CONTENT MARKETING PACKAGES



MENTOR CONSULTANT	BASIC	STANDARD	PROFESSIONAL
Account manager with	Account manager with	Account manager with	Account manager with
10+ years marketing	10+ years marketing	10+ years marketing	10+ years marketing
experience for start-	experience for start-	experience for start-	experience for start-
ups to industry leaders in retail/ecommerce,			
professional services,	professional services,	professional services,	professional services,
high tech, education,	high tech, education,	high tech, education,	high tech, education,
travel and tourism,	travel and tourism,	travel and tourism,	travel and tourism,
restaurant and	restaurant and	restaurant and	restaurant and
business services.	business services.	business services.	business services.
Certified in Inbound	Certified in Inbound	Certified in Inbound	Certified in Inbound
Marketing, Email Marketing and Content			
Marketing by Hubspot.	Marketing by Hubspot.	Marketing by Hubspot.	Marketing by Hubspot.
Strategic consultation	Strategic consultation	Strategic consultation	Strategic consultation
(monthly)	(monthly)	(monthly)	(monthly)
	Strategic Planning	Strategic Planning	Strategic Planning
	Copywriting,	Copywriting,	Copywriting,
	proofreading and	proofreading and	proofreading and
Franil Markatina	editing	editing	editing
Email Marketing: Evaluation of current	Email Marketing: 1 eNewsletter per	Email Marketing: 2 eNewsletters AND 2	Email Marketing: 4 eNewsletters AND 4
campaigns	month OR 1	Promotional emails per	Promotional emails per
	Promotional email per	month	month
	month		
Blog: Evaluation of blog	Blog: 1 post per month	Blog: 2 posts per	Blog: 4 posts per
strategy and recent	500+ words including	month 500+ words	month 500+ words
posts	stock image	including stock image	including stock image
Social media	recommendations Social media	recommendations Social media	recommendations Social media
campaigns and	campaigns and	campaigns and	campaigns and
monitoring:	monitoring:	monitoring:	monitoring:
Evaluation of social	Evaluation of social	Distribution of blog	Distribution of blog
media strategy and	media strategy and	posts 2 promotional	posts 4 promotional
recent campaigns	recent campaigns	posts per month with	posts per month with
(Facebook and	(Facebook and	images PLUS	images PLUS
Twitter)	Twitter)	Monitoring of comments with report.	Monitoring of comments with report.
		(Facebook and Twitter)	(Facebook and Twitter)
Landing Pages:	Landing Pages:	Landing Pages:	Landing Pages:
Evaluation of current	Evaluation of current	Create/Design	Create/Design,
landing pages	landing pages	Copywriting,	copywriting,
		proofreading and	proofreading and
		editing Lead Capture	editing for 1 Landing
		Form for 1 Landing Page per month	Page per month PLUS 1 A/B Test per Quarter
Content Creation:	Content Creation:	Content Creation: 1	Content Creation: 2
Evaluation of current	Evaluation of current	Piece Monthly	Piece Monthly
content	content PLUS 1 Piece	Checklist, Tip Sheet,	Checklist, Tip Sheet,
	Monthly Checklist, Tip	testimonial, product	testimonial, product
	Sheet, testimonial,	fact sheet (1-2 pages in	fact sheet (1-2 pages in
	product fact sheet (1-	length) 1 premium	length) PLUS 2
	2 pages in length)	content deliverables per quarter (online	premium content deliverables per
		quiz, infographic,	quarter (online quiz,
		eBook, white paper,	infographic, eBook,
		case study)	white paper, case
			study)
\$699	\$1,999	\$2,499	\$3,699
per month	per month	per month	per month