

# FCS Marketing Packages

**EXECUTIVE PACKAGE:** Includes **40 hours\*** of Marketing Services per month

- FCS Chemical Customers: \$2,600/MONTH
- NON-Chemical Customers: \$3,500/MONTH

**DELUXE PACKAGE:** Includes **20 hours\*** of Marketing Services per month

- FCS Chemical Customers: \$1,300/Month
- NON-Chemical Customers: \$2,500/Month

**PREMIUM PACKAGE:** Includes **15 hours\*** of Marketing Services per month

- FCS Chemical Customers: \$975/Month
- NON-Chemical Customers: \$1,800/Month

**BASIC PACKAGE:** Includes **10 hours\*** of Marketing Services per month

- FCS Chemical Customers: \$650/Month
- NON-Chemical Customers: \$1,275/Month

**\*Additional hours will be billed at \$135/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.***



**Marketing Services Include (but not limited to) the following:**

**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