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[www.soulstice.net](http://www.soulstice.net)

## Virtual Marketing Department Services

### Want A Marketing Department?

- *Do you have marketing goals and no strategy to achieve them?*
- *Have you considered hiring a marketing staff person, but can't find the right candidate with the skills you need at a cost you can afford?*
- *Do you have little time to implement effective marketing programs?*

Then you need a **Virtual Marketing Department...**



### What We Can Offer

We can be your **ENTIRE** marketing department, or serve as an extension to your existing marketing team. **We can assist with:**

- Marketing Plan & Strategy Development
- Market Research
- Copywriting
- Competitive Analysis
- Marketing Training for you or your staff
- Customer Relationship Management
- Public Relations



### Get Started

During our initial session, we will:

1. Evaluate existing and previous marketing infrastructure and campaigns
2. Determine 4-6 marketing goals
3. Make recommendations in each marketing area and determine the appropriate blocks of time needed to achieve your goals.

This session can be a stand-alone plan, or the foundation of the marketing initiatives we will implement as your marketing department.



### The Benefits to You

1. Our entire team is often a fraction of the cost of a full-time resource
2. We are incredibly efficient with our resources; saving you money
3. No need to worry about wasting precious time with recruiting/managing, ad rep. meetings, service provider evaluations and management – we do that all for you- -

**Want to learn more? Visit [www.soulstice.net](http://www.soulstice.net) or call us at 909.728.4477**



## Cost Savings

Soulstice Marketing partners with businesses to set the strategy and implement effective marketing programs. We not only help our clients increase customers, revenues, and get the word out about their programs, we also **save them money on:**

- **Full-time salaries, benefits, or mileage reimbursement** – our entire team is often a fraction of the cost of a full-time resource
- **Learning curve or continuing education costs** – our team keeps up with the latest trends
- **Overhead, office equipment, supplies, software, etc.** – we take care of all of that for you
- **Time training existing staff and resources** – if you have a marketing coordinator or administrative staff person, we offer training and a way to supplement the gaps missing in your marketing resources

## Our Approach

During our initial consultation, we provide a **Marketing Strategy Session and Plan** during which we:

- **Evaluate** existing and previous marketing infrastructure and campaigns
- **Determine** 4-6 short-term marketing goals
- **Make recommendations** for specific initiatives in each functional marketing area

This session can be a stand-alone plan, or the foundation of the marketing initiatives we will implement as your virtual marketing department. We will also determine with you the most appropriate monthly blocks of time necessary to drive the achievement of your goals.

## Marketing Services Fee Schedule

Marketing Strategy Session . . . . .	\$550
High Level Strategy Session and Report	
Marketing Implementation Plan . . . . .	\$1450
1-Year Tactical Marketing Plan, Budget and Timeline	
Virtual Marketing Department . . . . .	starting at \$1,500/Mo.
<i>Minimum 3-Month Contract Required</i>	
<i>Includes Consulting, Content and Design Services</i>	
<i>Minimum 20 Hours per Month</i>	
<i>Additional Hours at \$65/Hr.</i>	
<i>Priority service and scheduling</i>	
Marketing Consulting & Training. . . . .	\$125/Hr.

### PROJECTS & STUDIES

Starting at \$65/hour

- Product/Service Feasibility Studies
- Customer/Client Surveys
- Promotional Programs
- Loyalty & Referral Generation
- Competitive Analysis

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