

Build Your Own Plan

Purple Plan*

The core plus your choice of:
2 from Group A
1 from Group B
1 from Group C

Green Plan*

The core plus your choice of:
3 from Group A
1 from Group B
1 from Group C

Orange Plan*

The core plus your choice of:
3 from Group A
2 from Group B
1 from Group C

Yellow Plan*

The core plus your choice of:
3 from Group A
2 from Group B
2 from Group C

The Core

Standard in all packages

- Annual goal-setting/metrics session
- Message hierarchy (what messages matter most and how do you deliver them)
- On-going marketing counsel (30 minute call/month, 60 minute face to face/quarterly)
- Annual marketing calendar/punch list (revised each quarter)
- Quarterly web analytics/evaluation
- Re-cap and plan for next 12 months (with annual renewal)

Group A

- Branded PPT slides
- Annual networking strategy
- Facebook fan page built/strategy for using it
- One page overview of your business (PDF for printing or e-mailing)
- Customer appreciation event ideas**
- One media release each quarter

Group B

- 3-D mail campaign or postcard series for new business acquisition**
- Weekly article for your blog/website (you provide raw content, we'll edit and publish)
- Monthly social media coaching/critique
- Quarterly branded e-newsletter (3 stories/300 words) max.**

Group C

- Private customer only insights e-mail (4/year)
- Annual customer satisfaction survey** (administered & analyzed)
- Annual "thank you" mailing for clients**
- Four testimonials – in PDF format for printing and your website

*All plans require a 12-month commitment

**Out-of-pocket expenses extra



McLELLAN MARKETING GROUP

Create a love affair with your customer. 