

The Pricing List

Inside, there are big lists about the services we offer.

In an effort to be more versatile for you, the more encompassing services are broken apart into modules. If, after some thought, you have decided that you will only need a part or a couple of parts of a larger service (a module/s) you can purchase these modules by themselves, without having to buy the whole bundle of services.

Modules purchased as a whole are cheaper individually, but are not always the best choice. If you can't use it, it's no bargain. We understand that's how you feel, just like we know that this is how your clients feel.

The main headers are the bundled service. Generally, the sub-headers are the components of that bundled service we offer. The sub-headers are not necessarily additional charges.

Naturally, written estimates are free.

Summary of Services

There are certain things that a marketing service (including BlueGranite) can and cannot do for your business.

BlueGranite can give you sound advice and great creative ideas based on market analysis and time tested marketing principles as well as cutting edge ideas and the latest industry developments.

Marketing, put to practice, is more so driven by principles than formulae and there are too many variables to name. BlueGranite cannot (nor can any marketer) guarantee a specific result from their work. However, if your marketer is not making you any money (including BlueGranite) then you should consider a different marketing resource.

Your success with any marketer may be directly related to your open-mindedness about their suggestions. Still, no marketer knows everything about every market and should expect guidance from the client.

If you decide to purchase the services of a professional marketer, you may rest assured of one thing.. your bottom line will change.

931-335-2442
bluegranitemedia@gmail.com
www.bluegranitemedia.com

Marketing Proposal for Plan

This bundled service is, and includes, the fundamental strategies and theorem that you will need to create and maintain a successful marketing program. A good marketing plan is the cornerstone of a positive relationship with your clients and it will contain the things you need to know, in order to relate to your market. It is the most important thing you can do for your marketing program and it is BlueGranite's basic service.

Some things that you can expect from this package are:

- An assessment of your market and a comprehensive strategy about how your business can relate to it and excel in its environment.
- Market Overview - Who is your competition and what are they doing? Who are your clients and how do they WANT to relate to you?
- Any obvious problems or opportunities.
- A closer look at your suggested primary demographic group.
- Projections about increased income, possibilities and growth potential.
- General ad campaign ideas and branding suggestions

Depending on the size of your market, the price for this package is generally about \$3,100. BlueGranite can offer plan management as well as continuing plan support and development for approximately \$1k/mo.

One proposal revision is included in this price estimate, that's what makes a proposal a plan.

Ad / Campaign Design

Ad Services

- Simple ad assembly (graphics and design concept supplied).....\$ 150
- Ad assembly and production (design concept supplied).....\$ 375
- Creation of single ad (nothing supplied).....\$ 550

All above ad services include distribution to specified outlets in correct file format.

- Research and find most promising distribution outlets\$ 625

Ad Campaign Services

- Research and Design of ad campaign\$ 1,875
- Analyze / report on current campaign\$ 750
- Broad distribution of new ad campaign (nothing supplied).....\$ 5,625

This includes some things that come with the marketing plan bundle, and some things that it doesn't. This service includes market research, conceptualizing and creation of ad campaign, distribution research, (3) complete ad designs with distribution, and a retainer that will allow BlueGranite to meet short submission deadlines without hassling you.

- Campaign management and follow-up\$ 150/wk

Other Services

- A/V Editing and production (Blue Granite can make your training videos)
- Design / Create presentation material
 - Ghost Write PR
- Design / Produce collateral

Website Services

- Set up hosting and acquire domain -\$ 75 (payable in advance)
- Conceptualize and rough outline for new site.....\$ 600
Finished and approved flow chart of new site.....\$ 300
- Layout and publish With all graphics supplied and general scheme -\$ 75/page for first (4) -\$ 50/page, all after

With no graphics and no scheme provided -\$ 150/page for first (4) -\$ 85/page/all after

- Organic Search Engine Optimization (SEO) -\$ 150/page

This is a crucial service in today's online marketplace. If your site is to remain competitive, SEO principles are vital to your web site attracting new clients.

- Shopping Cart.....\$ 650
- General Maintenance
 - Rotating catalog.....\$ 150 / wk
 - single instance.....approx. \$ 75
 - track available metrics.....\$ 75 / wk

- Evaluate current site.....\$ 150

BlueGranite can also use its multi-media talent in this area to make content rich pages for your site, if that's what you need.

An integral part of any of these components is an in-depth look at whether or not a web page would actually benefit you, and if so... how we can do that most effectively.

Training / Coaching

Training is \$75 per subject. Additional fees may apply for large attendance.

On site, task specific coaching is \$175 / day

A list of available subjects is readily available and generally cover common and basic marketing and advertising principles. There are also some advanced training subjects available, if you feel that would benefit your employees more.

Some examples are: Sales vs. Marketing - What's the Difference?, What is Branding and How Will it Benefit Us?, Using Marketing Principles to Increase Sales, Do I Need a Web Site? If So, What For?

Friends of Blue Granite

Mainstream Marketing
Crossville Computers
Signsmith Sign Studio
David Hatfield Photography
Heather Westerfield
TAP Publishing
PEG Broadcasting

Am I Qualified to help you?

An electronic statement of qualifications, that can easily be dispersed throughout your organization is readily available upon your request.