

Planning & Implementation Packages

# Digital Marketing Strategy

A digital marketing strategy is a plan that helps your firm achieve specific digital goals through carefully selected online marketing channels. From choosing the right places to be seen on social media, pondering a website refresh, or launching an e-mail campaign, firms often don't know where to start and what is a priority; developing a customized digital strategy can be overwhelming.

Elevate's Meagan Camp works with your marketing and business development team to create clarity through the chaos by implementing changes to your existing strategy or creating a new strategy to build on long-term goals. There's no wrong way to begin with digital marketing, you just need the right team to bring focus to the many opportunities to connect online.

**Contact Elevate today to discuss the digital strategy plan right for you!**

*"Digital strategy done right empowers doer-sellers in our current reality by giving them meaningful ways to reach out to clients while positioning their firms as the experts!"*

## THE AUDIT

**Audit of Digital Strategies & Tools — \$1,600 one-time fee**

The digital strategy audit helps your firm focus your social media marketing to support business development and marketing goals. The audit shows you how well you are performing, what should be changed, what your priorities should be going forward, and how well your team is equipped (or not) to make the most of social media.

### SOCIAL MEDIA

- Analysis of existing social media efforts and understanding of levels of outreach and engagement to include assets and hashtags
- Determine the audience and set future goals that are effective for each social network
- Outline each social account audience and the top 3 posts to identify broad content trends
- Review of top 3 competitors and their social media presence

### EMAIL

- Review of existing email campaigns
- Health of the database (segmented by client types, prospects, partners, and influencers)

### TOOLS & TECHNOLOGY

- Review of tools and technologies to include content management system, customer relationship management, web analytics, email platforms, marketing automation, social media publishing and monitoring, etc.

### SEO & WEBSITE DESIGN

- Review of and recommendations for SEO
- Review of firm website for optimized social integration

*\* Each of the categories above can be delivered independently.*

## ABOUT ELEVATE MARKETING ADVISORS

Elevate Marketing Advisors is a full-service agency specializing in marketing and business development for the A/E/C industry. We build campaigns to invigorate your brand, differentiate your firm, and drive business to your bottom line so you stay focused on design and delivery of your discipline.

We are driven to help people and firms realize their beyond through relationship, advocacy, and an elevated client experience. We do this through a daily commitment to our guiding principles:

- Empower Disruption.
- Reach. Then Reach Higher.
- Make a Difference Every Day.
- Have Fun and Kick Ass!

# Digital Marketing Strategy

## THE SCHEDULER

*Social Media Management — \$1,500 monthly retainer*

This package is for firms who need a social media manager to execute pre-designed content for them. Content is developed internally by the firm with the online presence postings/management by Elevate.

### DESIGN & CONTENT

- Organize submitted copy and artwork from the client into 8 engaging posts monthly
- Size postings/images according to each channel's specifications
- Schedule posts at peak page popularity (PPP!) using Viralpost

### MANAGEMENT

- Respond to all comments as appropriate and forward private messages for firm internal management
- Tag other social accounts as appropriate to encourage sharing/commenting from collaborators and brand partners
- Develop hashtag banks for different post topics to maximize impact along with brand standards for hashtags
- Provide monthly report of analytics across all networks

### Optional Add-On

*E-Mail Marketing Support*  
*\$500 additional monthly retainer*

### DESIGN & CONTENT

- Organize copy and artwork (provided by firm) for monthly email marketing campaigns
- Design a quarterly e-mail marketing piece

### MANAGEMENT

Provide monthly report of analytics

\*\*\* This package includes the Audit Package

## THE STRATEGIST

*Social Media — \$2,000 monthly retainer*

This package provides firms with a digital strategy that they will execute internally on a monthly basis.

### STRATEGY

- Develop goals for each social platform with KPIs
- Develop the social media calendar strategy and identify content to post
- Develop content calendar and send to client to schedule & post
- Social media optimization

### MANAGEMENT & ANALYTICS

- Provide monthly report of analytics across all networks
- Recommendations for future strategy based on analytics

### Optional Add-On

*E-Mail Marketing*  
*\$1,200 additional monthly retainer*

### STRATEGY

- Develop goals with KPIs
- Develop e-mail marketing strategy
- Develop e-mail strategy outline for firm to create and distribute
- Social media optimization

### MANAGEMENT & ANALYTICS

- Provide monthly report of analytics
- Recommendations for future strategy based on analytics

\*\*\* This package includes the Audit Package

# Digital Marketing Strategy

## THE MANAGER

*Social Media Management & Content Development — \$3,500 monthly retainer*

This package ticks all the boxes for firms who are developing their voice and need some original content made, but not all. This package includes more time for copy writing and design than The Scheduler.

### DESIGN & CONTENT

Along with maximizing ready-to-use graphics and copy, Elevate writes and designs original content with a clear brand voice. All of the original content will be thoughtfully planned in the collaborative editorial calendar sent a week before the start of the new month for firm approval.

- Fourteen (14) scheduled social media posts per month written in advance for approval on the content calendar
- One (1) technical educational article per month (sent to firm for review and approval)
- Interview up to 1 firm technical staff member and one(1) client monthly
- Place article in firm branded template (template must be provided)

### STRATEGY

- Develop goals for content
- Develop content development process
- Develop content strategy

### MANAGEMENT & ANALYTICS

- Analytics from Sprout Social delivered on a monthly basis
- Hashtag bank development to maximize post impact using an optimized hashtag service
- Aligns with current SEO strategy if implemented
- Provide monthly reports showing analytics across all networks
- Recommendations for future strategy based on analytics

### Optional Add-On

#### *E-Mail Marketing*

*\$750 additional monthly retainer*

### DESIGN & CONTENT

- Organize copy and artwork (provided by firm) for monthly email marketing campaigns
- Design a quarterly e-mail marketing piece

### STRATEGY

- Develop goals with KPIs
- Develop e-mail marketing strategy

### MANAGEMENT & ADVANCED ANALYTICS

- Provide monthly reports showing analytics across all networks
- Recommendations for future strategy based on analytics

\*\*\* This package includes the Audit Package

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## THE CREATOR

*Social Media Strategy, Management & Content Development — \$5,000 monthly retainer*

The Creator package is your hands-on, team player package where Elevate is engaged on a daily basis dreaming of new ways to get raise your firm's digital profile including creative lead magnets and taking the lead on special social media and email marketing projects.

### DESIGN & CONTENT

- Twenty (20) scheduled social media posts per month written in advance for approval through a collaborative content calendar (additional posts written and designed as needed, anytime including last-minute resize to share with a collaborator)
- Two (2) technical educational articles monthly (sent to firm for review and approval)
- Interview up to 2 firm technical staff members and 1 client monthly
- Place article in firm-branded template (template must be provided)

### STRATEGY

- Develop goals for content
- Develop content development process
- Develop content strategy
- Develop goals for each platform with KPIs
- Develop social media calendar strategy and identify content to post

### MANAGEMENT & ANALYTICS

- Additional analytics data delivered on your schedule
- Add more KPIs that actually matter to your goals
- Recommendations for future strategy based on analytics
- Use social listening software on Sprout Social to monitor mentions and comments by other users to keep tabs on your online reputation
- Additional analytics data delivered on your schedule
- Add more KPIs that actually matter to your goals
- Social media optimization
- Recommendations for future strategy based on analytics

### Optional Add-On

*Advanced E-Mail Marketing  
\$2,000 additional monthly retainer*

### DESIGN & CONTENT

- Develop content for monthly email marketing
- Design monthly e-mail marketing strategy piece
- Distribute monthly e-mail marketing strategy

### STRATEGY

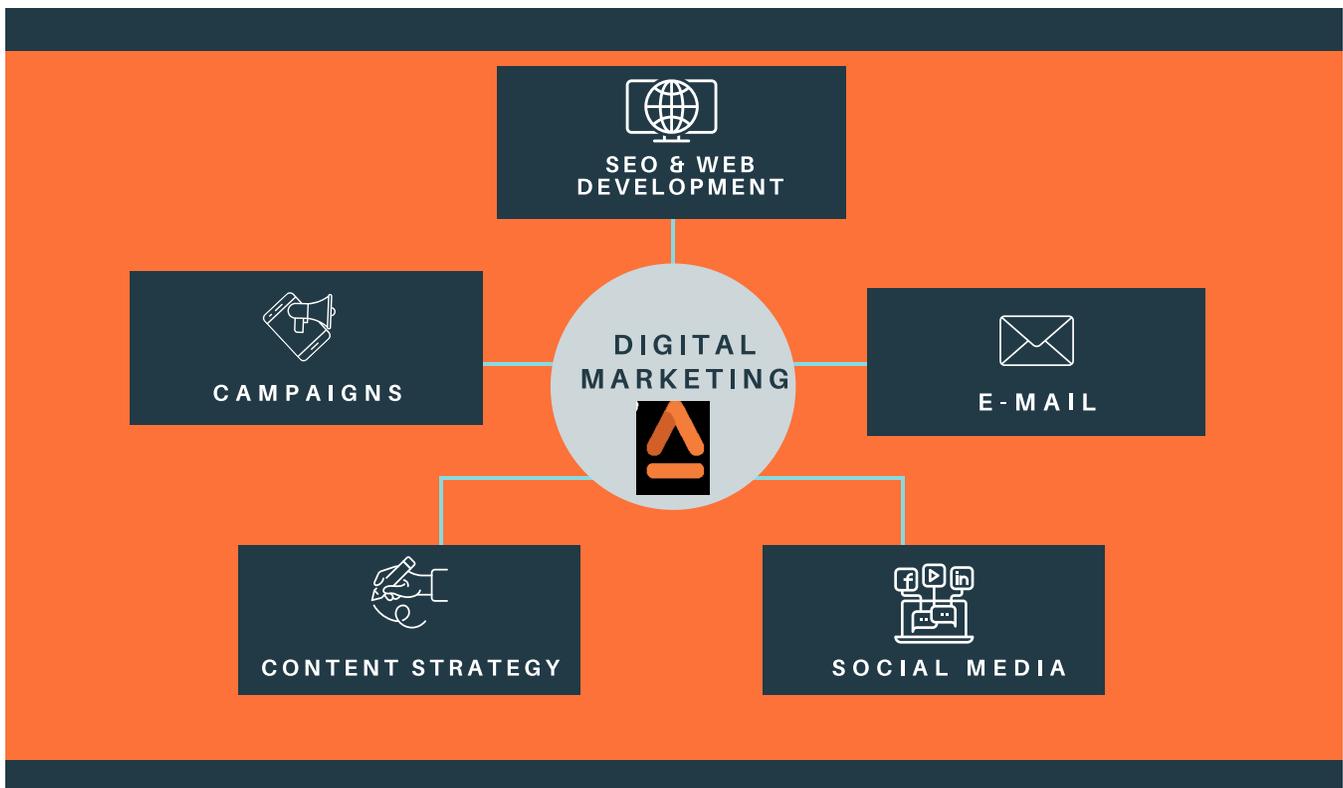
- Develop goals with KPIs
- Develop process
- Develop e-mail marketing strategy

### MANAGEMENT & ADVANCED ANALYTICS

- Add more KPIs that actually matter
- Monthly reports showing analytics across all networks
- Recommendations for future strategy based on analytics

\*\*\* This package includes the Audit Package

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## COMPLIMENTARY WITH 12-MONTH CONTRACT

### DISCOVERY MEETING TO DISCUSS:

- Brand standards
- Asset review (images, video, logos, fonts)
- Collateral
- Platform passwords/credentials
- Client list
- Active project lists
- Strategic partners/collaborators
- Employee digital advocates
- Process (how Elevate develops deliverables)
- Responsibilities (Elevate & client)
- Timelines
- Templates/forms

### TRAINING

- Social Media Messaging 101 (webinar)
- Using LinkedIn to create brand awareness while developing and enhancing relationships (webinar)

### CONSULTING

- Top tools, trends, and A/E/C-specific best practices
- Content strategy
- Website optimization
- Reputation management
- Social listening