

# FCS Marketing Packages

**EXECUTIVE PACKAGE: \$2,000/MONTH** (Includes **40 hours** of marketing services/month)

**DELUXE PACKAGE: \$1,000/MONTH** (Includes **20 hours** of marketing services/month)

**PREMIUM PACKAGE: \$750/MONTH** (Includes **15 hours** of marketing services/month)

**BASIC PACKAGE: \$500/MONTH** (Includes **10 hours** of marketing services/month)

*\*Additional hours will be billed at **\$75/hour***

*\*\*Plans will be ongoing until notice of cancellation is provided. Billing occurs the 1<sup>st</sup> of the month, no contract required. You may change plans for the next month with adequate notice. **Unused hours will not be rolled over.***



## 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** (for Unlimited Club, Recycling, Holidays, Give-Aways, etc)

- Windsigns
- Banners
- Tunnel Signage
- Point of Sale scripts/graphics
- Vac 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**

- Coupon Audits
- Monthly Marketing Reports
- Consulting/Benchmarking Unlimited Club success