



## **Marketing**

Marketing is the process of getting your business seen by current and potential customers. Planful is a full service marketing agency that offers professional marketing solutions for traditional and digital platforms. Schedule a consultation today to review pricing.

### Three-Month Marketing Strategy

After a consultation session, Planful will create a marketing strategy that you can implement yourself. Planful will design a custom plan based on your current marketing needs and business goals. Each month, at least three action items will be incorporated. Results will vary based on how well the plan is executed. Not sure if you'll be able to implement it yourself? Hire us to do it for you!

### Email Marketing

A perfectly crafted email campaign is what you need to keep your audience up-to-date.

### Copywriting

The content (or copy) of your next blog post, welcome letter, or sponsorship request can have a major impact on your results. Our team of writers will help you craft a message your audience wants to read. Pricing is standard for up to 800 words.

### Press Releases

A press release provides you with the opportunity to make a public announcement. Press releases are available without pitching (hopefully you have the right media contacts), with local pitching, and with national pitching.

\*In addition to the services listed above, public relations strategies and crisis communication plans are available. Schedule a consultation for a quote.

## **Social Media Management**

People spend a ton of time online, making offline marketing less effective. If you want to reach your target audience you need to create promotions that will be seen where people are spending most of their time.

### Three-Month Social Media Strategy

After a consultation session Planful will create a marketing strategy that you can implement yourself. What it includes – Daily themes personalized to your industry, content ideas, targeting ideas, resources, and easy tools. This strategy will span three-months but can be used over and over.

### Facebook Management

Facebook has over a billion daily active users. Investing in Facebook management is crucial in today's digital world.

### Instagram Management

Instagram (a platform that primarily focuses on photo and video sharing and now owned by Facebook) is a great way to appeal to your audiences' visual side.

### Twitter Management

Twitter is a fast moving platform known for breaking news, entertainment, sports, and politics. With only 140 characters available per post, you need to make sure your messaging is short and sweet. Our Twitter Management plans range from posting for you four times per day to one time per day. Posting less than one time per day isn't recommended.

### Social Media Ad Development

This includes one brainstorm session, graphic design, and copywriting for the advertisement. Actual advertising cost not included.

\*\*The cost of professional printing, photography, and videography is not included and can be added to any services at anytime.