



CONSORTE MARKETING

Capabilities

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INTRODUCTION

We're Consorte Marketing, a comprehensive marketing firm with strong and specific objectives for you and your business. Our ultimate goal is to magnify your online presence in order to reach a wider and more targeted user base than ever before, while increasing conversion to drive sales and leads.

How do we do this?

- We make you look gorgeous and unify your brand. Our **graphic design** work provides your website(s), social media profiles, and more traditional media (like business cards and flyers) with strong visual appeal and signature branding. The user will recognize your presence immediately and have a great experience when exploring your content and purchasing your products or services.
- Our **content creation** services are unbeatable. Whether you're looking for dynamite written content (like an engaging blog), eye-catching images, viral-worthy videos, or a combination of all three, we know what makes users stop, stare, and share!
- We know how to **turn up the volume** on your marketing campaign(s) in all the right ways, like search engine optimization and paid advertising, social media profiles, and lots of other tried-and-true methods for increasing relevant site traffic.

WHY CONSORTE MARKETING?

As a smart and savvy business owner, you want to know what distinguishes us from the other firms in the field. Here's what makes us special:

- We have years of experience offering these services, and we're very good at what we do.
- We understand each of the many pieces of the marketing puzzle—and we can assemble them all to put you in front of the right audience.
- We're passionate about helping you to meet your goals, because they're our goals too!



CAPABILITIES

CONTENT STRATEGY & CREATION

We know how to create and develop written, visual, and video content that people find interesting, useful, and relevant.

WRITTEN CONTENT: \$150-500+ PER ARTICLE

An article or blog post is only valuable if users want to read it and share it. And we know how to do that: through beautifully written long-form content with reputable citations and links.

VIDEO PRODUCTION / POST-PRODUCTION: \$500-\$5,000+ PER 30-90 SECOND VIDEO

We employ a talented team of professionals who produce the kinds of videos people share (and share again): content that makes you laugh, cry, and think a little more deeply. We frequently pair video content with writing and photos or graphics for a comprehensive campaign that users and search engines both love.

PHOTOGRAPHY: \$350-3,000+ PER SHOOT

We stage each of our photography sessions—whether it's of your products, your team, a special event, or a location—with the end goal of shots that will touch and influence users and make them want to hit 'share.' Every picture tells a story, and we'll tell yours in the right way.

CONTENT WEBSITE DESIGN: \$5,000-\$25,000+

Our responsive (mobile- and tablet-friendly) web design looks beautiful on a wide range of devices, drives conversion, and is structured to increase your traffic from mobile and desktop users alike. Increased sales and lead generation, a broader audience for your content—we can do it all and do it well.

ECOMMERCE WEBSITE DESIGN: \$10,000-\$100,000+

We utilize the same, effective strategies that work for content websites, and layer on ecommerce capabilities. We follow best practices to increase conversion from traffic to sales, to increase Average Order Value, and to engage your customers so that they continue to make future purchases.



WEB PRESENCE

We want the right users to find you, and we'll employ a wealth of time-tested strategies to make it happen.

SEARCH ENGINE OPTIMIZATION: \$3,000-10,000+ PER MONTH

The content we create is engaging and shareable, which means you'll enjoy a better rank for more relevant keywords on Google, Bing, Yahoo, and other search engines. We know what to do to make sure relevant users can discover your material with ease.

TECHNICAL SEO

We make it easy for search engines to crawl your top pages efficiently by utilizing best practices on platforms like Wordpress (a popular content management system) and Magneto (shopping cart software). We'll format and tag your content so that Google and its competitors can easily determine the topic for each of your pages, and we'll design a common-sense website taxonomy (categorization) so that both humans and search engines get the gist right away.

CONTENT STRATEGY

We don't simply toss a few lofty ideas out into space and hope for the best: we develop individualized strategic plans that lay out specific goals for the content we create and promote.

GOOGLE ADWORDS / PPC: SETUP + GREATER OF \$1,500/10% OF AD SPEND PER MONTH

When it comes to Google AdWords and other Pay-Per-Click programs, our expertise is unparalleled. We'll use our extensive knowledge and experience to make bids on the best keywords for your campaign, paired with the most appropriate ads and a list of concrete objectives, like a specific Return on Ad Spend (ROAS) or other quantifiable figures. Our strategies frequently include simultaneously running a PPC campaign ad other marketing initiatives for synergistic success and the use of PPC ads to test keywords before launching an SEO campaign.

SOCIAL MEDIA MARKETING: \$1,500-\$10,000+/Mo., OR \$5,000-\$20,000+ / CAMPAIGN

These days, it's impossible to have a comprehensive web presence without engaging users on Facebook, Twitter, LinkedIn, Pinterest, Instagram, and other popular social media platforms. We'll balance our main efforts with a smart social media campaign that delivers your brand, your products or services, and your message to an even bigger user demographic. And, of course, we can and will prioritize the most relevant platforms for your business and its goals for the greatest return on your investment.

AFFILIATE PROGRAM MANAGEMENT: \$3,000-5,000+ PER MONTH

We've spent the past 15 years cultivating a network for publishers across numerous industries, and we'll take advantage of these important relationships to place your brand on websites that will bolster both traffic and conversions.



EMAIL CAMPAIGN MANAGEMENT: \$500-1,000+ / DROP, OR \$2,000-\$10,000+ / MONTH

A well-crafted email marketing campaign keeps you in touch with current and prospective customers on a regular basis, so that your brand comes to mind when they're ready to shop. Our services include email template design and production and content creation, and we'll do all this in ways that make it easy for your readers to receive and open what you send them.

BRAND ASSETS, TRADITIONAL MEDIA & PRINT

While we typically prioritize the development of your online presence, we can also work with you to develop more traditional media for a wide variety of uses and audiences.

LOGO DESIGN: \$750 - \$5,000+

Deliver a strong message about your company to users with one of our gorgeous custom-designed logos. Are you a start-up firm without much in the way of branding? We'll take a look at what the competition is doing and offer you a selection of design ideas that will help you to stand out in the crowd. If it's a rebrand you're looking for, we can incorporate the most effective elements of your current logo in a reworked design for a fresh statement that doesn't erase the branding with which your users have become familiar.

TV ADVERTISING: COST OF SHOOT + \$1,000-50,000+ AD SPEND

From regional cable ads to national campaigns, we can produce and syndicate a TV advertisement that makes great things happen for you.

BUSINESS CARDS, FLYERS & PRINTED COLLATERAL: \$500 - \$20,000+

Our printed collateral (business cards, flyers, postcards, brochures, catalogues, and much more) is visually appealing and delivers your message successfully, whether you're hand-delivering your material or popping it in the mail. We'll ensure that every last printed item is perfectly branded for instant user recognition.

BILLBOARD DESIGN & RENTAL: \$1,000-5,000 DESIGN + \$1,000-10,000/MONTH RENTAL

When you're using a billboard to advertise your company, you have mere seconds to capture a driver or passenger's attention and make your case. We'll help you to reach and influence motorists in the fast lane in that very limited window.

[CALL CONSORTE MARKETING AT 201.222.1001](tel:201.222.1001)