



## MARKETING FOR SMALL BUSINESSES

*Dear small business owner,*

Located in Ponchatoula, Bolster's mission is to bring affordable and accessible marketing services to our local businesses in order to increase their reach, polish their presence, and gain and retain a loyal customer base.

We not only create the perfect pieces to showcase your business but also implement the practices and processes to grow and sustain your marketing operations.

We're scalable for whatever you may need. We can act as your Marketing Manager or as marketing support for your stellar team.

Please take a look at our services, and let us know if you have any questions.

*The Bolster Team*



# Services

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## Pieces, Platforms, and Content

- Blog articles and case studies
- Business cards, stationary, etc.
- Customer communications
- Email template design
- Forms (intake, website, etc.)
- Pamphlets, flyers, rack cards
- Press releases
- Presentation templates
- Proposals
- Sales documents
- Social media content and management
- Surveys
- Website design

## Marketing Management

- Campaign management
- CRM setup and management
- Digital and local advertising
- Email marketing
- Event coordination and management
- Monthly marketing analysis
- Online listings management
- SEO optimization
- Social media advertising
- Social media content and management
- Surveys
- Webinar management
- Website maintenance

## Marketing Operations and Analysis

- CRM automation setup
- Competitive analysis
- Data analysis
- Email automation
- Lead generation
- Marketing automation setup
- Marketing operations manuals
- Monthly marketing analysis
- SWOT analysis
- Workflow process development



## Pricing

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### Monthly retainer

\$75/hr, 10 hr/month min & 6-month contract required

A great option for those who need ongoing support, our monthly retainers allow you to be in control of your budget by knowing exactly how much you'll be spending each month. Bolster will work within the allotted hours to complete your marketing tasks.

Our 6- and 12-month retainer contracts start at \$750/month for 10 hours. Additional hours will be billed at \$75/hr. Unused hours carry over to the next month. Clients are sent timesheets each month listing completed tasks, billed to the quarter hour. For the first month, Bolster will create a branding guide for your company, and the document will be used to guide all of Bolster's marketing tasks.

### Pay as you go

\$80/hr

This flexible option is great if you have occasional marketing needs or need one or two tasks done per month. A minimum of 15 minutes will be charged for each task.

### Project

Flat fee, estimated at \$80/hr

Projects are estimated at \$80/hr and are billed in installments. Project costs are subject to adjustment if the parameters of the project are changed during the project.



## Factors Affecting Cost of Services

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Each quote is unique. Our quotes are crafted with all considerations of the project in mind, including the following:

- Client's current marketing assets (branding, photos, videos, etc.)
- Client's programs and applications
- Client's current marketing processes
- State of client's customer data
- Cost of materials
- Level of design for project/task
- Familiarity with client's branding, processes, etc.



## Websites for Small Businesses

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**STARTING AT \$4,160\***

*monthly maintenance and management starting at \$225*

### Included:

- Engineered website, designed for your business' needs
- Content management system
- All site copy
- Stock images
- Optimized for search engines
- Forms connected to CRM or email
- Google Analytics
- Two rounds of edits
- Instruction manual

### Add-ons:

- E-commerce
- Photography
- Directory
- Appointments/scheduling integration

\*All services will be uniquely quoted based on the requirements of the project. Does not include website subscription fee, domain fee, or email services.



## Sample Monthly Retainer: B2B

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40 hours/month for a B2B

8 social media posts (2 posts/week), posted to Facebook, Instagram, and LinkedIn with a report at end of month; photos/videos provided by client	12
Social media management (monitor and respond to comments and engage customers and partners online)	15
1 newsletter email or marketing email	5
1 blog post	3
Review, organize, and analyze collected data	3
Website updates	2
Total Hours:	40

Total Cost: \$3,000\*

\*This is an example. All services will be uniquely compiled and quoted based on the needs of the client.



## Sample Monthly Retainer: B2C

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40 hours/month for a B2C

12 social media posts (3 posts/week), posted to both Facebook and Instagram; including one video/week, for TikTok and Reels report at end of the month	18
Social media management (monitor and respond to comments and engage customers and partners online)	15
1 marketing email	4
Basic photography and videography	3
Total Hours:	40

Total Cost: \$3,000\*

\*This is an example. All services will be uniquely compiled and quoted based on the needs of the client.



# Event Management

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**STARTING AT \$2,175\***

for a monthly workshop or meeting for less than 50 people

## Included:

- Coordination and management of a 2hr event
- Coordination of speaker for event
- 3-4 social media posts
- E-invites
- Email reminders
- Venue management
- Menu setting
- Setup
- Check-in
- Follow-up email
- Report

## Add-ons:

- Audience materials
- Promotional giveaways
- Vendor or display booths

\*All services will be uniquely quoted based on the needs of the client. Does not include cost of venue, food, speaker/entertainment, and decorations.





## Let's Get Started

Interested in our services? Let's start things off with an email or a phone chat - whatever works for you. Once we know what you're looking for, we can provide a quote and go from there.



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