



TABLE OF CONTENTS

1-2	MARKETING SERVICES
3	COMPREHENSIVE RETAINER SERVICES
4	WRITING
5	INVESTMENT MATERIALS
6	REAL ESTATE MARKETING MATERIALS
7-9	WEBSITE
10-11	SOCIAL MEDIA
12	STRATEGIC MESSAGING & PLANNING
13	BRAND DEVELOPMENT & STRATEGY
14	EVENT MARKETING STRATEGY



MARKETING SERVICES

From time to time, the marketing demands of a company or organization exceed the capacity of their team. This can be the result of the transition of team members or roles within the organization, the launch of a new initiative, or simply because another set of hands will enable an important deadline to be met.

Whatever the catalyst, we have created a unique set of offerings to serve our friends and colleagues. Each company is thusly able to identify specific tasks or business elements from strategy to execution, and draw from our experienced team of talented marketers to fill the gap for any timeframe, whether short term or long term.

For Example:

A client's marketing staff person resigned two weeks in advance of a national trade show. They called us, and we were able to complete all their **last minute projects** in ample time for the conference.

A bakery client lost their marketing staff person unexpectedly and required **comprehensive marketing services** - flyers, social media, and eblasts. We were able to jump in immediately and create the strategy, materials and process that positioned the company to hire a new in-house marketing person several months later with an organized and streamlined execution plan in place.

A professional association needed a **modern, responsive website**, and we were able to complete their Platinum Hermes Award-winning website, including image sourcing and copywriting, over a two month period with board oversight and feedback. Moreover, the association required **new booth graphics and a booth presentation** for their national tradeshow. The compelling graphics drew prospective members as well as the guests of member companies with rave reviews from all. In the years since, we have added **signage, informational flyers, member materials, and staffing** for their tradeshow appearances.

A client company wanted to add consistent **thought leadership content** to their website and social feeds. We were able to launch a program to interview their leadership on a quarterly basis and create industry-centric articles. The resulting blog was submitted for a Hermes Creative Award and received Gold-level recognition.

Another client lost their marketing coordinator shortly after beginning a social media messaging program with CI. We were able to step in immediately and take over completion of **graphic design** elements and **marketing eblasts** during the months it took to replace the role, and provide **training to the new hire** to ensure process and execution consistency. When the new hire left a year later, CI was able to step in and add **materials development, website edits, comprehensive marketing management, and mailing list expansion** to the scope of services.

A client with an existing e-commerce and consulting business had developed a complex business plan that needed to be culled into **pitch decks** for each of their initiatives. As we developed each **brand identity**, it became clear that **business cards, letterhead, and informative brochures** were also required. We created a **new responsive website** to replace their homemade landing page, sourcing all imagery and writing all copy, and developing **case studies** based on interviews with the client. We were also able to provide **marketing advisory services** and **edits to their e-commerce site**, which we always are happy to do regardless of whether we create the website!

The Carlson Integrated marketing team redefines problem-solving by providing innovative and creative solutions tailored to meet the unique needs of businesses. Whether you are an enterprise with a national or international presence seeking comprehensive support for a certain department or a small to medium-sized business or organization looking for specialized marketing assistance, our versatile approach has got you covered.

Our Services



Marketing Management & Retainer Services



Thought Leadership & Content/Bio Writing



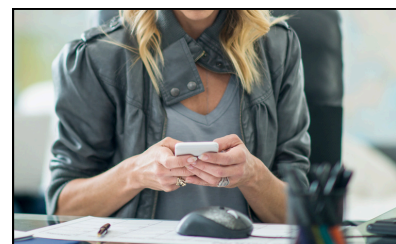
Investment Materials & Pitch Decks



Offering Memorandums & Real Estate Materials



Website Development, Maintenance & SEO



Social Media Marketing, Engagement & Advertising



Comprehensive Strategic Planning & Messaging



Logo and Brand Development & Strategy



Event & Convention Marketing & Support

Marketing is, at its core, the function of sharing an enterprise's presence, position and services with their constituents. We assist our clients in creating and achieving marketing goals by activating a dedicated team of experienced professionals. Connect with us to see how we can serve your needs.



Marketing Management

Serve as temporary or long-term outsourced marketing department.

Scope specific to client needs, may include:

materials and signage
social media content development
strategic planning and budgeting
blogs or thought leadership articles
contact / mailing list management

emailblast creation and deployment
imaging and posting
advertising and public relations coordination
tradeshows coordination and displays
website updates

Can also include:

process development
overall strategic messaging plans

training and onboarding new marketing hires
annualized execution plans

Ongoing Pricing

\$2500 monthly	Basic Marketing Management <i>includes 25 hours per month of services based on client needs; additional hours billed at \$125 per hour</i>
\$5000 monthly	Expanded Marketing Management <i>includes 50 hours per month of services based on client needs; additional hours billed at \$125 per hour</i>
Starting at \$500 monthly	Project and one-off project pricing is ALWAYS available to our clients



Bio Development

Interview client to understand their unique background, business strategy and utilization criteria.

Write both short form and long term bios.

Thought Leadership

Create editorial calendar and write monthly blogs.

Create and send monthly newsletters.

Pricing

\$150-\$250 Bio Creation

\$500 initial Editorial Calendar development
\$750 monthly Blogs (2/month)

\$500 initial Electronic newsletter template design
\$750 monthly Monthly execution of electronic newsletter

Starting at
\$500 initial Print newsletter template design
\$750 monthly Monthly execution of print newsletter (physical printing and mailing incur additional costs)



Investment Pitch Decks & Materials

Meet with clients to gather information and discuss investment details.

Distill complex narratives and concepts into visually appealing and clearly communicative investment materials and/or pitch decks for presentation to prospective investors, lenders, municipalities, community organizations, etc.

Provide variations for specific audiences (print, presentation, letter-sized, etc.).

The CI team has over 35 combined years of experience creating tailored investment materials for capital raises ranging from \$75,000 to \$300,000,000.

Pricing

\$1,500-\$2,500 Pitch Deck Development

*compelling, branded investment or pitch deck for company, product or initiative
pricing is determined by scope which may or may not include message
development, complex visuals and infographics, copywriting, imaging
hours additional to final scope billed at \$125 per hour*



Real Estate Property Marketing

Develop branded flyers and brochures.

Create Market Aerials and Maps.

Create visually communicative design, format and infographs.

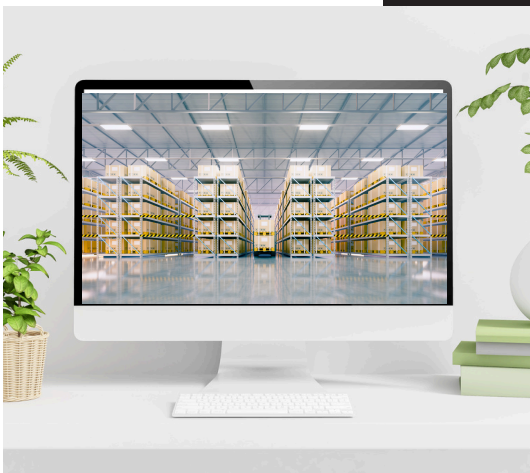
Offering Memorandums

Create offering memorandums with industry standard information in a cohesive design that elevates the property and position.

The CI team has created offering memorandums and real estate investment materials for properties ranging from small single tenant locations to \$500M portfolios.

Pricing

\$1,500	Real Estate Marketing Materials Template Development <i>includes design drafts for defined uses in preferred format (powerpoint, canva, adobe applications), finalization of design draft and delivery of usable files, typically encompassing 15 hours of design</i> <i>- additional hours billed at \$125 per hour</i>
Starting at \$250	Real Estate Material Content <i>site plan development or modification, aerial creation, market research, image edits</i>
Starting at \$750	Offering Memorandums <i>branded OM</i> <i>pricing is determined by scope which may or may not include message development, complex visuals & infographics, aerials and site plans, copywriting, imaging</i> <i>- scope and pricing to be established prior to project launch</i> <i>- hours additional to final scope billed at \$125 per hour</i>



Website Development

- Secure domain and hosting.
- Create site map, select website theme / design elements.
- Development and back-end execution utilizing WordPress that can be edited universally.
- Aid in content writing and creation; incorporate existing and new narrative, content and design.
- Mobile and tablet responsive site.

When Carlson Integrated creates a website for a client, we set them up with their own hosting plan on a third party unrelated platform to ensure their ownership and control of their own website. Furthermore, we utilize a site builder and plugins that maximize the ability to edit the site content in the future and are happy to train our clients and provide videos that enable them to make modifications.

In recent months, we have seen client sites experience some major challenges in relation to their hosting, cyberattacks, and plugin conflicts. Accordingly, we have decided to offer monthly website maintenance packages to ensure the long term stability and viability of each site we create.

A snapshot of our website portfolio is available at www.carlsonintegrated.com/website-portfolio/

Pricing

- | | |
|----------|---|
| \$5,000 | Basic Website
<i>includes 50 hours of website development and site building with design and technical elements</i>
<i>additional hours billed at \$125 per hour</i> |
| \$7,500+ | Expanded Website
<i>can include: mapping functionality, proprietary property listing section, ecommerce integrations, payment gateways, membership integrations, e-learning platforms, lead generation customization</i> |



Website Maintenance

Monthly backup.

Externally housed quarterly backup.

Quarterly/as needed plugin updates.

Wordfence* firewall & malware installation and optimization.
**some sites will use an alternative security plugin based on setup*

In recent months, we have seen client sites experience some major challenges in relation to their hosting, cyberattacks, and plugin conflicts. Accordingly, we have decided to offer monthly website maintenance packages to ensure the long term stability and viability of each site we create.

Website Review

Conduct thorough technology, design, and web browser audits.
Provide tailored recommendations to keep your digital presence optimized and competitive.

Pricing

\$125 monthly	Website Maintenance <i>Execution and management of monthly website maintenance</i>
Starting at \$250	Website Review



Website Search Engine and Answer Engine Optimization (SEO and AEO)

Initial Website Optimization

- Conduct thorough SEO and AEO analysis to pinpoint on-page SEO and AEO issues
- Resolve issues identified during the audit
- Optimize pages to boost website visibility in search and answer results

Overall Website SEO Implementation

- Set up Google Analytics and Search Console to track website performance if not already enabled
- Perform keyword and content research to identify relevant ranking opportunities that may be missing
- Create comprehensive keyword, content and key phrase hub
- Optimize post content with best practice SEO, keywords, and AEO
- Make content recommendations for ongoing SEO and AEO
- Submit Updated XML Sitemap to Google Search Console for search console discovery

Ongoing SEO Enhancement

Monthly Thought Leadership content development to increase visibility and drive traffic.

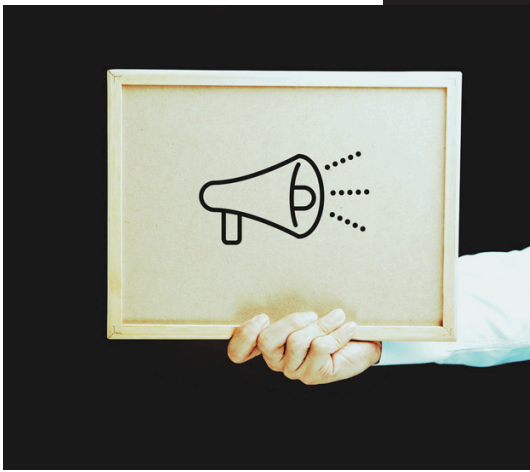
Monitor and analyze performance to identify areas for improvement and adjust accordingly.

Regular website updates and maintenance to maintain and improve rankings over time.

Pricing

\$2,000 Website Optimization and SEO Implementation

\$1000 monthly Ongoing SEO Enhancement



Social Media Marketing & Advertising

Development of social media voice, flow, and calendar.
Create compelling imagery and messaging; incorporate blogs and thought leadership.
Recommend paid advertising options.

Ongoing Social Media Management

Monthly social media content creation & posting on various platforms.

The Carlson Integrated packages are based on static imagery and carousels, but if there is a repository of existing video content available, they can be utilized as well.

Pricing

Starts at \$750	Social Media Messaging Strategy Development
Starts at \$350/mo	Ongoing Social Media Management - 1x per Week <i>execution and management of social media marketing with Onboarding Fee</i>
Starts at \$500/mo	Ongoing Social Media Management - 2x per Week <i>execution and management of social media marketing with Onboarding Fee</i>
Starts at \$650/mo	Ongoing Social Media Management - 3x per Week <i>execution and management of social media marketing with Onboarding Fee</i>
Starts at \$800/mo	Ongoing Social Media Management - 4x per Week <i>execution and management of social media marketing with Onboarding Fee</i>
Starts at \$1,000/mo	Ongoing Social Media Management - 5x per Week <i>execution and management of social media marketing with Onboarding Fee</i>

**Dual Strategy Social Feeds start at \$400/mo*



Social Media Engagement & Followership

Analyze current social media engagement analytics.

Determine engagement goals and consider updating content to meet specific goals.

Build organic growth via ongoing dialogue with your audience.

Review and adapt to monthly analytics updates.

Weekly activity (estimated 10-12 minutes per instance)*:

- Search and follow other companies in your industry with a focus on niche markets
- Respond to comments and questions
- Add thoughtful commentary when appropriate
- Acknowledge followers and build community

The purpose of our Engagement and Followership packages is to help increase your metrics by analyzing current trends and interacting with your audience. We will track several metrics over time to ensure that your Engagement and Followership continue to increase.

Pricing

***Flexible plans offer varying frequency to meet your needs.**

\$100 monthly	Bronze - Review comments and engage w/ audience 1x/week
\$300 monthly	Silver - Review comments and engage w/audience 3x/week
\$500 monthly	Gold - Review comments and engage w/audience 5x/week



Comprehensive Strategic Plan

- Review of existing marketing efforts.
- Define key audiences, channels, and messaging.
- Develop sample voice and flow for social media marketing.
- Create editorial calendar for thought leadership.
- Provide advertising recommendations as needed.

Execution Roadmap

- Comprehensive calendar includes weekly activity annualized, along with quarterly goals.
- Detailed roadmap enables clients to manage their own marketing internally OR to utilize CI on an ongoing basis.

CI SIGNATURE
OFFERING

Pricing

\$2500	Comprehensive Strategic Marketing Plan
Upon Request	Ongoing Execution of Created Plan





Brand Strategy & Development

Develop a brand, logo, and identity for the new company, team or brand.

Create Brand Book and Standards.

Advise on the securing and setup of website, social media handles and Google Business establishment for company, team or brand.

Pricing

\$1,500

Company Logo Design and Brand Standard Guidelines
includes 8-12 logo options, three rounds of edits, and font and color palette selection, typically encompassing 15 hours of design additional hours billed at \$125 per hour





Event Marketing

- Define key purpose, audiences, and messaging.
- Develop detailed plan and timeline with execution dates.
- Prepare event promotion deliverables, such as eblasts, social media, print artwork, evites, and more.
- Provide support during event, if applicable.
- Prepare post-event follow-up, such as thanking attendees and reinforcing connections.

Pricing

- \$125 hourly Event Marketing Strategy
- \$125 hourly per person Event Support





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PACKAGES

- 16 COMPREHENSIVE MARKETING RETAINER SERVICES
- 17 SOCIAL MEDIA MARKETING & ENGAGEMENT
- 18 WEBSITE DEVELOPMENT, OPTIMIZATION, & MAINTENANCE
- 19 BIO & THOUGHT LEADERSHIP DEVELOPMENT
- 20 MARKETING STRATEGY ADVISORY SERVICES





COMPREHENSIVE RETAINER SERVICES

Full Service Marketing Management

Our team of marketing experts can serve as temporary or long-term outsourced marketing partners for businesses. We work with client's individual needs to tailor a solution that fits their needs, often we create service scaling to support transitions within their organization. Our wide range of services are available to our retainer clients and can include but may not be limited to the following.

Marketing Materials and Signage	Email Marketing Creation and Deployment
Social Media Content Development	Imaging and Posting
Strategic Planning and Budgeting	Advertising and Public Relations Coordination
Blogs or Thought Leadership Articles	Tradeshow Coordination and Displays
Contact / Mailing List Management	Website Updates

Can also include:

Process Development	Training and Onboarding New Marketing Hires
Overall Strategic Messaging Plans	Annualized Execution Plans

Outsourcing is only as good as the communication pathways we create with our clients. When we onboard clients, we determine the best communication outlets and frequencies; we discuss the scope of work, deliverables, and terms of service to ensure their needs and goals are met. Our hope is to create a true partnership as we learn and support your businesses needs and bringing value wherever we can.

Ongoing Pricing

\$3000 monthly	Basic Marketing Management <i>includes 25 hours per month of services based on client needs; additional hours billed at \$125 per hour</i>
\$5000 monthly	Expanded Marketing Management <i>includes 45 hours per month of services based on client needs; additional hours billed at \$125 per hour</i>
Starting at \$500 monthly	Project and one-off project pricing is ALWAYS available to our clients

SOCIAL MEDIA MARKETING MANAGEMENT & ENGAGEMENT PACKAGE

Our team of marketing experts can serve as your social media marketing management and engagement specialists. We start with the development of a social media messaging strategy which becomes what we refer to as a voice and flow. We then create content calendars and craft compelling imagery and unique content. Often clients couple this with our thought leadership services to produce an online presence that best represents their brand voice and identity. In addition, we may recommend paid advertising options and work with you to execute them depending upon your businesses goals.

The Carlson Integrated packages are based on static imagery and carousels, but if there is a repository of existing video content available, they can be utilized as well.

In addition to social media marketing management we provide engagement services. We have found that simply producing content does not always meet our clients goals, to grow followership and build a larger network engagement is essential. We analyze current social media engagement analytics to determine engagement goals and update content to meet those goals. We then work to build organic growth via ongoing dialogue with your audience. On average we spent 10-12 minutes/day interacting, we search and follow other companies in your industry with a focus on niche markets, respond to comments and questions, add thoughtful commentary when appropriate, and acknowledge followers and build community.

Pricing & Retainers

\$750	Social Media Plan Development
\$750 monthly	Ongoing Social Media Management - Basic Package <i>execution and management of social media marketing</i>
\$1,250 monthly	Ongoing Social Media Management - Expanded Package <i>execution and management of social media marketing with existing video content and reels</i>

Engagement Add-Ons:

\$100 monthly	Bronze - Review comments and engage w/ audience 1x/week
\$300 monthly	Silver - Review comments and engage w/audience 3x/week
\$500 monthly	Gold - Review comments and engage w/audience 5x/week

Thought Leadership Add-Ons:

\$500	Initial Editorial Calendar Development
\$750 monthly	Blogs/Thought Leadership Articles (2/month)
\$500	initial Electronic Newsletter Template Design
\$750 monthly	Execution of Electronic Newsletter (1/month) *print pricing available upon request



WEBSITE DEVELOPMENT, OPTIMIZATION, & MAINTENANCE

When Carlson Integrated develops, redesigns, optimizes, and maintains websites for our clients, we always set them up for success and ownership of their online assets when possible. Our website development and redesign team can help clients setup hosting plans on third party platforms for full autonomy. Furthermore, we utilize a versatile no-coded site builder and plugins that maximize the ability to edit the site content in the future and we can train our clients to make modifications.

As we develop websites, our team prioritizes SEO and AEO best practices to maximize site visibility for search engines. We offer site reviews for existing websites to analyze UX and UI experiences, as well as SEO optimization for sites we did not develop or sites that are a couple years old. Changes in search engine algorithms and the increase of AI Driven tools have led us to recommend ongoing SEO strategies to our clients, many of these utilize monthly thought leadership with specific keyword strategies to increase visibility, traffic, and performance.

Additionally, cyberattacks and plugin conflicts due to security updates are present for every site in today's digital landscape. Accordingly, we offer monthly website maintenance packages to ensure the long term stability and viability of each site we develop. For websites we have not developed, we work on a case by case basis to determine if we can support the regular maintenance needed.

Whether you are building an online presence from scratch or looking to redesign, optimize or maintain an existing digital presence, our team is ready to partner with you to meet your unique needs,

Pricing & Retainers

Starting at \$5,000	Basic Website <i>includes 50 hours of website development and site development with design and technical elements additional hours billed at \$125 per hour</i>
Starting at \$7,500	Customized Functionality & Design Website <i>includes custom functionality and design elements</i>
Starting at \$1,000	Website Optimization & SEO Foundations
\$1000 monthly	Ongoing SEO via Thought Leadership / Content Creation with keyword integration
Starting at \$250	Website UX / UI Review
Starting at \$500	Website SEO Review & Recommendations Report
\$125 monthly	Website Maintenance for CI Developed Website <i>*pricing for externally developed sites available upon request and review</i>



BIO & THOUGHT LEADERSHIP DEVELOPMENT

Effective consistent content is essential for showcasing your expertise, services, and proven success. At CI, we collaborate with clients to review and craft compelling bios and curate expertise driven thought leadership content for use on websites, social media, and other editorial sources.

Our team develops an editorial calendar and topical strategy that is industry specific. We capture your insights through an interview process and transform raw information into engaging written material.

The written content is then distributed in a variety of ways including but not limited to posting to your website, inclusion in Digital or Print Newsletters, referenced on social media, and when appropriate distributed to PR sources for an additional PR fee. When posting on your website, we work to enfold keywords and SEO best practices to maximize the articles reach.

Pricing & Retainers

\$1,000 monthly	Bio, Editorial Calendar development, Thought Leadership/Blog (1/month), SEO optimization
\$1,500 monthly	Bio, Editorial Calendar development, Thought Leadership/Blog (1/month), SEO optimization Electronic newsletter template design and monthly Execution
\$500 monthly	Additional Thought Leadership Blogs to be included in above packages
Starting at \$750	Public Relations rewriting/editing and distribution to various sources



MARKETING STRATEGY & ADVISORY SERVICES

With decades of experience in marketing, business development, project management, HR, and strategic planning, our executive team at Carlson Integrated is able to serve in an advisory role. When businesses grow, pivot, or need solutions to complex issues we often can step in and lend our expertise, networks, and creative problem solving skills.

We begin most of these advisory engagements with the development of a Comprehensive Marketing Strategic Plan, this is a 4 week process that includes multiple meetings and yields a roadmap for execution of that plan. The CI team is able to then serve in the execution of the roadmap in an ongoing capacity when engaged.

Additionally, we can serve as short or long term advisors for businesses, organizations, or boards. These advisory relationships may consist of meetings virtually or in person depending upon retainer agreement, development of multiple strategies or expertise based insights as needed, documents and/or materials to assist with deployment or execution, and the setting of goals with clear metrics to assist with budget planning and monitoring of ROI.

Pricing & Retainers

\$2,500 Initial creation of Comprehensive Strategic Plan & Execution Road Map

Roadmap Execution retainers available following the Strategic Planning Process and to be determined by the scope

Advisory Services Retainers available upon request and priced based on the specific needs of each client, organization, or board