



WHITEBOX

MARKETING

Discounted Marketing Options for Premier Group Network

Strategic. Creative. Effective.

www.WhiteBox.Marketing

WhiteBox Marketing is a full-service agency specializing in strategy, branding, and cohesion. We bring value to our clients by aligning a strategy based on our client's goals, developing key messages, and layering that cohesively through a pro-active strategy plan customized for you. Our clients say they appreciate having a solid partner that gets to know their business and who can handle and manage all their needs, ultimately saving time and money and gaining a better successful plan of marketing.

We are excited to partner with Premier Group Network to offer a reduced partnership package of 20% off all agency services for distributors and suppliers alike.

Thanks again for the opportunity!

—Team WhiteBox

Agency Contact Info & Points of Contact

Hello@WhiteBox.Marketing | 320.270.0722 | www.WhiteBox.Marketing

1501 W St Germain St, St Cloud, MN 56301 | 729 N Washington Ave, Minneapolis, MN 55413



Carrie Karki
Founder & President



Tia Anderson
Marketing Strategist



Madelyn Thompson
Marketing Strategist



Karley Lieser
Project Coordinator

INITIAL MARKETING REVIEW PACKAGE

Includes Marketing Analysis, Review, & Initial Recommendations (estimated separately)

We know that marketing isn't a one-size-fits-all. That's why we'll take the time to get to know your business and make recommendations after doing a thorough review of your goals and what you've done in the past.

■ **Marketing Review & Analysis**

This is where WhiteBox Marketing will meet with you in a consultative role, learn about your business, review past and current marketing tactics, and make estimates for initial recommendations based on your goals, target audience, and current results. This will ensure all marketing going forward remains consistent and is executed effectively.

■ **Branding Review**

We will take a look at your current logo, tagline, and brand colors and hear from you on if what you have now reflects who you are as a company. We'll also see if you have the appropriate branding assets and a brand style guide to ensure cohesiveness and consistency among all applications.

■ **Website & Digital Marketing Review & Audit**

We will take a look at your current website, its analytics, and SEO status. This will allow us to make recommendations for how to enhance your website performance and traffic via SEO, content optimization, mobile responsiveness, and web design recommendations. We will also consider the best digital marketing approach for your current business objectives.

■ **Google Business Profile, Analytics, & Campaign Review**

We will take a look at foundational search elements, such as your Google Business Profile (formerly known as Google My Business) and Google Analytics. This includes verifying the business profile exists, reviewing information to ensure accuracy, checking for Google Analytics, and understanding any current and/or previous Google search and display campaigns to make ongoing recommendations.

■ **Social Media Review**

We will review your professional business profiles on Facebook, Instagram, and LinkedIn platforms (if applicable), review analytics and past content to gain an understanding of posts with the best performance. We will also consider your overall marketing objectives as we make recommendations related to social media, and review with you any current or past "paid" social media advertising that you've done and how it has performed.

TOTAL: \$2,800*

** Price reflects 20% discount for PG members.*

SAMPLE NEXT STEPS: ONGOING MARKETING OPTIONS

Includes Multiple Touchpoints with the Client in our Partnership Marketing Approach

Recommended after Phase 1: Initial Marketing Review is completed. Pricing will be customized to you at the PG discounted rate!

Based on the results of the Initial Marketing Review Package, your initial recommendations might include some of the following sample next steps, or others, depending on your unique goals. Because of the customized nature of these materials, estimates will be formulated for each individual client.

■ Trade Show Materials

If tradeshows or conventions are a big part of your business, we recommend taking a look at your branded pieces—everything from tradeshow displays and backdrops to banners, selfie posters, floor stickers, handouts, and any customer-engagement opportunities.

■ Electronic Communication Setup & Support

We will setup, design, create content, deliver, and provide post-delivery analytics for electronic communication, such as eNewsletters, eBlasts, and lead generation campaigns.

■ Monthly Social Media Management or Support—Sample Packages Shown

We have many clients who rely on us for monthly professional social media management, while a few simply prefer to receive support in the way of content and graphics. Others may choose to run paid social media advertising campaigns, which can be estimated separately.

Standard Package | \$600/mo*

- 8-10 posts per month
- Quarterly reports
- Basic engagement
- End of the year review
- Includes \$25/mo boosting

Premium Package | \$750/mo*

- 12-14 posts per month
- Bi-monthly reports
- Proactive engagement
- End of the year review
- Includes \$50/mo boosting

Elite Package | \$900/mo*

- 16-18 posts per month
- Monthly reports
- Extensive engagement
- End of the year review
- Includes \$100/mo boosting

■ Website Refresh/Support & Digital Marketing Efforts

Depending on your website needs (for everything from a new website build to monthly website update support, we will provide a personalized timeline and estimate to keep us on track. We'll also determine which digital marketing efforts will best complement your website and online presence—to be quoted separately from the website itself.

Our Full Scope of Capabilities



Strategic Marketing



Social Media



Branding & Logo Development



Design & Advertising



Creative Campaigns



PR



Website Development



Collateral & Promotions



Digital Marketing



Building & Interior Design

We have built a network of proven partners for Videography, Photography, and Printing.

We think of them as an extension of our main team.

THANK
YOU.

We want to take a moment to express our appreciation for the opportunity to work with Premier Group Network and its members. We understand it's important to ensure the success of your initiatives with effective, strategic, and creative marketing.

Next Steps: We would like to schedule a follow-up meeting to discuss the outlined phases and recommendations.

We can't wait to get started!