

## YOUR LIST IS THE CENTER OF YOUR MARKETING PROGRAM.

Turn your database of clients, inactive clients, and prospects into an organized, properly maintained, and ever-growing tool from which we drive leads for you.

## WHAT IS INCLUDED:

PER MONTH

**DATABASE MANAGEMENT**

**2 EMAILS SENT MONTHLY**

One topical email / 1 Holiday or Floating option

**1 LANDING PAGE**

Based on the topical email

**\*\* 1 SPONSORED FACEBOOK AD**

**\*\* 2 FACEBOOK ORGANIC POSTS\***

**A WEEKLY REPORTING SCORECARD**

## DATABASE LIST

With a client provided database list (that is viable or non-viable), we will email market for the dual purposes of client retention and also for add-on sales. Below is an outline for monthly costs:

**A CLIENT PROVIDED VIABLE DATABASE**

**\$600  
MONTHLY**

Send us your spreadsheet of clients and prospects. This will be the starting point from which we can grow. Price includes up to 1,000 contacts.

**WITHOUT CLIENT PROVIDED VIABLE DATABASE  
ADDITIONAL**

**\$500  
ONE-TIME  
+  
\$600  
MONTHLY**

In the case that your list is lacking email addresses, we can provide an additional service to add and verify email addresses so that you can reach a greater audience.

## EMAIL MARKETING

**A twice monthly email campaign with a landing page for the topical email push.**

One of the emails will be topical to seniors. Most will seek add-on sales, although some will be topics of interest to seniors, such as advanced directives, online security and staying active.

The other email that will be sent out is related to a holiday during that month.

A **landing page** per month will also be provided to expound upon the content present within the topical email that will be sent to clients/prospects.

**A SINGLE SPONSORED FACEBOOK AD AND TWO ORGANIC POSTS\*\***

**An opportunity in marketing.**

**\*\* Facebook ads** are sponsored content designed to reach a specifically targeted audience.

**\*\* Facebook Posts** are displayed on your Facebook Business page. They can be either topical and salesy or just lighter fare to keep you top-of-mind.

