

* buzz *



media

Buzz Media Marketing Menu

ASSESS, SET GOALS, CHOOSE CONTENT CALENDAR & WE'LL MAKE YOUR BIZ BUZZ

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ASSESSMENT MEETING (FREE APPETIZER)

Free half hour meeting to assess your current marketing plan, business niche and marketing needs, review options, and schedule next steps. **We won't bombard you with marketing lingo, technical details, or expensive service packages. You tell us what you want, and we tailor our services to your specific business needs and budget.** Hourly rate for subsequent consulting meetings and work. Meet quarterly, bi-annually or annually to readjust, update, and review; you choose.

SET MARKETING GOALS (SALAD DAYS)

What is your business story – what do you do better than anyone else? Who do you want to reach? What do you want to grow? What is your message? What do you want to have accomplished with this marketing cycle?

MULTIMEDIA OPTIONS (THE MAIN COURSE)

- * **Copywriting & Editing** website press releases educational articles
- * **Facebook posts** 3/week 2/week 1/week All Facebook posts can be Tweets too!
- * **Website/blog updates** weekly bi-weekly monthly
- * **Customer Testimonial Management** coordinate edit post
- * **Online Reputation Management** update online profiles track & respond to reviews
- * **Newsletter** content design ***E-newsletter** content maintain email list format & send

ALA CARTE ADD-ONS (CRAVING SOMETHING MORE?)

- Media Campaign Strategies Print ads Radio or TV ads Brochure/rack cards
- Basic Wordpress web design & Updates Create Logo/Slogan
- Product/Service photography Instagram Account Maintenance and? _____

REVIEW RESULTS AFTER MEDIA CYCLE (FREE FOLLOW-UP DESSERT!)

Review results of marketing cycle, then: re-order favorites, add new options or strategize a new plan!

NOTES:

YOUR STORY + OUR MEDIA TOOLS = YOUR BUSINESS BUZZES.