

ESTABLISH · ATTRACT · CONVERT · MANAGE



MAIN STREET

MARKETING

Capabilities Presentation

Version 4.0

Practical Marketing Solutions for Small Businesses

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Why Outsource And Why MSM...

Why Outsource your marketing?

- Your organization doesn't have any dedicated marketing personnel on staff
- Your organization's management is too busy to focus on basic marketing efforts
- Your organization's marketing projects are sporadic and can't justify a full-time employee

Why Main Street Marketing?

- One point of contact for marketing, communications, and web development solutions
- 100% focused on Small Businesses, understanding their advantages and their limits
- Affordable retained service packages
- Experience managing marketing departments for small businesses
 - Revenues from \$300,000 to \$200,000,000 in gross revenue
 - Annual marketing budgets ranging from \$7,500 to \$750,000.
- Our Proven Process
 - **Establish** clients online and offline, **Attract** new prospects, **Convert** those prospects into customers, and **Manage** those customer relationships over time



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Internet Presence Package

Website Marketing
Unlimited Content Creation (Webpages, eBrochures, Case Studies, Articles, Presentations, and Video)
Unlimited Website Updates
Social Media Integration (Widgets, Feeds, etc.)
Email Marketing Integration (Widgets, Feeds, etc.)
Search Engine Optimization (Metatags, Description, Relevant Submissions, Keyword integration within all content)
Unlimited Analytics

Social Media Marketing
Unlimited Blog Services (Content & Maintenance)
Unlimited Facebook Services (Profiles, Friends, Fan Pages, Groups, Updates)
Unlimited LinkedIn Services (Profiles, Connections, Groups, Updates)
Unlimited NING Network Services (Profile, Network Maintenance, Updates)
Unlimited Twitter Services (Profiles, Followers, Updates)
Unlimited YouTube Services (Channel Maintenance, Updates)

Email Marketing
Unlimited eNewsletters
Unlimited eBlasts
Unlimited Surveys
Unlimited Event Management and Registration
Unlimited Database Segmentation
Unlimited Templates

\$2,000 per Quarter
+ Choose a Website Platform (see next page)



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Website Platforms

Office Live

No additional cost

- 100+ email addresses and light intranet included
- Closed Content Management System
- Great for Brochure sites that need integration with email marketing
- Lacks heavy customization

WordPress

\$1,250 one time setup cost

- Open Source Content Management System
- Great for brochure sites that need integration with social media, email marketing, and cutting edge web applications

HTML Custom

\$2,500 one time setup cost

- 100% custom HTML created with Dreamweaver, using Contribute as an editor
- When you absolutely positively need a customized website solution
- Lacks simple integration with social media and cutting edge web applications



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Add-on Services

Customized Small Batch Mail Campaigns
Prospect Campaigns Demand Generation to Prospects
Follow-Up Campaigns Follow Up With "A" Leads
Drip Marketing Reach Out Softly to 'B' Leads
Database Modernization Convert Mailing Addresses into Email Addresses
Customer Retention Another Touch For Your Marketing Plans
Customer Appreciation A Gift or Note Sent on a Project's Anniversary
Partner Appreciation A thank-you for a referral or job well done

\$300 Once, \$.31 per point*

Postcard = 1 point, Card = 2 points
 Tri-fold = 3 points

Hybrid Search Engine Marketing
Landing page Creation, launch, optimization, and monitoring
Landing Page is Linkable To business website and other web properties
Local Search Optimization Using Geo-Targeting by IP address
First Page Placement on Google A combination of Organic and Paid Strategies
Submissions Directory and Search Engine submissions
Keywords and Phases Research & Analysis by Google Certified Experts
Online Ads On Google, Facebook, YouTube and Many More

Project Pricing*

Example - \$300 per month at a 20 Mile Radius
 Discounts for prepaid contracts

Online Video Marketing
Custom 60 Second Video Professional Filmmakers, MP4 Resolution
Search Engine Optimization Filename, Keywords, Tags, and More
Promotion and Distribution YouTube, Facebook, Yahoo Video, Daily Motion
Local Business Friendly Matched to Google Local Business Listings
Proven Process 60 Minute Shoot, Production, 3 Rounds of Edits
Multiple Uses Used Anywhere HTML Code Can Be Loaded
Website Insertion Added To Your Website and Web Properties

\$600 - 1st Year*

Promotion & Distribution \$200 each year after.
 60 Second Video is owned

* Pricing assumes your company is using one of Main Street Marketing's core packages. Companies that only want these add-on services will be charged a \$150 per quarter maintenance/service fee.



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Available on a Case by Case Basis

Database Integration

- Making your internal systems work with marketing applications

Ecommerce Solutions

- Unlimited item entries
- Unlimited maintenance
- Merchant account/gateway integration

Marketing Collateral Creation

- Corporate Identity (Brochures, Business Cards, Stationary, Envelopes)
- Catalogs

Public Relations

- Press release creation
- Press release distribution
- Press contact



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