

Marketing Manager packages

If you are running a business, there is a strong possibility that you don't always get chance to do all the marketing activities you need. If you are ready to bring in some professional marketing support, I am pleased to introduce three new packages for 2019.

I recommend you start with the Strategy First ([see why here](#)), which will help us identify which package would be appropriate, and will outline which tactics will work well for your business, as well as give a six month action plan. You then have three options to choose from, each offering a different level of support:

Bronze

Half a day a month to deliver marketing tactics identified in your strategy. Each client will have a package which suits their business, for example:

- A blog post and a simple newsletter **OR**
- A package of social media content ready for you to send **OR**
- 2 news stories or case studies for your website **OR**
- Copywriting and project management of new business literature

This package includes a bi-monthly phone catch up and regular email support.

£250 per month

Silver

2 days per month to deliver marketing tactics identified in your strategy. Each client will have a package which suits their business, for example:

- Full management of 2 social media channels plus creating and curating content **OR**
- Weekly blog post and social media posts to promote it **OR**
- One blog post, monthly e-newsletter and social media posts **OR**
- Copywriting and project management of new collateral (design and print extra) **OR**
- Content for your online press office (press releases and feature writing)

This package includes a monthly phone catch up and regular email support.

£700 per month

Gold

6 days per month to deliver marketing tactics identified in your strategy. The gold package is likely to contain a combination of several tactics, and we will agree in advance a package which suits your business, for example:

- Running your online press office, creating content and liaising with journalists
- Blog posts and case studies written for website and social media posts
- Social media management, organic and paid for posts
- E-newsletters
- Campaign planning and delivery to support your business activity (eg Christmas sales campaign, relevant awareness week campaign)
- Copywriting and project management on new collateral (design and print charged extra)

This package includes one monthly face to face meeting and regular email support.

£2,000 per month

Please get in touch to see which of our packages can help you.

Notes:

We charge the same fee for 12 months of the year, we expect to work a little less in August and December and rather more most other months!

We invoice at the end of each calendar month, payable on 14 days

Any additional expenses are agreed in advance

Where 1 meeting is included in the package, additional mileage is charged at 45p a mile

