



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.



Branding

Branding creates recognition, trust, and loyalty among current and potential customers. In addition, building a brand helps distinguish you from your competition. At Planful we have assisted businesses in the creation of custom logos, designed style-guides, created brochures, flyers, letterhead, and business cards to make sure our clients are always appropriately represented in print and online advertisements.

Logo Design

Our graphic design team has created logos for start-ups as well as expertly re-designed logos for businesses that have been in operation for a century. They have the skills and experience to bring your vision to life.

Basic Brand Identity

A basic brand identity kit includes a logo design or re-design, custom color combinations, perfectly paired fonts, and slogan development. Developing a basic brand will provide you with everything you need to get your business started or re-established.

Full Brand Identity

Full branding is recommended to ensure that your employees and outside agencies appropriately represent your business at all times. In addition to the components included in a basic brand identity kit a full branding kit includes the development of a mission statement, terms of use, inspirational images, textures, icons, and perfectly sized social media profile pictures and cover photos.

Standard Promotional Materials

Developing promotional materials that are “on brand” will provide you with a polished and professional look. Standard promotional materials include but are not limited to business cards, postcards, signs, posters, flyers, rack cards, and invitations.

Custom Brochure Design

Developing a brochure is a great way to communicate an overview of what your business does and is often the first impression your future customers get. Make sure your brochure accurately represents your mission.

Custom Newsletter Design

Newsletters can be as basic as a one-page article to as detailed as a 10-page mini-magazine. Let us help you create a newsletter that your audience can't wait to get their hands on.

*Designs that incorporate specialty folds and cuts start at \$499.

Consultation

Consulting provides an outside perspective, is cheaper than hiring an in-house employee, and saves your existing team time. Set up a consultation session to identify and solve your current barriers to creating a successful brand.

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



Web Design

Creating a website that is visually pleasing, functional, and inspires a call-to-action is something we love to do. Visit any of the websites below to see examples of our work. Like what you see? Schedule a consultation to see how we can bring your brand to life online.

<https://www.planful.co>

<https://www.pafloralacademy.com>

<https://www.gcwyantfinejewelry.com>

<http://www.dynamicmgt.com>

<http://www.barbaraelkinipc.com>

<http://www.swormsco.com>

<http://www.psyncstudios.com>

<http://www.gattirx.com>

<http://www.cleartheland.com>

Four-page Website

Our graphic design team has created websites for start-ups and expertly re-designed websites for businesses that have been in operation for a century. They have the skills and experience to bring your vision to life. Website pricing does not include direct costs such as the cost of hosting, the purchase of a domain name, or the purchase of templates if needed.

One-Hour Website Audit

If you already have a website, know how to make basic changes, and are looking for an expert opinion, you've come to the right place. Planful has completed website audits with brand new companies and those who have stood the test of time. Website audits can focus on copy, design, calls-to-action, SEO, or how to integrate advertising plugins such as Google Adwords.

Below are a few sites we have helped audit:

<https://www.foundationpa.com>

<http://indiana-countryclub.com>

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