

## SAMPLE MARKETING PACKAGES

**EXECUTIVE PACKAGE: \$3,000/MONTH**, Includes **40 hours** of marketing services/month

**DELUXE PACKAGE: \$1,500/MONTH**, Includes **20 hours** of marketing services/month

**BASIC PACKAGE: \$750/MONTH**, Includes **10 hours** of marketing services/month

*\*Pick and choose your hours in order of priority each month from the categories below.*

*\*\*Additional hours will be billed at **\$100/hour***

### **Development**

- Annual Marketing Budget
- Annual Marketing Plan
  - Ad campaigns
  - Holiday Promotions
  - Charity Planning/calendar
  - Forecasting changes at the wash- pricing, updates, etc
- Monthly Social Media Calendar

### **On-site Marketing Promotions** (Unlimited Club, Recycling, Holidays, Give-Aways, etc)

- Windsigns
- Banners
- Tunnel Signage
- Point of Sale scripts/graphics
- Vacuum Signs
- Gate Signs
- Gas Pump Signage
- Outdoor Radio/Advertising Spots

### **External Marketing Promotions**

- Mailers
- Cross-promotions
- Social Media
- Website updates
- Managing reviews

### **Community Promotions**

- Charity Washes
- Donations
- Sponsorships
- Press Releases

### **Reporting/Benchmarking**

- Monthly Marketing Reports
- Consulting/Benchmarking Unlimited Club success