

BGS

the business growth suite



Table of Contents

welcome

pages 3-4

the packages

pages 5-25

- > 01 **Bloggio** (blah-geo)
- > 02 **Sociel** (so-sea-elle)
- > 03 **BrandNuovo** (brand-new-oh-vo)
- > 04 **Influenzia** (an-flew-on-see-uh)
- > 05 **Searchant** (sir-shon)
- > 06 **Publicita** (pooh-blee-sea-tah)
- > 07 **Contache** (con-tosh)
- > 08 **Advertigo** (add-vair-tee-goh)
- > 09 **Linessa** (lynn-ess)
- > 10 **Recordille** (wreck-or-dee)

get started

page 26

additional resources

page 27

Welcome

**Do you worry that you're not doing enough for your business?
Are you finding it difficult to locate a partner who appreciates the big picture?**

here's what we do:

- > garner publicity
- > spark initiatives
- > solidify customer service
- > expand networks
- > mature branding
- > sharpen offers
- > induce referrals
- > develop products
- > corner niches
- > boost google rankings
- > whatever else it takes!

how do we improve your efficiency?

we offer a one-stop marketing service that makes life a little easier.
the core functions of your business are aligned to fire properly.

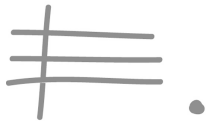
Introducing The Business Growth Suite (BGS)

the suite features 10 boutique packages that ensure a holistic approach to revenue advancement. select a package, mix and match or activate them all. no client is too large or small.

Sign up for a FREE no obligation phone consultation:
www.ericstownsend.com/get-started

ask your friends what they think of the business growth suite.
i look forward to tackling the challenges your business is facing.

graciously,

A handwritten signature in black ink, consisting of a vertical line on the left, three horizontal lines in the middle, and a small dot on the right.

Eric S. Townsend

the business growth suite / **packages**



build the home (page) of your dreams.

01 **Bloggio** (blah-geo)

starting at
\$975

invest in a website with great curb appeal and strong bones.

enjoy these services:

one on one consultation <cultivate your goals and create a plan of action>

domain name(s) <reserve www.yourdomain.com>

email address(es) <create youname@yourdomain.com>

design <create a professional image that rivals the most sophisticated brands>

web 2.0 tools <launch blog, flash-assisted audio/video players, push to social media pages, and more>

merchandising <design goods, promote store, fulfill orders, and more>

content management tools <update content and/or produce pages from any computer or phone>

training / maintenance <learn to leverage the website and tools, or opt to outsource the updates>

free services exist, but they will control your content (eg. www.yourwebpage.theirdomain.com)

your options will be limited. with those you receive, you're left to learn how to leverage them.

*parameters and fees provided with contract. should also consider our brandnuovo and publicita packages.
select from these add-ons, \$250 each: biography/corporate summary, enewsletter design or logo design.*



become the toast of the social scene.

starting at
\$675

Invest in a social media plan that grows connections and reach.

enjoy these services:

one on one consultation <to cultivate your goals and create a plan of action>

profile <written for you – based upon your goals, our consultation and your website>

placement <leading social media outlets presented, select five for posting your profile>

tips on etiquette <learn each outlet's culture of interaction and how to be effective>

extend your reach <learn how to use social channels to lure new visitors to your website>

email/mobile updates <where applicable, if you wish to have this level of connectivity>

widgets <icons and links provided to you for updating your website>

while signing up at various social media pages is free, the experience and training in how to make this a successful part of your marketing and communications mix is invaluable with us.

parameters and fees provided with contract. should also consider our bloggio, publicita and linesse packages. select from these add-ons, \$250 each: biography/corporate summary, enewsletter design, logo design.



tailor first impressions.

starting at
\$825

Invest in a new or retooled image that fits and frame introductions.

enjoy these services:

one on one consultation <to cultivate your goals and create a plan of action>

landscape painting <report on consumer desires and best practices in your marketplace>

name options <10-15 names offered, check for associated .com and other domains>

tagline options <5-10 clarifying one-liners that deliver "how" you do business>

domain names <park your chosen domain names – new business name and tagline>

logo options <1-5 provided in adobe illustrator, so it can be enlarged as big as the moon>

there are many logo designers — most being artists and nothing more. select this package because you want attractive art and the science of communicating values/benefits, etching memories, etc.

parameters and fees provided with contract. should also consider our bloggjo, contache and advertigo packages. select from these add-ons, \$250 each: biography/corporate summary, google adwords campaign, enewsletter design, printing 3500 business cards (two-sided).



master the touch points.

04 **Influenzia** (an-flew-on-sea-uh)

starting at
\$975

Invest in a customer service audit and own opportunity outcomes.

enjoy these services:

one on one consultation <to cultivate your goals and create a plan of action>

interactive map <plot "influence points" between you and your consumers as a diagram>

truth serum <survey gatekeepers/customers, test channels on a random/"secret" basis, etc>

landscape painting <report on consumer desires and best practices in your marketplace>

3-5 strategies <designed to overcome weaknesses or excel further in specific map areas>

if you need to achieve transparency and accountability, then this package will be a perfect fit. anything short of stellar customer service leaves you exposed to customer migration.

parameters and fees provided with contract. should also consider our searchant and contache packages.
select from these add-ons, \$250 each: google adwords campaign, enewsletter design.
call for custom pricing on a bonding campaign.



WELCOME

bring them to your doorstep.

starting at
\$675

Invest in a quick bump in sponsored and organic google rankings.

enjoy these services:

one on one consultation <to cultivate your goals and create a plan of action>

adwords campaign <use google's tools to identify/test the best keywords in your market>

embed keywords <get under the hood of your website or guide your webmaster>

3-5 strategies <beyond keywords, generate custom paths for continuing the momentum>

don't spend thousands on national search campaigns. seo raises your profile and increases leads, but it doesn't ensure sales. achieve local results while saving money for innovation and your pitch.

parameters and fees provided with contract. should also consider our bloggio and sociale packages.

select from these add-ons, \$250 each: biography/corporate summary, enewsletter design, logo design, sell sheet design, epk.



shine the spotlight on you.

starting at
\$975

Invest in the credibility afforded by media and association attention.

enjoy these services:

one on one consultation <cultivate your goals and create a plan of action>

biography <explore the persona you'd like to convey, interview, deliver the unique storyline>

additional pages <compile recent press, appearances, publications, blogs, sell sheets, etc>

epk <design an electronic press kit design for use with teasing contacts, delivered as pdf file>

list <explore joint ventures, contests, social media, paid lists, etc>

database <build a central resource for your list, prioritize contacts>

newsletter <design html email, blast database with epk, track email opens/link clicks>

follow-up <send emails or place calls behind initial outreach, develop trusted relationships>

go green – save on printing costs and increase your outreach. tracking is more reliable, as statistics are collected automatically with regards to each open, link click, opt out, etc.

parameters and fees provided with contract. should also consider our bloggjo and brandnuovo packages.
select from these add-ons, \$250 each: biography/corporate summary, newsletter design, logo design, photoshoot.



keep them close to you.

07 **Contache** (con-tosh)

starting at
\$750

Invest in keeping customers close and promoting referrals.

enjoy these services:

one on one consultation <cultivate your goals and create a plan of action>

database <build a central resource for your list, prioritize contacts>

newsletter <design html email, blast database with news, track email opens, link clicks, etc>

follow-up <send a short email behind the monthly news, one per contact offered>

bonding campaign <produce handwritten notes to your customers, stamp and mail>

we learn how you touch customers, advise per our methods and help you best stay in front of the most valuable people to your business. a bonding campaign is a tried and true referral aid.

this is a monthly investment. parameters provided with contract. should also consider our bloggio and social packages select from these add-ons, \$250 each: biography/corporate summary, sell sheet design, epk.



make them an offer they can't refuse.

starting at
\$975

Invest in a killer promotion and a direct path to customers.

enjoy these services:

one on one consultation <to cultivate your goals and create a plan of action>

landscape painting <report on consumer desires and best practices in your marketplace>

offer <written for you – based upon best practices, competitors, and our consultation>

test campaign <use google adwords to generate interest and interaction with the offer>

advertising design <half page ad design with tested offer, larger ads at additional cost>

traditional media buy <target media outlets, negotiate placement fee, slot cost not included>

results analysis <report on google results and traditional media tracking, identify next steps>

don't overspend on the media slot, leaving the offer and advertising design to whims and poor execution. we show you how to supercharge your pitches to generate real buzz.

*parameters and fees provided with contract. should also consider our bloggjo and brandnuovo packages.
select from these add-ons, \$250 each: biography/corporate summary, logo design, photoshoot, epk.*



roll it out in style.

starting at
\$975

Invest in the impact that a new sub-brand and innovation delivers.

enjoy these services:

one on one consultation <cultivate your goals and create a plan of action>

landscape painting <report on consumer desires and best practices in your marketplace>

logo design(s) <create graphics in color and black, provided as scaleable adobe illustrator files>

photoshoot <shoot on location, 15 images licensed for use, capture portrait and product slicks>

sales collateral <generate materials that introduce the line(s), manage the printing process>

website upgrade <generate new page(s) on your website or create a website to pitch line(s)>

a wise man once said that two functions matter most in business – innovation and sales. without these, you are nowhere. when you invest in this package, you explore both.

parameters and fees provided with contract. should also consider our bloggio, social and publicita packages.

select from these add-ons, \$250 each: biography/corporate summary, google adwords campaign, advertising design, enewsletter design, printing 500 sell sheets (6x11), printing 3500 business cards (two-sided), postcard design, printing 2500 postcards (4x6).



produce and package with the pros.

10 **Recordille** (wreck-or-dee)

starting at
\$900

Invest in a DVD or multimedia project that rocks.

enjoy these services:

critique <review of your recording provided by a veteran producer or other industry expert>

mixing/mastering <hire a fresh set of ears to manage the most valuable stage of the recording>

biography <explore the persona you'd like to convey, interview, deliver the unique storyline>

photoshoot <shoot on location, 15 images licensed for use, capture portrait and product slicks>

videography <shoot on location, clips edited or raw, voiceover recording for soundtrack, and more>

packaging art <create the image and art that presents the recorded experience to listeners>

cd manufacturing <fabricate 100 pre-release CDs and at least 1000 store-ready CDs, with art>

web 2.0 tools <launch blog, flash-assisted audio/video players, share across the internet, etc>

don't enlist family and friends to play producer, designer, etc. play like the pros by hiring the pros.

parameters and fees provided with contract. should also consider our bloggjo, social and publicita packages. select from these add-ons, \$250 each: logo design, google adwords campaign, ad design, newsletter design, epk, postcard design, printing 2500 postcards (4x6). call for custom pricing on a bonding campaign.

Get Started

next steps

- > request a proposal or schedule a FREE no obligation phone consultation:
www.ericstownsendmarketing.com/get-started/request-a-proposal
- > pass the brochure along for the opportunity to collect a referral reward.

payment methods

- > visa, mastercard, discover, american express
- > personal or business check
- > cash or money order
- > referral
- > barter
- > partnership agreement

referrals

- > \$200 for each referral who invests \$10,000 or more in services — paid upon deposit.
- > \$50 for all other referrals — paid upon deposit.
- > earn residual income at 5% of project income as your referral returns — paid monthly.
- > 10% off to your referral on his/her first project.

Additional Resources

free marketing tips and other business intelligence:

<http://www.ericstownsendmarketing.com/category/blog>

biography:

<http://www.ericstownsendmarketing.com/about-us/meet-eric>

portfolios:

<http://www.ericstownsendmarketing.com/portfolio/portfolio-overview>

<http://www.ericstownsendmarketing.com/portfolio/portfolio-recent>

<http://www.ericstownsendmarketing.com/portfolio/portfolio-showcase>

testimonials:

<http://www.ericstownsendmarketing.com/about-us/endorsements>

social media pages:

<http://www.linkedin.com/in/ericstownsend>

<http://www.facebook.com/ericstownsend>

