

## 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 FACEBOOK CAMPAIGN

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

#### A WEEKLY REPORTING SCORECARD

### A SINGLE SPONSORED FACEBOOK AD and TWO ORGANIC POSTS\*\*

**The Facebook campaign** is a strategic approach tailored specifically to our client's needs. Our team will decide which route to take in order to manage your Facebook campaign. There is at least a \$500 ad spend per campaign to plan, create, setup, and manage your monthly campaign.

**Variety of methods to use:** FB re-targeting ads, Facebook Funnel, and Facebook Lookalike Audiences/Custom Audiences

**\*\* 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.

## 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

**\$1000**  
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  
+  
**\$1000**  
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. 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.

*The Landing page will gather valuable information about where your clients or prospects are at in their journey.*

*Stylized layouts for eMail blasts providing a personalized touch of relevant content to your clients.*

*FB sponsored AD targeting your specific audience.*

