



2016

MAGNETIC MARKETING
SERVICES

www.redtoadmedia.com | 502.509.6538



OUR PROCESS

We implement a three-pronged approach to web traffic that starts with an audit + technical optimization of your website. The three streams that we employ to help you be found & make sales thereafter are:

- social media marketing
- public relations
- paid search

We expect most people to implement Phase One, then decide if they need the other phases, graduating through our packages to the Sphere package, then weaning off of our support to do it all themselves.

Phase One: Site and Social Audit

We will have one one-hour meeting to discuss your goals and product offerings. After this, we audit your entire website and social media presence for search engine optimization. We provide comprehensive reports, and make content and site change recommendations based on what we find. You'll get a list of 5 keyword phrases to target and one competitive analysis report for two competitors. We'll also create 2 online personas for you to write content for. We'll spend up to 4 hours editing your site content and making all of the changes that you need which we can possibly make in those four hours. Then we will give you a quote on any further changes that are needed, if any. This service is a one-time flat fee of \$1850.

Phase Two: Strategy

You choose a package. Depending on the package, we'll make a content calendar, providing content nexuses for your posts based on your goals, target personas and keyword phrases. Depending on the package you choose, we might develop up to two marketing funnels with their corresponding landing pages and all associated collateral. Or, we might identify key influencers in your market and channels to follow, target and pitch for PR opportunities. Or we might implement a robust social media content strategy. Different markets and goals require different approaches. You will have the option of writing and creating your own content blog posts, only allowing our experts to optimize it or allowing us to do it all. It's your choice.

Phase Three:

We'll come up with a paid search strategy for your starting minimum budget of \$10 per day on your optimal platform. We retarget warm and hot traffic using both pixel-driven technology and email marketing. This serves along with



OUR PRICING - PACKAGES

your social media posting to drive traffic to your marketing funnels and to nurture your leads, while keeping your Quality Score high enough that you get the most ROI.

For your best value, try a package. These can be ordered in 3, 6 or 12 month increments. All package subscriptions include our Phase One services so for your best value we recommend The Ring Package. Our focus is to empower you, not create dependency.

Not ready for a package? Try our Thought Bubble program to let us make one social media post for you per day for \$99 a month or a Red Toad Magnet subscription for \$50 a month to post to Social Media yourself.

These affordable options fit almost any budget.

The Ring Package: \$2400/month

This social media focused package gives you two Facebook posts a day, two LinkedIn posts a day, 7-10 Tweets a day, channel monitoring, engagement with your followers, engagement strategies implemented on each social channel, one group participation daily on each channel, 5 custom graphics created per week, full reporting each week and one, one-hour planning meeting per month.

The Disc Package: \$3500/month

Everything in the Ring Package plus PR: guest blogging opportunities, guest blogger opportunities, up to 5 press releases written and distributed per month plus weekly opportunities to be interviewed or contribute to national and regional publications. We develop one marketing funnel with corresponding landing pages. You get one two-hour planning meeting per month.

But wait, there's more! You also get up to 4 blog or page articles optimized a month (you write them, we edit.) For a nominal upcharge we will write them, then you may edit them to add your voice, then we polish them again for SEO. By using these methods we retain your voice and unique expertise BUT we add our kung fu.

The Sphere Package: \$4200/month

Four original 1200-word blog posts per month written by a dedicated professional copywriter, polished by our SEO gurus, management of one search engine marketing campaign, (\$300 minimum spend) monthly competitive analysis reports, SEO of up to 5 pages per month (we make the changes), two four-step online marketing funnels developed per quarter with all attendant collateral, access to our Magnet tool to collaborate with your team and do your own social media, 2 meetings per month (one planning plus one group coaching session)



OUR PRICING - A LA CARTE

Service	Price	Service	Price
Blog Post creation (1000 words or under)	\$600	Editorial Calendar (3 months)	\$600
Blog Post creation (1001 - 1500 words)	\$850	Social Media Training (1-4 people)	\$200 per session
Infographic Cceation	\$300	Online Ad Writing	\$200 per ad
Logo development (1, 2 & 4 color files plus mini standards manual)	\$1500	Brochure creation (print and web)	\$1500
Whitepaper creation	\$300 per page	Blog/Page editing	\$150 per post
Keyword research	\$300/5 phrases	Keyword review with content suggestions	\$300 per page
Landing page creation	\$450	Email marketing template/campaign creation	\$450
Google Analytics set up	\$75 per Goal	Webmaster Tools/GMB set up	\$150
Video creation (screencast under 3 mins + vo)	\$2400 + varies depending on voice talent choice	Social Media profile set up with custom graphics	\$150 per profile
Custom social media profile image	\$75/ea	Custom social media post graphic	\$75/ea
Four-step marketing funnel development with graphic/up to two page text resource collateral and all landing pages plus email series development. Does not include custom illustration or ad management.	\$2800 each	Business card design	\$300/per design