

# Oatka Media

## Online Marketing Services

contact@oatkamedia.com

585-789-1183

### Contract Services at Fixed Prices



Contracted services at fixed prices are the most popular choice of new clients. This allows businesses to cherry-pick what they need to get started with their online marketing efforts without any long-term commitment. For a full list of services please see reverse side.

1

### Project Based Pricing



Project based pricing is an option for clients who have a specialized project and goal in mind. This can be exceptionally useful for seasonal businesses and event promotion. It also allows new customers to test our services while providing extra flexibility and no commitment.

2

### Monthly Retainer Option



Most of our customers have decided to keep us on a monthly retainer as an affordable alternative to in-house staff. This means we continuously work toward your online marketing goals for a flat fee.

3

We are committed to  
the local economy.



## We Can Help

No matter how big or small your company is we know you can benefit from our online marketing services. While many companies talk about increasing your online presence, we want to focus on how we can translate your online assets into sales.

There are three pricing models you can choose from and we pride ourselves on a no-pressure sales environment. Most importantly, we want to see you succeed. In helping you to do so we know we can earn your trust and loyalty.

[Service Details on Back](#)

## Our Fixed Price Services

- Online Asset Analysis** – This is where we recommend everyone start. There are a lot of pieces to the online marketing puzzle and we will make sure you have everything in place to be successful as you move forward. This includes a thorough investigation of all online assets including websites, social media, and sales funnels. The final report will review your companies tracking and data gathering, online marketing objective alignment, current performance, and provide suggestions and improvements. *(\$1,500 USD)*
- Online Asset Analysis & Competitive Report** – With this package you will receive all the attention of the Online Asset Analysis however you will get an additional section that compares your online market share against your competition. *(\$1,800 USD)*
- Social Media Booster** – Setting up and organizing a consistent social media presence can be difficult. We want to make it easier for you. In this package we will review what social media networks are important for your business and create accounts or optimize existing accounts. We will make sure there is a clear brand image across all networks and that any effort being used here is used to drive your marketing objectives. *(\$600 USD)*
- Digital Ad Campaign Setup & Review** – We know some companies have trouble understanding where they can advertise and what the best way to setup ad campaigns is. We want to make it easy for you and get you started by doing the ad research and setup for you. *(\$300 USD)*
- Online Reputation Analysis** – Some companies have a difficult time recovering from bad reviews or news press. In this analysis we will take a look at how good or bad your online reputation is and what can be done to improve it. *(\$300 USD)*

## Project Based & Monthly Retainer Services

- Digital Ad Management** – Once your ads are setup will you have the time to manage them? Most of our clients just don't so they find it's easier to have us maintain their ads and provide reports on profitability. We will discuss strategy in periodic meetings to ensure our work is helping you grow.
- Social Media Content** – It can be difficult to maintain your social media accounts with the whirlwind of activity going on within your office. We would be happy to take that tedious task off your plate. You can expect a preliminary meeting to discuss branding, content, and goals. Once that's done, we will worry about the rest!
- Blog & Newsletter Updates** – We know you want to keep your customers informed so we have decided to start offering content creation services to our customers. Prior to writing for your company we will have a discussion about the tone, content, and purpose of the works you would like done. From there we will go over any concerns or review processes you would like to implement. When it's all done, you'll have regular and effortless updates.
- Digital Asset Creation** – Do you need a website? Banners? Both? We can help. We have a talented team of designers that can assist in capturing your brand for digital distribution. This is a particularly custom job so we will take extreme care when working with you to make sure you are completely satisfied.

If you would like to schedule a meeting to discuss other services please contact us by email or phone. We would be happy to assist you.



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