



FACE TO FACE MARKETING



MARKETING ——— **PROPOSAL**

The Face To Face Marketing team serves a wide array of clients all who have a central connecting attribute. Our clients are focused on growth and have a firm understanding of the power of effective marketing, messaging and branding.



About the Company

Face To Face Marketing has been in business since 2015. Our business has grown consistently every year, even during the pandemic. We have a team of marketing professionals that specialize in social media, content creation, website design and graphic design. Each team member is skilled in our company practice of strategy first, then implementing, creating content based on a strategic mission for each client and each project. Initial project concept and strategy is developed by our founder and owner.

Once the strategy is in place, the team at Face To Face Marketing carefully executes the strategy while making sure every step is strategically aligned to the mission, and that the mission is detailed in actionable and measurable steps. We take each project and the work we perform seriously. We absolutely don't take ourselves too seriously. We enjoy what we do and we have fun working together!

Our founder Vicki Morris is a former systems engineer. Her work experience paired with her marketing skills and marketing degree, make for a powerful combination of creativity and a methodical approach.





The proof is in the NUMBERS!

Email Marketing is one of the most powerful tools a business has in their marketing arsenal. All your efforts to convert leads into clients filters through a highly functional email strategy. Here's how our team stacks up.

Industry averages:

Creative Services/Agency open rate 21.39% click rate 2.66%

Marketing and Advertising open rate 17.38% click rate 2.04%

Face To Face Marketing:

Email open rate 29.65%

Average click rate 3.67%

1466 Active small business owners
and professionals on our email list.

Our reach includes:

Social media (FB, LI, IG)

Email Marketing

The Marketing Muscle Podcast

In person networking event (R.I.S.E.)

BNI membership & Area Director for Northern Alabama

Huntsville Chamber of Commerce, Madison Chamber of Commerce,
Huntsville Metro Black Chamber of Commerce

Industry groups WEDC, BBB, The Catalyst Center Coaching, Women's Business Council



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MEET THE FOUNDER



Vicki Morris is a graduate of Georgia State University with a degree in Marketing, and more than 20 years of marketing, communications and branding experience. She owns and manages a very successful Marketing & Communications Firm, Face to Face Marketing, that has been in business since 2015.

Her team specializes in helping clients communicate their message in a way that actually resonates with their ideal client community and motivates them to take action! Their approach is based on data, analytics, and market research for each client.

Mrs. Morris is involved in the local small business and entrepreneurial community. She is a member of the Huntsville Committee of 100, the Women's Economic Development Council (WEDC), The Huntsville and Madison AL Chambers of Commerce, The Huntsville Metro Black Chamber of Commerce, The North Alabama BBB, and an active member in a local BNI Chapter. She also serves as an Area Director for BNI in Northern Alabama. Vicki founded a local networking group for growth focused small business owners, local leaders and entrepreneurs, called R.I.S.E. (Regional Innovators Sustaining the Ecosystem).



What We Offer & Who We Serve

There is a clear path for every strategy the Face To Face Marketing team puts forth. The strategies we develop are clear and easy to understand. So our clients have the luxury of knowing they have a top tier marketing team working hard for them and completely understanding each step of the process.

OUR SERVICES INCLUDE

- | | | |
|--------------------------------|--------------------------|----------------------------|
| Social Media | Corporate Training | Logo creation |
| Social Media Strategy | Graphic design | Branding Strategy |
| Email marketing | Marketing Strategy | Content creation |
| Headshots | Email funnel development | Short promo video creation |
| Website design and development | Candid photography | SEO management |
| Event emcee | Website audit | Trade show display design |
| Video / Filming projects | | |

WHO WE SERVE

We want to work with growth minded business owners and organizations. A business that's been successfully operating for about 3 years and has a strong revenue base of at least \$200,000 annually. We are not the cheapest option you'll find. We use professional software. We do the research to make sure we understand your industry locally, regionally and nationally. We assess your competition so that we can position you competitively to your market. Our ideal client also has a firm understanding of the power of a successful and well crafted marketing strategy. This typically comes with experience in business. We are not looking to work with clients needing a 'quick fix' to a marketing failure. Our clients need to be willing to stay the course with us for at least 3-4 months to see measurable results.





Our Pricing

We build custom Marketing strategies for each of our clients. Prices vary depending on the particular mix of services needed to meet the clients goals. Below are the average price points for the services we offer.

OUR PRICING STRUCTURE

Our one off projects can range from an average of \$500 to \$3000+.

Our Marketing Communications Monthly retainer starts at \$900 per month

Month to month projects start at \$900 per month

Our Business Development Retainer services start at \$2500 per month

The **Marketing Communications Retainer** is a special project status where we employ the full strength of our FTF team to execute your Marketing projects each month. This can include logo design, website building and refresh, marketing collateral materials, social media strategy and maintenance, content creation, copywriting, email marketing, and much more. we start at 10 hours each month to carry out the desired projects for your business. We can do as much as you desire for our team to do. Social Media, graphic design, and content creation fees will be rolled into the monthly retainer fee. Website work will be billed separately and retainer hours will be prorated. This retainer also includes monthly or bi-weekly project review meetings with your internal marketing team

The **Business Development Retainer** service includes Public Relations for clients. This involves attending events, making connections, sitting for interviews, writing articles and making presentation on behalf of the client. This fee also includes leveraging our current local connections for the benefit of our client. One of our team members becomes the public face for our client. The price varies depending on the amount of time needed each month and the additional marketing communications services needed.



FRACTIONAL MARKETING STRATEGY DEVELOPMENT

A fractional Marketing Strategist can be a more cost-effective solution for businesses that do not have the budget for a full-time CMO, or only need marketing support on a part-time basis.



Face To Face Marketing

TAKE YOUR BUSINESS TO THE NEXT LEVEL



Useful for teams in transition, scaling up or down. Also extremely beneficial for organizations that have several people doing a little marketing, but no real expertise to guide the corporate marketing message. Contact our office to discuss details.



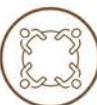
Marketing Strategy

We develop your overall Marketing strategy based on your corporate long and short term goals.



Marketing Experience

We draw on 20+ years of experience in the Marketing Industry and we partner with your senior leadership to develop a strategy that steers your company towards major milestones



Team Management

We assign tasks and responsibilities to your inhouse team to execute various aspects of the marketing strategy. We manage the team and the outcome.



The Process

We work with your in house team, or we contract a marketing firm to carry out the strategy we develop. We hire the best team to meet the need.



Cost Effective Solution

We are experts in our field and we develop guiding strategies everyday. Having a fractional CMO allows your team to focus their efforts on tasks & duties best suited for their expertise. Keeps your corporate dollar working SMARTER!

Why Choose us

- ✓ Our Chief Strategist has worked with several tech related organizations and understands the industry.
- ✓ We are a process and systems oriented organization. You always know the status of each strategy.
- ✓ Strategy and team management is where our expertise lies.

Vicki Morris, Owner of Face To Face Marketing, serves as the Fractional CMO for our firm.





Our Website Pricing

We build custom websites for each of our clients. Prices vary depending on the particular mix of features needed to meet the clients goals. Below are the average price points for the website services we offer.

Your site build price is dependent on several factors. Each site we build is unique. The more robust the site, the more it costs. Most site can be built in 2-3 weeks if all elements are ready 😊.

OUR PRICING STRUCTURE

Websites start at \$2,500 and generally top out at \$5000.

Micro Sites or digital business card sites start at \$1500

Website Audit reports are \$200

Website updates / refresh starts at \$1200

We can build on Shopify, Wix, Wordpress, or Amazon Web Servers (AWS). Each site is either mobile responsive or mobile adaptive. You receive a customized site with 3 rounds of edits included. Once we build the shell or wireframe of your website, you can make structural changes to the shell in the first round of edits. The second and third round of edits are modifications from round 1 and round 2 respectively. Additional edits after round 2 or edits that require a fundamental or structural change to the 'bones' of the site are considered updates and are subject to additional billing. Each website build project includes a detailed website questionnaire and a website content workbook. This is what we call 'client homework. This allows you to share with our team exactly what you are looking for in a site design. It also gives you room to explain in great detail how you want your site to look.

Once the homework is completed, we are ready to begin building your site. When we have the shell completed, we will schedule our first project review meeting with you to take a look at the 'bones' of the site.

Here are the steps in the website build project:

- **Step 1:** Sign contract and agree to terms of the build
- **Step 2:** Pay required deposit and receive the client homework.
- **Step 3:** The Face To Face Marketing Team begins the build process and contacts you to schedule a review appointment to take a collective look at the site and take notes for round 1 edits.
- **Step 4:** Edits and review of site
- **Step 5:** Domain transfer and hosting are set up. We review the backend access channels with you and send you the video recording of the walkthrough
- **Step 6:** Website hand off and set 4 week review appointment. This covers Q/A about the site, troubleshooting, and plan for future site growth if needed.



Our Social Media Pricing

We work with our clients to develop a social media strategy that can include designing graphics, content, a call to action, scheduling and engagement monitoring.

Our entire focus on social media is to help you connect with your ideal client community and get the to take an ACTION!

OUR PRICING STRUCTURE

- Social Media Management package is our All inclusive package. This starts at \$1200 per month.
- The Social Media Strategy starts at \$900
- The Social Media Planner package starts at \$750 per month

A FEW DEFINITIONS FOR OUR SERVICES.

The **Management Package** includes custom graphics, post wording, hashtags, scheduling, engagement monitoring, and calls to action, analytics review, and posting. This can be from 12-20 posts per month. Ad creation is a part of this package. We create your ad audience, check it daily to ensure we are getting top notch engagement and placements. We include reporting on the success of each ad. This is billed monthly, at the beginning of each month. We suggest a 3 month commitment to start to see measurable results.

The **Social Media Strategy** is a one and done type project. We work with you to determine a strategy for your social media presence. This includes designing graphic templates for your internal team to use, and a 3 month content calendar for your social posts. This is centered around your main messaging for the quarter. We also work with you to fine tune your ideal client avatar.

The **Social Media Planner** package is simply our team creating your graphics, post wording and specific calls to action. This is delivered on an Airtable base with suggested posting days and times. Your internal team would be responsible for scheduling, and engagement.



Our Email Marketing Pricing

OUR EMAIL MARKETING PRICING STRUCTURE

- 4 strategic emails per month \$600 (client supplied content)
- 12 strategic email sequence \$950 (client supplied content)
- Monthly newsletter design and formatting \$600 per newsletter

A few definitions for our services.

For your email campaigns to be successful, we need your expertise to build an effective message around. We will request content starters or facts about your products and services as we build content for your email marketing. Of course we will do our research on your industry to develop engaging content, but we will need your help with this. Each email will have a strategic call to action: buy a product, an event invite, join the mailing list, etc.

For distribution, we can use your email service provider, like Mailchimp, Convertkit, or the service of your choice. We will need access to your account to send the emails out, or we can create an account for you. Most have free versions. We can also simply create the actual verbiage and give you the copy to send to your audience. Pictures make everything better, and we will need pictures of your products to place in the email campaigns.

Newsletter Package

We love designing engaging newsletters for your ideal client base or your buyer persona. This involved a bit of graphic design, layouts, content creation, and interesting / fun facts about your products and services. We will design 2-3 layout options for you to choose from, we will make 2 rounds of edits for the design. This will include stock images, your images, our research about your industry and what appeals to your ideal audience and of course your supplied content, to develop a beautiful and engaging digital newsletter to send to your audience each month.

Of course each newsletter will have a specific call to action where you are asking the view to take a defined action to buy a product, requests a sample, attend an event, etc.





Our Graphic Design Pricing

Design is at the heart of all we do! Our team of professional marketers have a wealth of experience designing custom graphics for a wide array of industries. We design logos and graphics that attract YOUR target audience.

OUR PRICING STRUCTURE

- Logo designs start at \$750
- Logo refresh starts at \$500
- Print ready graphics: brochures, business cards, flyers, digital magazines, etc

A few definitions for our services.

Our logo package includes original source files, transparent backgrounds, full color design, black, white and grey designs, vector images, and up to 3 rounds of edits. The logo refresh is simpler and we take your current logo and modify it to your current needs. This could even be as simple as creating a new source file for you for an existing logo.

Our print ready graphics cover a wide range of options. We can design business cards to highway billboards!! Some of the options we've done include flyers, rack cards, brochures, tradeshow displays, retractable banners, and even digital magazines that can be converted to physical print. Pricing varies depending on the project. This typically starts \$100 and goes up from there.

Here are the steps to get started:

- **Step 1:** Determine the graphics package that best suits your needs
- **Step 2:** Email our team with your request
- **Step 3:** You'll receive a formal agreement, and invoice along with a project questionnaire
- **Step 4:** The Face To Face Marketing Team begins the process to craft your graphics.
- **Step 5:** Review and edits to developed content
- **Step 6:** Our team hands off your final deliverable(s)!!





Our Corporate Training Pricing

Corporate Training is one of the pillars of our service offerings. We are firm believers in continual learning for our team and want to make that same opportunity available to our clients.

We offer in person, virtual and on demand training options.

OUR PRICING STRUCTURE

One Time Training for your team \$550

- in person or live virtual
- up to 50 participants in person
- 60, 75 or 90 minute training with 15 minutes allotted for Q/A

Monthly trainings for your team \$350 per month

- 3 month commitment required
- in person or live virtual
- up to 50 participants in person
- 60, 75 or 90 minute training with 15 minutes for Q/A

A Few Suggested Training Topics:

- Social Media for Business
- Personal Branding for your professional image
- Email Marketing Winning Strategies
- How to design a customer focused website
- Making the most of the networking event
- Understanding the Customer mindset during the Buying Process
- Identifying Your Ideal Client Community

What to expect during a FTF Training:

Each training is lead by Vicki Morris, founder of Face To Face Marketing. The first part of each session is teaching and examples of the principle in action. The second part of the training can involve implementation and detailed examples for participants to actively participate in.

All trainings have handouts and some trainings have homework assignments. When homework is assigned, participants are encouraged to reach out to our team should they have questions.



Our Video Project Pricing

Storytelling is central to great marketing. The team at Face To Face Marketing works with skilled and experienced filmmakers for all major film projects. We bring all our own EQ, including lighting, sound and filters.

OUR PRICING STRUCTURE

5 hour Day Rate start at \$3200

Includes 2 additional shooters, editing, setup and breakdown of film equipment, behind the scenes photography, and other incidentals

Planned Photography & Editing starts at \$300

A few definitions for our services.

The day rate is our way to simplify the billing process. This includes all film crew, and FTF project manager. All the editing, all the camera angles, all EQ and EQ set up including sound and lighting is included in our day rates.

We require 50% deposit and the balance due before the final product is delivered. Additional edits requested may result in additional fees.

Here are the steps to get started:

- **Step 1:** Determine the Day Rate package that best suits your needs
- **Step 2:** Email our team with your request
- **Step 3:** You'll receive a formal agreement, and invoice along with a project questionnaire
- **Step 4:** The Face To Face Marketing Team begins the process to plan your film project.
- **Step 5:** Our team hands off your final deliverable(s) in the agreed timeframe!!





FACE TO FACE MARKETING



End Of Proposal ———

THANK YOU

Our team sincerely appreciates the opportunity to present this proposal to you. When you are ready to take the next steps and schedule a project review or planning meeting, simply click the link here to get the process started.

[CLICK HERE](#)



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