



Branding & Marketing Packages

Last edited 2.1.19 | Contact marissa@groomcreative.com

Brand Advertising Package

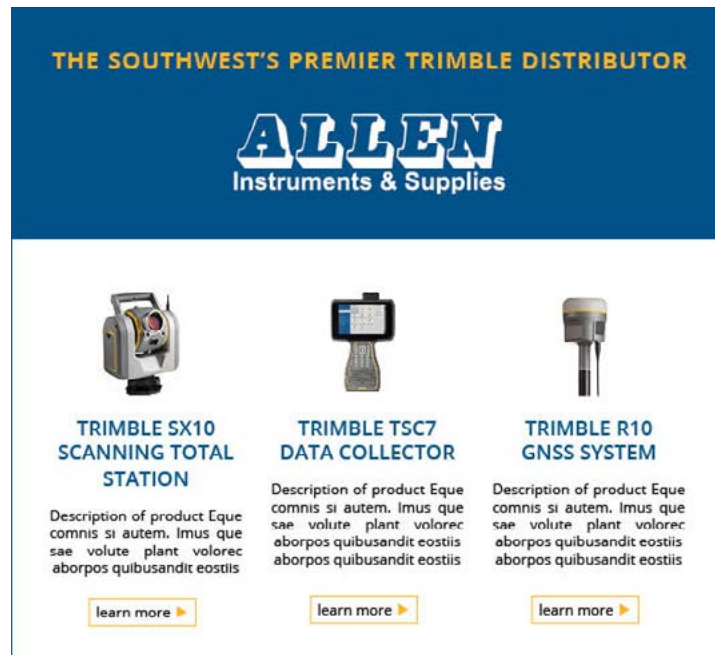


Does NOT include photography/art direction.

- Four (4) web banners ads in varying sizes.
JPEG or short GIF
- One (1) 1/2 - 1/6th page print ad (full color, PDF of final artwork provided to client)
- Copywriting support for all content

AND pick ONE:

- Full page print ad
- Designed and HTML coded e-blast for any platform (Mailchimp, constant contact, etc.)



Social Media Brand Package

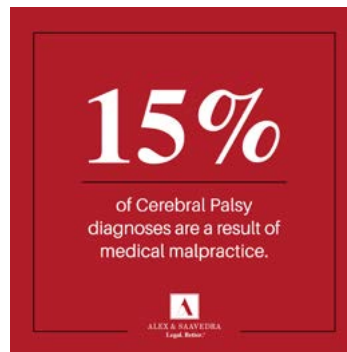
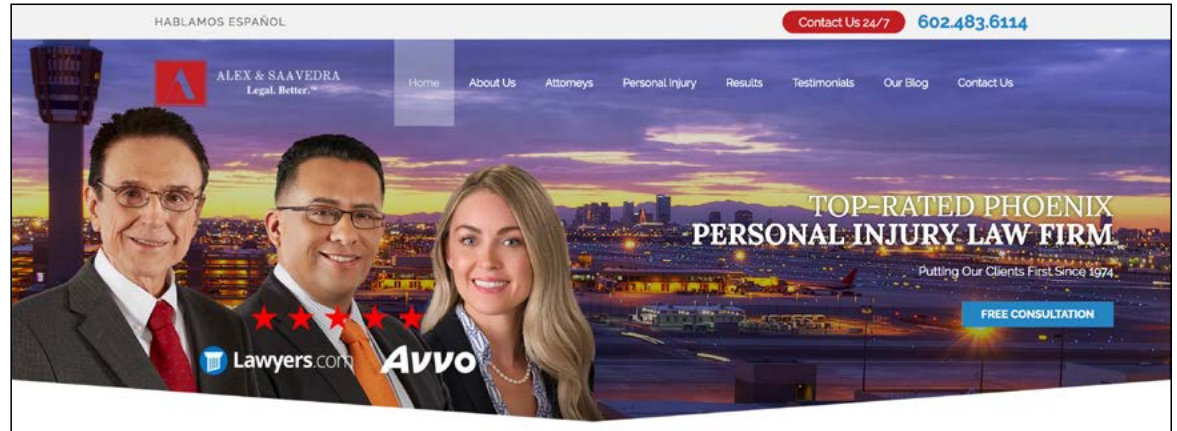


Does NOT include photography/art direction.

- Banner template Creation over all social media sites
- Three (3) instagram templates for cohesive brand posting
- Home page website banners
- Copywriting support for all content

ADD ON:

- One (1) E-blast template creation and implementation (price varies based on complexity)



Monthly Social Media Marketing



Does NOT include photography/art direction.

- Monthly social media management, including 7-8 social media posts across all standard platforms
- Copy-writing and editing support
- Stock photography researching and art direction
- Graphic Design templates for Instagram
- Cover photo banners for all platforms

ADD ON:

Monthly E-blast template creation and implementation (price varies based on complexity)

*Want a full year marketing plan created?
Just ask for pricing!*

Social Media		* Enter date of first Monday each month			
Projected Cost to Date:		Q1 2019			
Actual Cost to Date:		JAN			
CAMPAIGN TYPE	TARGET AUDIENCE	30-6	7-13	14-20	21-27
Holidays/Public Events		New Years			MLK Jr. Day
First Message		Freddy Saavedra honored as Veteran at Law	Cerebral Palsy blog post	Semi Truck Accidents	
Source?		https://www.legalbetter.com/saavedra-honored-in-attorney-at-law-magaz/	https://www.legalbetter.com/long-term-symptoms-associated-with-cerebral/		
Secondary Message					
Source?					
Social Media					
Twitter	Millenials, other businesses, other professional organizations	x	x		
Facebook	Gen-X, parents of millenials, families, small businesses	x	x		
LinkedIn	Other businesses and professional organizations, Other Lawyers	x	x		
Instagram	Millenials, small businesses, channel skews female		x		
Content Creation/Expressing Authority					
Youtube	Gen-Z, Young millenials, DTI-ers				
Website		x	x		
Reddit	Millenials, men, people looking for answers on the r/ANAL subreddit				
E-mail Newsletter	Other businesses, potential "clients", Gen-X and Boomer age groups				
Print Newsletter					
Public Relations/Review Sites					

Art Direction, Photography and Videography

Advertising / Informational Video's for Youtube

- Includes script-writing assistance and editing
- 3-6 minute video

Art Direction & Photography

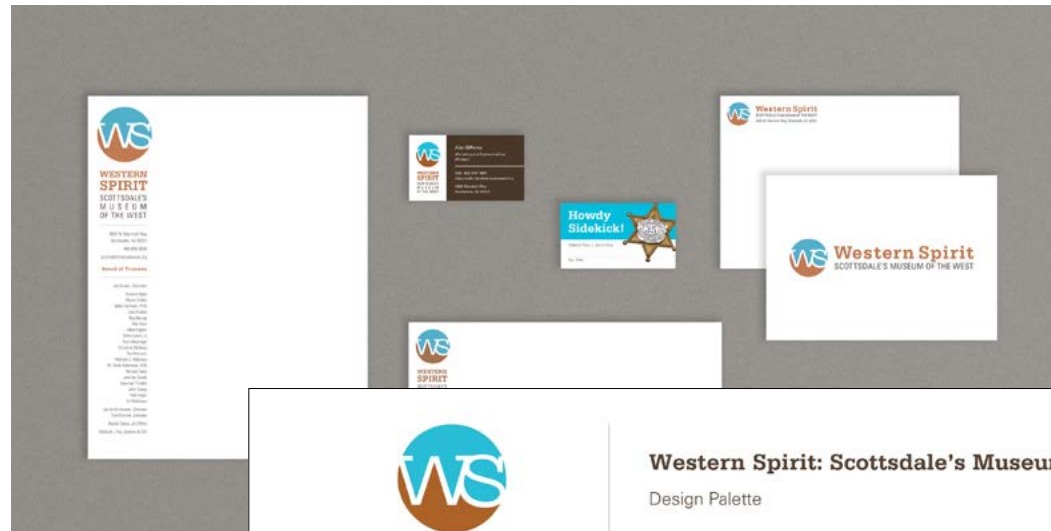
- Product Photography for 6-10 products typically takes 1 full day of photography and one full day of editing



Full Branding Suite

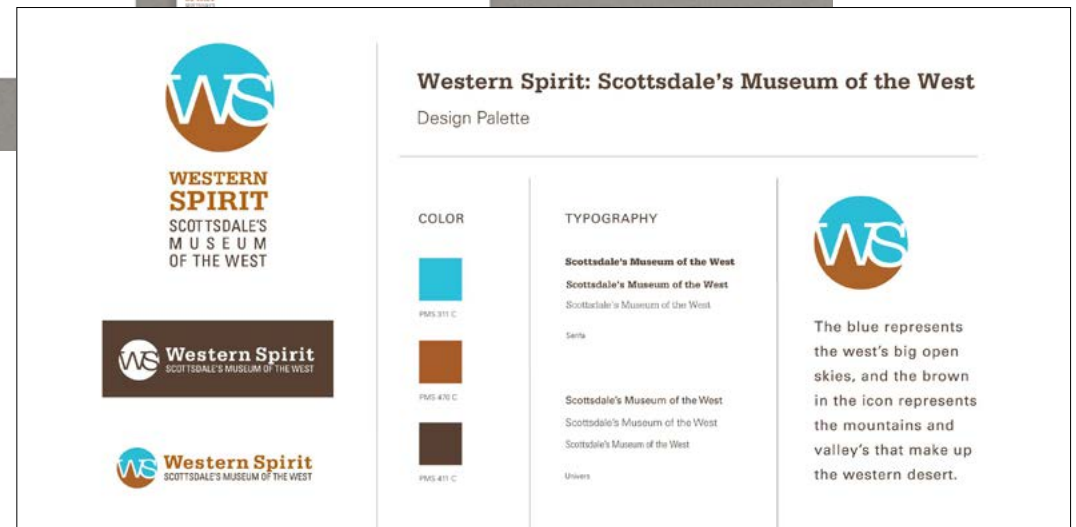
Does NOT include photography/art direction.

- Positioning research
- Tone and language guide
- Logo (2-3 variable sizes/formats)
- Brand Doc including font/color/language/iconography selection
- Business Card
- Letterhead
- Envelope
- E-mail signature



Groom Creative is proud to offer branding suites on a sliding-scale basis. Pricing varies based on tax-status and scale of company.

(discounts offered to 501c3 corps)



Brand Re-Fresh Package

Does NOT include photography/art direction.

- Re-drawing, providing new file types (EPS, etc.) or creating variations of current logo(2-3 variable sizes/formats)
- Business Card
- Letterhead
- Envelope
- E-mail signature

Pricing based on complexity of current logo.



A la Carte Collateral



Does NOT include photography/art direction.

“New Client” Intake Packet

- Pocket folder design
- 6 pages of inserts/sales sheets. Can be variable, or a mix of sales sheets, forms, applications, etc.

\$2,500-\$3,000

Trifold Brochure

or

Sales Sheet

- Two-sided, full color

\$750-\$1200

Double-sided Rack Card

or

Double-sided 1/2 page flier

- Full color

\$300.00

Presentation Deck Template

- 10-12 pages

\$500-\$750

One (1) E-blast template

- Creation and implementation
- Can provide e-blast in HTML format

\$500-\$750



Capabilities



Branding

Positioning and Strategy
Brand Guidelines
Icons and Visual Language
Variable Logo
Brand Voice

Art Direction

Photography
Event Planning
Set Design & Styling
Video Tutorials

Marketing

Yearly Marketing Planning
Social Media Management
Content Creation
E-mail Marketing
Copywriting

Illustration

Hand-drawn Typography
Vector-based iconography
3-D Distorted Type

Print Design

Magazines and Editorial
Environmental Signage
Invitations and Brochures
Vendor Management
Quote Writing
Press Checks

Contact marissa@groomcreative.com