

Creative **MARKETING** **2023**



STUDIO 218, LLC

ATHENA THOMSEN

(218) 821-7543

ATHENA@STUDIO218MN.COM

WWW.STUDIO218MN.COM

Creative **MARKETING & ADVERTISING** **2023**

Knowing the right type of marketing and advertising options is key to being successful. Not all avenues are the right fit for everyone. There are 2 primary types of advertising. Tangible & Digital. Digital marketing and advertising consist of 2 categories, SEO & SEM. SEM stands for Search Engine Management, using paid methods. SEO stands for Search Engine Optimization, using organic methods.

TANGIBLE

PRINT | This is your newspapers, magazines, brochures, fliers, rack cards, business cards, directories and more.

DIRECT MAIL | Sends your printed materials directly to a marked area through the USPS for direct to door mail.

OUTDOOR | Things you see outdoors such as billboards, vehicle wraps, and very public places.

DIGITAL

TELEVISION | Placing ads as video commercials through primary television providers.

RADIO | Placing ads on radio stations.

PODCAST | Placing audio ads on a brands podcast.

MOBILE | Using services that directly text your customers or use QR codes to direct them to your product or service.

SOCIAL MEDIA | Placing video or photo ads using a targeted audience, boosting posts and engaging with your Online customer base. This is both organic and paid.

PAID SEARCH | Pay Per Click this is part of SEM. Placing ads with keywords through places like Google.

STYLES

NATIVE | Digital advertising that is minimally intrusive. The ads look like they are part of the page.

DISPLAY | Using Identifiable ads such as banners and popups. These are more intrusive and directly in your face.

GUERRILLA | Less conventional campaigns that draw a lot of attention.

PRODUCT PLACEMENT | Using other established companies to promote your product by putting it in their established media such as a tv show or commercial.

INFLUENCER BRAND COLLABORATIONS | Collaborating with brands in efforts to promote both parties.



SEO CENTERED WEBSITES | CONTENT MARKETING | AERIAL VIDEOGRAPHY & PHOTOGRAPHY

Content is king. I am sure you have heard of this term before and for good reason. All of these items link together. They all touch. When one doesn't work well they all don't work well. An online presence is unavoidable in this day in age. How do you find what you are looking for when no person is around to ask? Google right? Facebook? Maps? Yelp? Online is my point. We are here for those who want to be found organically and give a front facing online presence that shows your ideal client the same professionalism they would find in person with your company.

LANDING SITE

A one page site made to capture contacts for your sales leads. Very basic interaction easy to read and navigate.

INFORMATIONAL SITE

Content and design driven sites designed to inform your target market on how and why to interact with your company or platforms. Great for business as a sales tool with a wider range of information.

INTERACTIVE SITE

Designed with interactive ability such as social sharing, commenting and subscribing. Bloggers or influencer's and business that love to share content this is for you. This can also be great for venues who want to sell tickets to their events.

ECOMMERCE SITE

This is for product sales. If you are selling multiple items that need shipping and content around how to sell your items this is for you.



ON-PAGE SEO

Photos/Videos, copywriting, blog, anything you can see or read on your website.

TECHNICAL SEO

Meta Data, indexing, structure of your headings, etc...

OFF-PAGE SEO

This is the most important. Your connections to your customers. Your relationship building, backlinks, social media, networking, community relations, events.



2023 TERMS & PRICING

MARKETING INVESTMENT SEO CONTENT CENTERED WEBSITES

DESIGN | SEO | MANAGEMENT | CINEMATOGRAPHY & PHOTOGRAPHY

| | LANDING | INFORMATIONAL | INTERACTIVE | ECOMMERCE |
|-----------------------|----------------|----------------|----------------|----------------|
| WEB PAGES | 1 | UP TO 10 | UP TO 10 | UP TO 15 |
| WEBSITE DESIGN | ✓ | ✓ | ✓ | ✓ |
| RESPONSIVE DESIGN | ✓ | ✓ | ✓ | ✓ |
| LOGO | ✗ | ✗ | ✗ | ✗ |
| PHOTO & VIDEO CONTENT | ✓ | ✓ | ✓ | ✓ |
| ON-PAGE SEO | BASIC | BASIC | BASIC | BASIC |
| TECHNICAL SEO | BASIC | BASIC | BASIC | BASIC |
| FORM INTEGRATION | ✓ | ✓ | ✓ | ✓ |
| COPY WRITING | ✓ | ✓ | ✓ | ✓ |
| TICKET SALES SET UP | ✗ | ✗ | ✗ | ✗ |
| DOMAIN (URL) | 1 YEAR | 1 YEAR | 1 YEAR | 1 YEAR |
| HOSTING | 1 YEAR | 1 YEAR | 1 YEAR | 1 YEAR |
| REVISIONS | 1 | 2 | 2 | 2 |
| MANUAL INDEXING | ✓ | ✓ | ✓ | ✓ |
| CONTACT US FORM | ✓ | ✓ | ✓ | ✓ |
| MEMBERS AREA | ✗ | ✗ | ✗ | INITIAL SETUP |
| BLOG INITIAL SETUP | ✗ | ✗ | FIRST POST | FIRST POST |
| PRODUCT SETUP | ✗ | ✗ | ✗ | FIRST PRODUCT |
| SSL CERTIFICATE | ✓ | ✓ | ✓ | ✓ |
| SITEMAP | ✓ | ✓ | ✓ | ✓ |
| PRIVACY POLICY | YOU PROVIDE | YOU PROVIDE | YOU PROVIDE | YOU PROVIDE |
| LAUNCH & TRAINING | 20 MIN | 1 HOUR | 1 HOUR | 1 HOUR |
| ONE TIME COST | ✓ | ✓ | ✓ | ✓ |
| TURNAROUND TIME | 6-8 WEEKS | 8-12 WEEKS | 8-12 WEEKS | VARRIES |
| | \$2250+ | \$4995+ | \$5595+ | \$6995+ |

ALL PACKAGES

+TAX & TRAVEL NOT INCLUDED

Terms: All Services 100% Non-Refundable Retainer Due at time of signing a service agreement. Split payments available with a valid card on file with auto-pay.

This secures your spot on our calendar & guarantees our business continues to run smoothly.

Creative
MARKETING INVESTMENT
 SOCIAL MEDIA MARKETING OPTIONS

LET US TAKE THE WORK OFF YOUR PLATE
 WE CAN DO IT ALL FOR YOU.
 PLANNING | FILMING | EDITING | PRODUCING | COPY WRITING | SHARING | ENGAGING
 PLATFORM OPTIONS : FACEBOOK, INSTAGRAM, YOUTUBE, TIKTOK

| | BASIC+ | ESSENTIAL+ | TIKTOK+ | VIDEO ONLY |
|-----------------------|----------------------------------|----------------------------------|-----------------------|-----------------------|
| PLATFORM(S) | 1 | 1-2 | TIKTOK | 1 |
| COPY WRITING | ✓ | ✓ | ✓ | ✓ |
| CONTENT CREATION | STUDIO 218 | STUDIO 218 | STUDIO 218 | STUDIO 218 |
| PHOTO POST (META) | 1X PER DAY | 1X PER DAY | ✗ | ✗ |
| REELS, TIKTOK, SHORTS | ✗ | 1X PER DAY | 3-4X PER DAY | 1X PER DAY |
| STORY (META & TIKTOK) | ✗ | 1X PER DAY | 1-2X PER DAY | ✗ |
| EVENT SETUP | 1 PER MONTH | 1 PER MONTH | N/A | N/A |
| <i>SEO SETUP</i> | | | | |
| CUSTOM COVER IMAGE | ✓ | ✓ | ✓ | ✓ |
| CUSTOM PROFILE IMAGE | ✓ | ✓ | ✓ | ✓ |
| HASHTAG STRATEGY | ✗ | ✗ | ✓ | ✗ |
| POSTING STRATEGY | ✗ | ✗ | ✓ | ✗ |
| ENGAGEMENT | ✗ | ✗ | ✓ | ✗ |
| ANALYTICS REPORT | AVAILABLE TO YOU ON YOUR ACCOUNT | AVAILABLE TO YOU ON YOUR ACCOUNT | INDIVIDUALIZED REPORT | INDIVIDUALIZED REPORT |
| | \$1200/MO | \$2500/MO | \$3500/MO | \$2500/MO |

| | BASIC | ESSENTIAL | PRO | MASTER |
|-----------------------|----------------------------------|----------------------------------|-----------------------|-----------------------|
| PLATFORM(S) | 1 | 1-2 | 1-3 | 2-5 |
| COPY WRITING | ✓ | ✓ | ✓ | ✓ |
| CONTENT CREATION | YOU PROVIDE CONTENT | YOU PROVIDE CONTENT | STUDIO 218 | STUDIO 218 |
| PHOTO POST (META) | 1X PER DAY | 1X PER DAY | 1X PER DAY | 1X PER DAY |
| REELS, TIKTOK, SHORTS | ✗ | 1X PER DAY | 1X PER DAY | 2-3X PER DAY |
| STORY (META & TIKTOK) | ✗ | 1X PER DAY | 1X PER DAY | 2X PER DAY |
| EVENT SETUP | 1 PER MONTH | 1 PER MONTH | 1 PER MONTH | 1 PER MONTH |
| <i>SEO SETUP</i> | | | | |
| CUSTOM COVER IMAGE | ✓ | ✓ | ✓ | ✓ |
| CUSTOM PROFILE IMAGE | ✓ | ✓ | ✓ | ✓ |
| HASHTAG STRATEGY | ✗ | ✗ | ✓ | ✓ |
| POSTING STRATEGY | ✗ | ✗ | ✓ | ✓ |
| ENGAGEMENT | ✗ | ✗ | ✓ | ✓ |
| ANALYTICS REPORT | AVAILABLE TO YOU ON YOUR ACCOUNT | AVAILABLE TO YOU ON YOUR ACCOUNT | INDIVIDUALIZED REPORT | INDIVIDUALIZED REPORT |
| | \$750/MO | \$1200/MO | \$3500/MO | \$5000/MO |

RATES BASED PER PROJECT

We would need to know more about your specific needs and requirements to provide an accurate estimate. Think of marketing like purchasing a house or a car. What you put into it is what you get out of it. We do not want to sell anyone something they do not need. However, I can assure you that Studio 218 is top-notch and can create a fantastic website, video project, or handle your online marketing efforts for you that will meet your business goals. So, let's connect and discuss your needs in more detail!

VIDEOGRAPHY SERVICES

COMMERCIAL

- 20/30/60 Second Commercials
- 2 Minute Highlight Reels
- Promotional Videos

MARKETING & BRANDING

- Product Video
- Brand Messaging
- Interview
- Employee Training
- Employment Campaign
- Tourism Promotion
- Teaching Videos
- Real Estate
- Drone

SOCIAL CONTENT

- Reels, Shorts, TikTok, (Short Form Video Content) Batched Monthly
- Long Form Video Content for YouTube

EVENT

- Recap Video
- Promotional
- Private Events
- Public Events

OVERALL BRAND MANAGEMENT

LET ME BE YOUR MARKETING TEAM

FOR CUSTOM RATES TO HIRE ME TO MANAGE YOUR OVERALL MARKETING DEPARTMENT PLEASE REACH OUT FOR A DIRECT ESTIMATE.

SEO/SEM SERVICES

ON PAGE & TECHNICAL

WEBSITE SEO SETUP OR UPDATE - Varies on scope of project. Starting at \$1000+

OFF PAGE

SOCIAL MEDIA MANAGEMENT - Varies on scope of strategy & need. Starting at \$1200/mo minimum of 6 months.

ONLINE PRESENCE SYNC- Search Engine Index, Google My Business, Yelp, Yahoo, Bing, etc... Up to 10 platforms you choose can be updated to all match with the correct logo photo in the right format across all platforms.

SEM Min Ad Spend \$1000/mo for 3 months + 15%, setup cost of \$250/ad & cost of content creation if needed. You choose the platform. **GOOGLE ADS | YOUTUBE | META**

PHOTOGRAPHY SERVICES

MARKETING & BRANDING

- Product Photography
- Branding Photography
- Real Estate
- Vacation Rental
- Drone

SOCIAL CONTENT

- Photos captured in mind to use for social media.

EVENT

- Promotional
- Private Events

PRINT/DIGITAL SERVICES

PRINTED MARKETING MATERIALS

BUSINESS CARDS

RACK CARDS

BROCHURES

FLIERS

BRANDED ITEMS

BRANDED CLOTHING

LARGE PRINT PHOTOS

STICKERS

LABELS

CANVAS PRINTS

METAL PRINTS

DIGITAL MARKETING FILES COST VARY PER PROJECT

GRAPHIC DESIGN

- WEBSITE BANNER
- LOGO
- PRINT AD
- BILLBOARD DESIGNS