Part-Time Students (Currently working)

+ Adult Students (Currently working)

Message

+ "Priority Academic Programs"
  + "Why Herkimer College (Priority Academic Programs)?" (Actual final creative message will be determined by "Program" in collaboration with Herkimer College.)

Strategy

+ Utilize a "Targeted" Digital and Social Media campaign to reach Gen Z

+ Produce and use Creative Video content relevant to Gen Z

+ Feature the "Priority Academic Programs"

+ Feature the Internet Academy

+ Show the special Herkimer College "student ethos" on campus

+ Educate and Communicate unique Herkimer College Faculty "Student Transformation" Program

Strategy 3:
"Teacher Influencers" Strategy
Admissions & Applications

SOAMS: "Teacher Influencers" Strategy Admissions & Applications

Situation

+ Every High School teacher has at least one student they have observed who has strengths and potential that is not being nurtured, encouraged, and realized.

+ Due to various factors including lack of parental direction or support, home environment, peer influence or other social determinants, the student may have little to no focus on life after high school.

+ This may lead to lack of focus, inspiration, awareness, even hope, resulting in lower averages (C, D, or failing), not attractive to college admissions.

+ High School teachers care and are aware but where is there a path to a successful future for these students?

+ What college cares?

+ What college has a history of welcoming these "C" students and watching them embrace their potential, flourish, graduate then moving on to a four-year education and a successful prosperous future?

+ Herkimer College. With an alumni legacy of doing just that.

Objective

+ Build unique Herkimer College "Priority Academic Program" Brand Awareness

+ Explain "Why Herkimer College?"

+ Communicate unique Herkimer College "Student Transformation" Program

+ Promote Herkimer College Internet Academy

+ Grow Enrollment

+ Increase Applications

Audience(s)

+ 1,520 NY State Public Schools
  + Math Teachers
  + Science Teachers
  + Technology Teachers
  + Guidance Counselors

Message

+ "Teacher Influencers" for Admissions & Applications
  + "We want your B and C students!" (Actual final creative message will be determined in collaboration with Herkimer College.)

Strategy

+ Custom Personalized Monthly Drip Email Campaign:
  + Math Teachers
  + Science Teachers
  + Technology Teachers
  + Guidance Counselors

+ Custom content specific to Math, Science, and Technology to each teacher

+ Educate and Communicate about unique Herkimer College Student Transformation Program

+ Ask for each Teacher or Guidance Counselor to encourage a deserving student to apply to Herkimer College

"Teacher Influencers" Strategy
Admissions & Applications

"Herkimer College wants your B and C students!"

Share of Voice (SOV) > Share of Mind (SOM) > Share of Wallet (SOW)
Share of Applications (SOA)

"Teacher Influencers" Strategy
Admissions & Applications

NY State High Schools:

1,520 Public High Schools

Target Audiences:

1. **4,560 High School Math Teachers**
   (3 Per High School)

2. **4,560 High School Science Teachers**
   (3 Per High School)

3. **3,040 High School Guidance Counselors**
   (2 Per High School)

1. **Target Students:** B and C High School Students

2. **Strategy:** Build Herkimer Brand Relationships
   + Awareness & Relationships = Applications

3. **Plan:** Custom Addressed Email Drip Campaign
   + Personal Email Letter with Custom Recruiting Messages (STEM, Guidance Counselors)
   + 1x Per Month (9 Months, October–June)

4. **Contact:** Admissions Follow Up
   + Calls
   + Emails

5. **Annual Goal:**

1 Application per 50% of Math Teachers =	**2,280 Applications**
1 Application per 50% of Science Teachers =	**2,280 Applications**
1 Application per 50% of Guidance Counselors =	**1,520 Applications**
	6,080 Applications

Measurement & Reporting

Campaign Measurement Process

1 — Plan

+ Set Clear Goals
+ Define KPIs
+ Identify/Create Benchmarks
+ Research Target Audience(s) & Marketing Channel(s)

2 — Execute

+ Marketing Channel(s) & Content
+ Campaign Timeline
+ Target Audience Segmentation

3 — Track

+ Custom Campaign Dashboard
+ Monitor Metrics
+ Review Data

4 — Analyze/Optimize

+ Assess KPIs
+ Measure Against Benchmarks
+ Performance Enhancements

Why Are Analytics Important for Herkimer College?

Analytics will help determine:

Strategic

1. Curriculum
2. Current & Future Student Needs
3. How Many Administrators Are Needed
4. What Faculty Resources Are Needed
5. How To Focus Admissions Officers
6. Allocation & Focus Of Marketing Dollars
7. Content Relevance

Tactical

1. Geographical Footprint
2. Website Usability & Information Architecture
3. User Engagement & Usage
4. Demand Of Online Vs. On-Campus Learning
5. Student Acquisition Sources
6. Departments Needs & Conversions
7. Event & Marketing Campaign Engagement
8. Missed Opportunities

Herkimer College Analytics & Reporting

Google Analytics 4 | **Looker Studio**

1   TRAINOR will provide monthly analytics analysis and reporting to Herkimer College for updating, managing, and maintaining Herkimer College's marketing goals and Measurement Plan.

2   TRAINOR will deploy Data Visualization with Looker Studio to integrate and convert GA4 numeric data into graphical reports, allowing for quicker and simpler comprehension of data points to be utilized for strategic decision-making.

3   Google Analytics 4 setup and support includes consultations, evaluations, and recommendations.
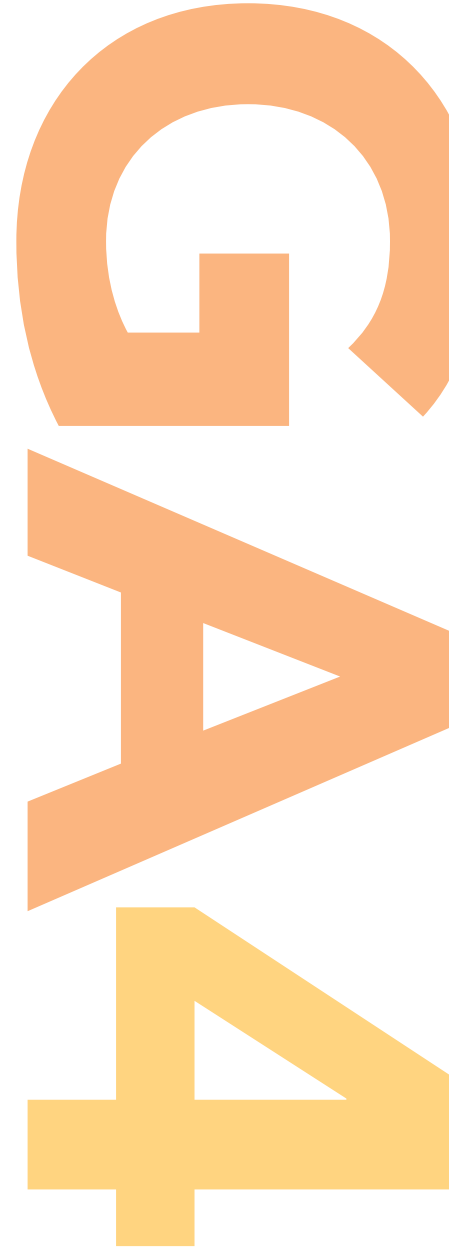
Key Performance Indicators (KPIs)

Industry KPIs

1. Prospective student attendance at recruitment events
2. Applications
3. Phone calls to admissions
4. Qualified online leads
5. General information inquiries

Campaign Performance Indicators

Reach

1. Impressions
2. Post reach
3. Follower count
4. Follower growth
5. Audience growth rate
6. Share of voice
7. Website traffic

Engagement

1. Clicks, Interactions, etc.
2. Likes, Reactions, etc.
3. Shares, Mentions, etc.
4. Comments, Replies, etc.
5. Video ThruPlays, Views, Watch time, etc.
6. View rate, % Viewed to completion, etc.
7. Reach
8. Impressions
9. Click-through rate
10. Open rate
11. Unsubscribe rate
12. Conversion rate
13. Profile visits
14. Average engagement rate

Blog & Website

1. Scroll depth
2. Average engagement time
3. Traffic conversions
4. Web visitors by channel source
5. Campaign conversion rate
6. Social visitors conversion rate
7. Number of posts published
8. Top viewed posts
9. Average views per post
10. Average inbound links per post
11. Social shares per post

Lead
Tracking

WhatConverts

TRAINOR will capture Herkimer College leads and marketing attribution for all conversion types by utilizing WhatConverts. With WhatConverts in place, we will be able to determine what marketing efforts lead a user to connect.

+ **Form Tracking** - WhatConverts can track Herkimer College forms to show marketing data of a user that fills out and submits a form on the Herkimer College website.

+ **Phone Tracking** - WhatConverts tracks phone calls to show and track the marketing data of a caller who calls from the Herkimer College website or marketing landing page.
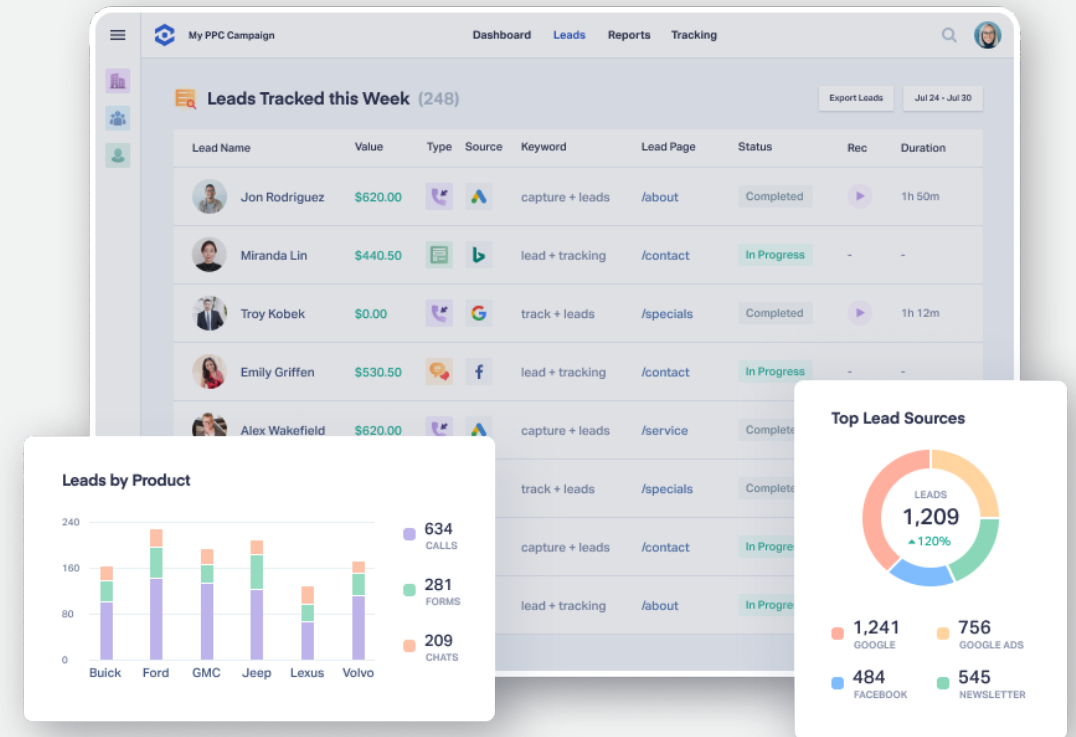
Phone Call Tracking

What is a tracking number?

A tracking or forwarding number is a regular telephone number used for the purposes of tracking your marketing; these are used as forwarding numbers that are forwarded to your destination number.

Other Options Include:

+ **Call Greeting** - Create an automated greeting to be played when someone calls your tracking number.

+ **Call Recording** - Control, download, and monitor your incoming calls at no additional cost.

+ **Call Transcription** - Read details from your calls without the need to listen to the entire call recording.

+ **Automatic geo-routing for all calls** - All incoming calls will be directed to the business location closest to the caller.

+ **Call Whisper** - Give your salespeople lead tracking info before they even talk to the customer.

+ **Call Flows** - Custom IVR Menu - Your callers will hear a menu of options to direct their call to the proper connection.

Phone Call Lead Source Attribution & Tracking

Each call made from a number that appears on the website is tracked. Calls not associated with the website are not tracked; for example, if a phone number originates from a verbal referral (business associate, client, etc.) or physical referral (marketing literature, note, etc.).

Lead Source

- **Direct Traffic**
- **Organic Search**
- **Paid Search**
- **Social Media**
- **Paid Social**
- **Referral Traffic**

Website

WhatConverts Source Filter

Dynamic Number Pool
- (000) 000-0000
- (000) 000-0000
- (000) 000-0000
- (000) 000-0000

Lead Dashboard
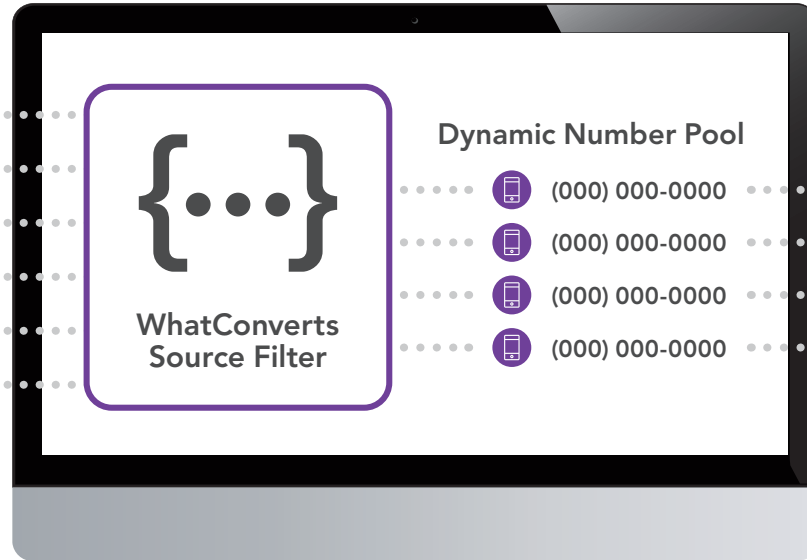
Type	Lead ID	Status	Time	Lead State	Source	Medium	Campaign
Phone							
📞	27561935	👤	08/19/2020 at 2:11 PM	Completed	google	cpc	-
📞	27558268	👤	08/19/2020 at 1:13 PM	Completed	google	cpc	-
📞	27556309	👥	08/19/2020 at 12:43 PM	Completed	google	organic	-
📞	27555370	👤	08/19/2020 at 12:30 PM	Completed	google	organic	-
📞	27529444	👤	08/18/2020 at 8:11 PM	Completed	google	cpc	1493231644
📞	27528225	👥	08/18/2020 at 7:22 PM	Completed	(direct)	(none)	-
📞	27526844	👤	08/18/2020 at 6:39 PM	Completed	google	cpc	-
📞	27526571	👤	08/18/2020 at 6:30 PM	Completed	google	organic	-
📞	27526265	👥	08/18/2020 at 6:21 PM	Completed	google	cpc	-

Sample Work

Objective:
Grow brand awareness for Adirondack Bank and increase new checking accounts opened by new customers in the markets that they serve.

Solution:
Produce content that features the benefits of opening up a checking account with Adirondack Bank, including how easy mobile deposits are. Leverage produced content across Google Display, Social Media, and Television.
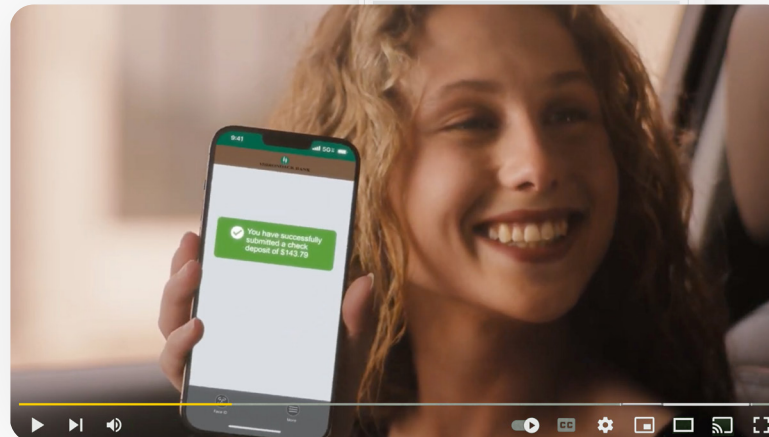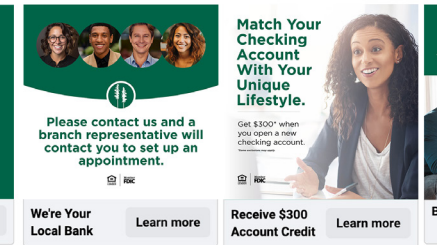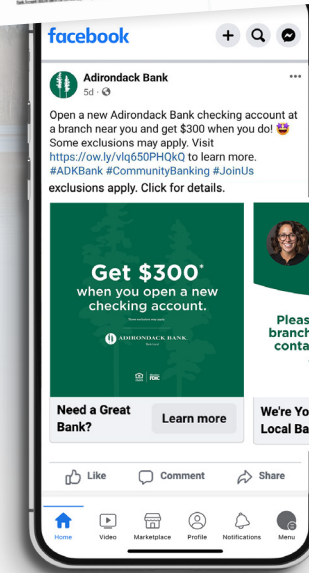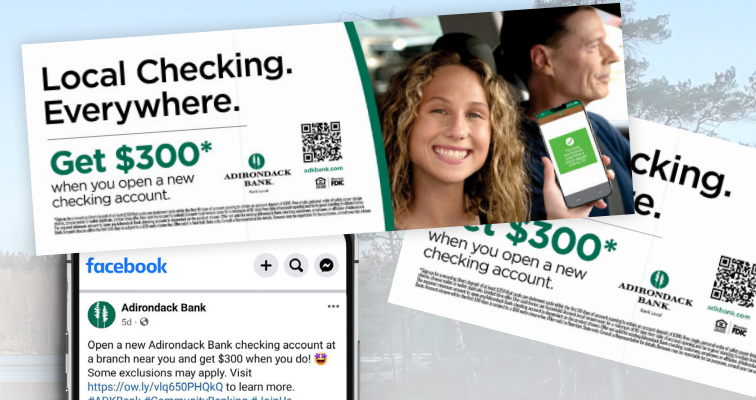
Campaign Theme:
"Local Checking. Everywhere."

*Measurable Outcome:

+ 96 new checking accounts opened across 17 branches in 2.5 weeks.
+ 3,235 Video ThruPlays

+ 21,830 Post Engagements
+ 1,559,288 Impressions

*As of 9/18/23. Campaign is still active.
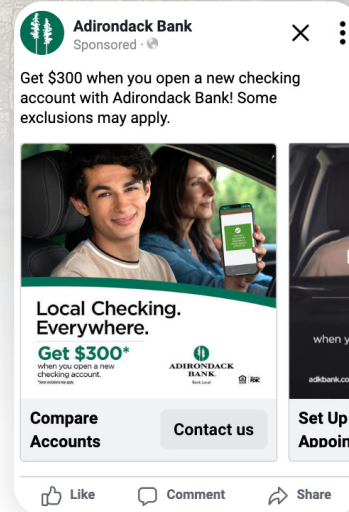
SITRIN

Objective:
Raise awareness of Sitrin's employee benefits to increase the number of qualified applications for RNs/LPNs, CNAs, and Residence Counselors.

Solution:
Produce video content to communicate Sitrin's unique employee benefits (e.g. 100% Free Child Care) in order to stand out from the competition. Utilize video content across Social Media, YouTube Pre-Roll, and Television.
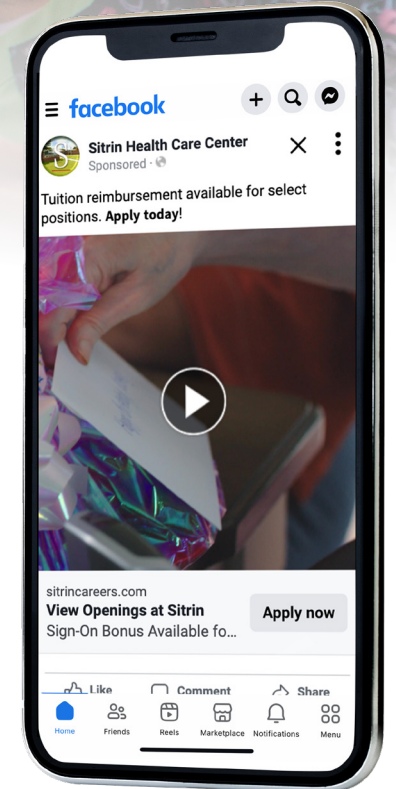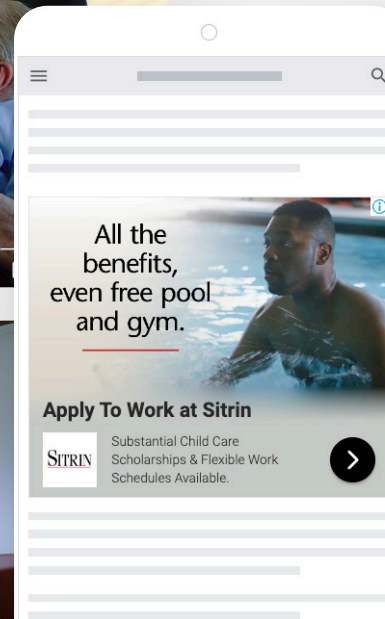
Campaign Theme:
"Let's work together."

*Measurable Outcome: Cumulative campaign results from 3 months.

+ 256 applications submitted
+ 2,219,284 Impressions
+ 96.67% played
  Pre-Roll to 100%
+ 108,642 Video ThruPlays
+ 172,692 Post Engagements

*Nurse and healthcare support employee recruitment is extremely competitive in the current business environment.

Let's work together.

Objective:
Build brand awareness and equity in the Noble Companion brand to educate target audiences and distinguish from competitors.

Solution:
Create a unique brand personality to differentiate Noble Companion, which was reflected through the website and Social Media.
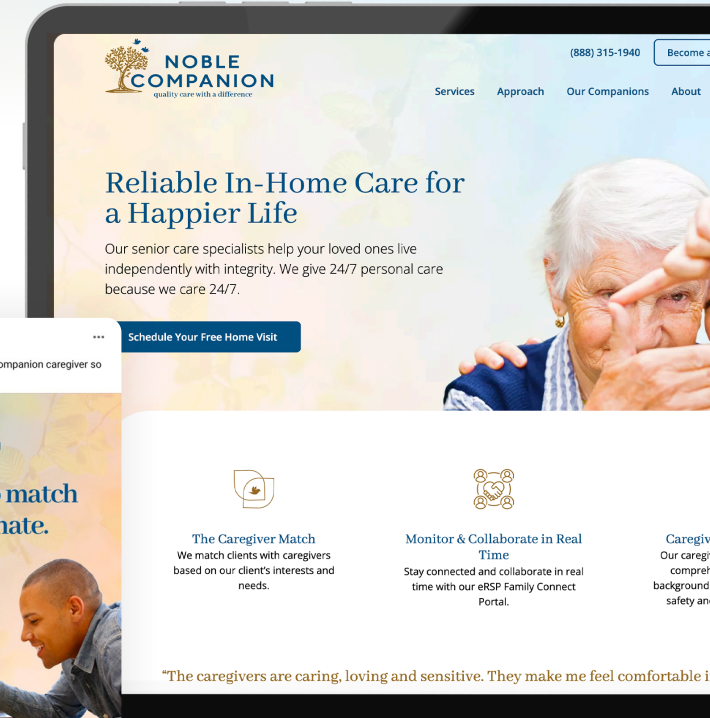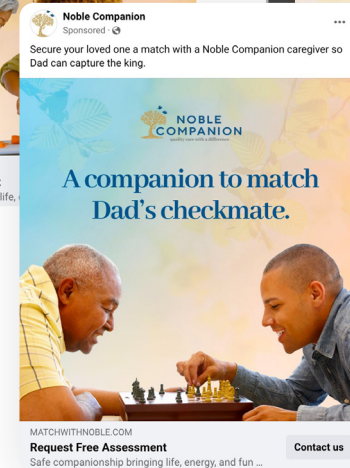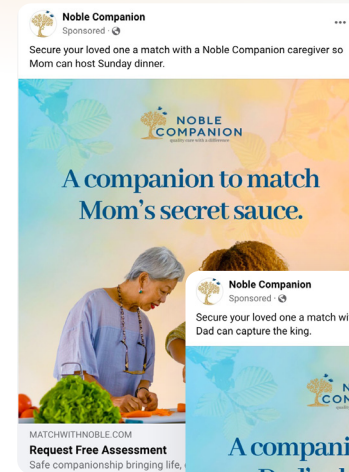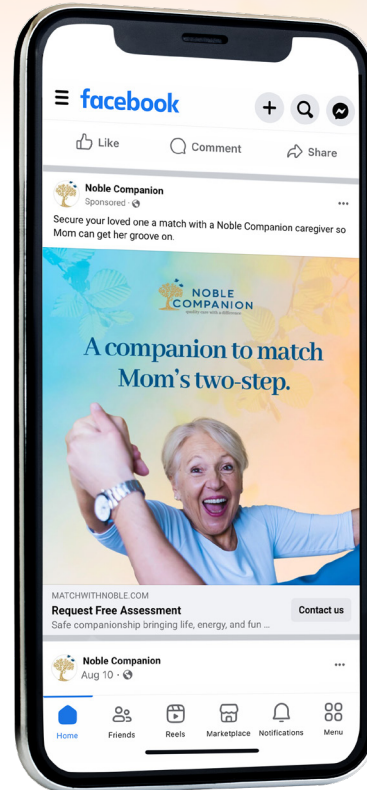
Campaign Theme:
"Match With Noble."

Measurable Outcome: Cumulative campaign results from 1 month.

+ 21 Phone Calls
+ 4,270 Estimated Ad Recall Lift

+ 28,115 Post Engagements
+ 252,032 Impressions

Objective:
Increase interest of living, working, and playing in the North Country to attract Service Technicians living outside of the North Country (Northern NY, Northern NH, and VT) to move to the North Country to work at a North Country Chevy dealership.

Solution:
Produce a diverse series of short videos capturing testimonials from Service Technicians in Northern NY, Northern NH, and VT. Leverage this content through a comprehensive digital marketing strategy including YouTube Pre-Roll, Google Display, and Social Media.

Campaign Theme:

"We Love Chevy Techs!"

Measurable Outcome: Cumulative campaign results from 10 months.

+ 49 Phone Calls
+ 27 Form Submissions
+ 1,234,704 Views
+ 12,916,782 Impressions

+ 503,302 Video ThruPlays
+ 1,739,407 Post Engagements

45
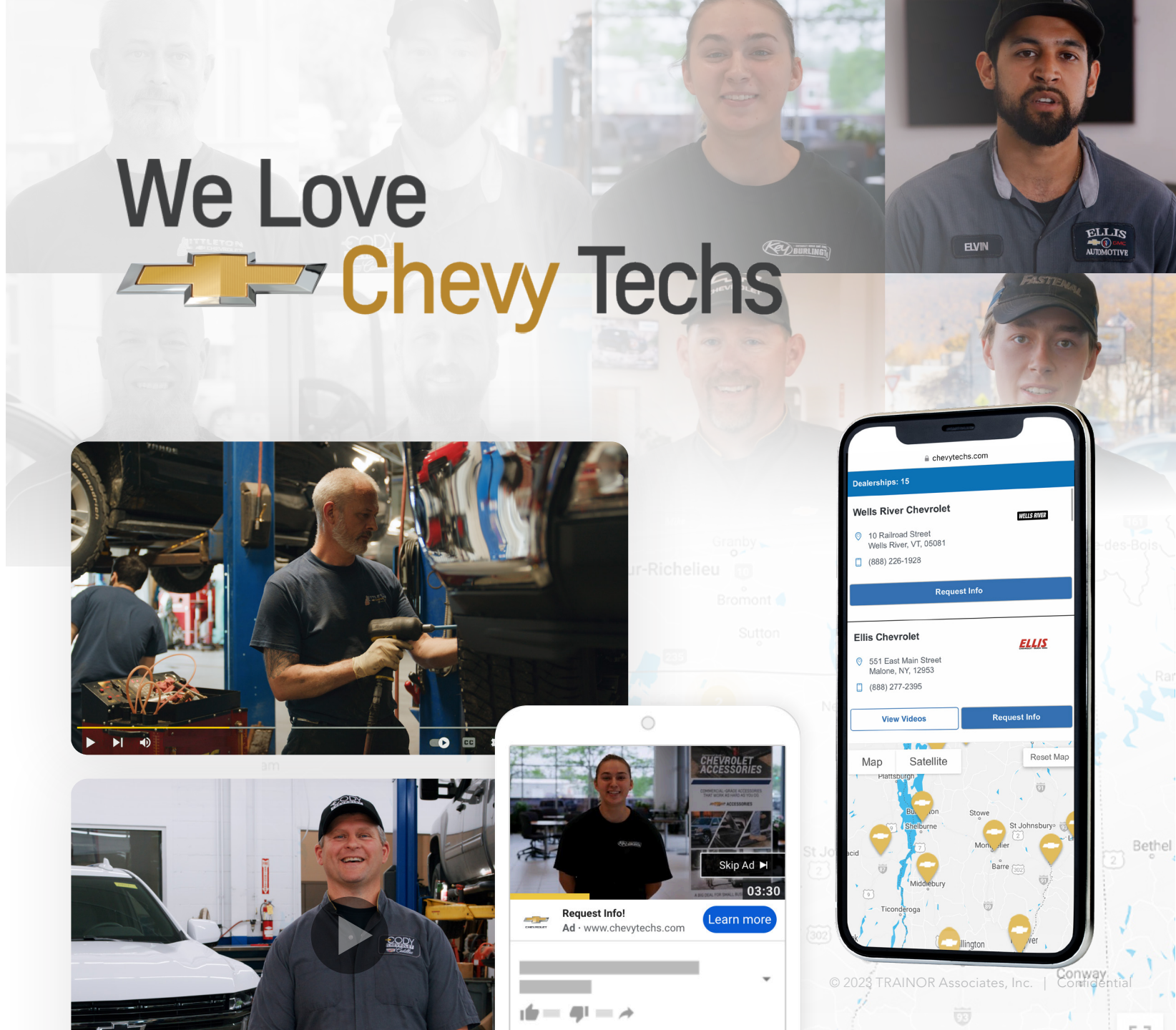
References

References

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+ Discovery
+ Strategic Planning
+ Brand Identity
+ Brand Awareness
+ Business Growth
+ Lead Generation
+ Website Design & Development
+ Website Management
+ Marketing Assets
  Creative & Production
+ Traditional Media Management,
  Planning, Buying
+ Digital & Social Media
  Management (Paid)
+ Organic Social Media
  Management (Organic)
+ Analytics, Measurement,
  & Reporting

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+ Discovery
+ Strategic Planning
+ Market Research
+ Brand Identity
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+ Website Management
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  Creative & Production
+ Traditional Media
  Management, Planning, Buying
+ Digital & Social Media
  Management (Paid)
+ Organic Social Media
 Management (Organic)
+ Analytics, Measurement, & Reporting

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+ Discovery
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+ Marketing Assets
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+ Traditional Media Management,
  Planning, Buying
+ Digital & Social Media
  Management (Paid)
+ Organic Social Media
  Management (Organic)
+ Analytics, Measurement,
  & Reporting

Investment

Advertising Media Markup
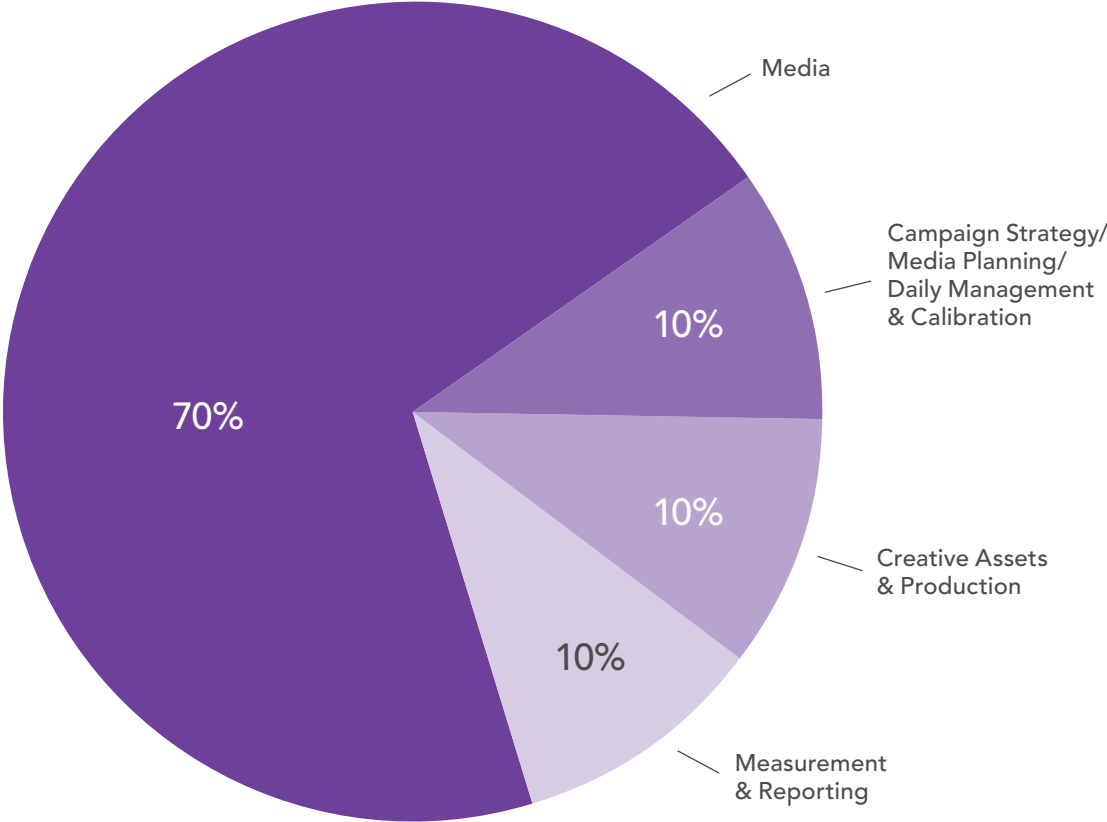
	Compensation Breakdown
1. Campaign Strategy / Media Planning / Daily Management & Calibration	10%
2. Creative Assets & Production + Digital + Social + Traditional	10%
3. Measurement & Reporting	10%
4. Special Projects	As Incurred

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