



How We Propel You
January – June 2012

Marketing Consultation

Whether you are a new business or you've been in business for many years, Propel's approach to marketing consultation is current and innovative. Starting with a detailed interview session, we look at many elements of market and company information to make suggestions and help you gather a strategic approach to growing your business.

- Research and marketing plan development
- Review and recommendations on websites, collateral, business and marketing plans, campaigns and more

Hourly rates apply. Proposal necessary

Growth Project Management

Having a marketing plan will only work if you have the team in place to facilitate those projects described. That's why we have developed Growth Project Management services to implement the projects on an ongoing basis. Some of our management services include:

- Advertising planning and implementation
- Newsletter and e-newsletter planning and setup
- Networking and company representation
- Monthly consultation and retainer services; Marketing Management

Hourly rates apply. Proposal necessary

Social Media Services

Social media is quickly becoming the new way for companies to interact with the public and gain brand recognition. Propel advocates small business communication by assisting with:

- Profile reviews and consultations
- Platform training
- Strategy planning
- Custom designed backgrounds and profile displays
- Monthly facilitation services

Please see Social Media Rates sheet

Business Startup

Do you want to be your own boss? Have an idea you'd like help developing? The goal with our startup packages is to see you launch your idea with minimal startup cost, debt or overhead. Some of our services include:

- Brainstorming business ideas, name selection, product and/or service list(s)
- Registering your business and obtaining licenses
- Brainstorming, selecting and purchasing your internet domain
- Deciding on brand direction
- System setups

Hourly rates apply. Proposal necessary

Websites

Propel believes that your website is your number one asset, so we encourage you to plan and present your business accordingly. We work with a variety of domain development partners to create an online business front that speaks volumes about your company from corner to corner.

Basic packages start at \$1500.00



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Branding

Propel works with graphic design and professional creative partners to develop your company's brand identity. After an initial interview, Propel will bring on the creative firm that we believe best fits your personality, needs and budget. We are your point of contact, project manager and your advocate throughout the entire process.

- Logo creation
- Tag line, elevator speech and brand language
- Color palette and font treatment selection

Basic packages start at \$450.00

Copywriting, Editing & Proofreading

Your business is compelled to communicate a clear, concise message that is brand specific and easy to understand. Our copywriting, editing and proofreading services provide you with the peace of mind that your company is being presented to its fullest potential.

- Websites
- Newsletters
- Brochures and collateral pieces
- Marketing campaigns
- Blogs
- Advertisements

\$45.00 per hour

Collateral Creation

Your marketing materials are the first impression you make, so they should be given proper thought and planning. We'll help you layout your information in the most effective way possible and bring in the right designer to make your pieces stand out in a crowd.

- Business cards **\$250.00 (printing not included)**
- Brochures **Packages start at \$450.00 (printing not included)**
- Rack cards **Packages start at \$350.00 (printing not included)**
- Flyers, posters, postcards, direct mail pieces **Proposal necessary**
- Letterhead and envelopes **Packages start at \$350.00 (printing not included)**
- Vehicle graphics **Proposal necessary**

Public Relations, Promotional Planning & Events

Are you launching a new brand or product or moving into a new location? Maybe you need a **press release** written and distributed or you're looking for a **PR or media agent**. Propel Businessworks helps you plan and prepare for **promotional efforts and events** by designing your plan and connecting you with the right outlets to make your efforts a success.

Hourly rates apply. Proposal necessary

Propel's Hourly Rate

\$85.00