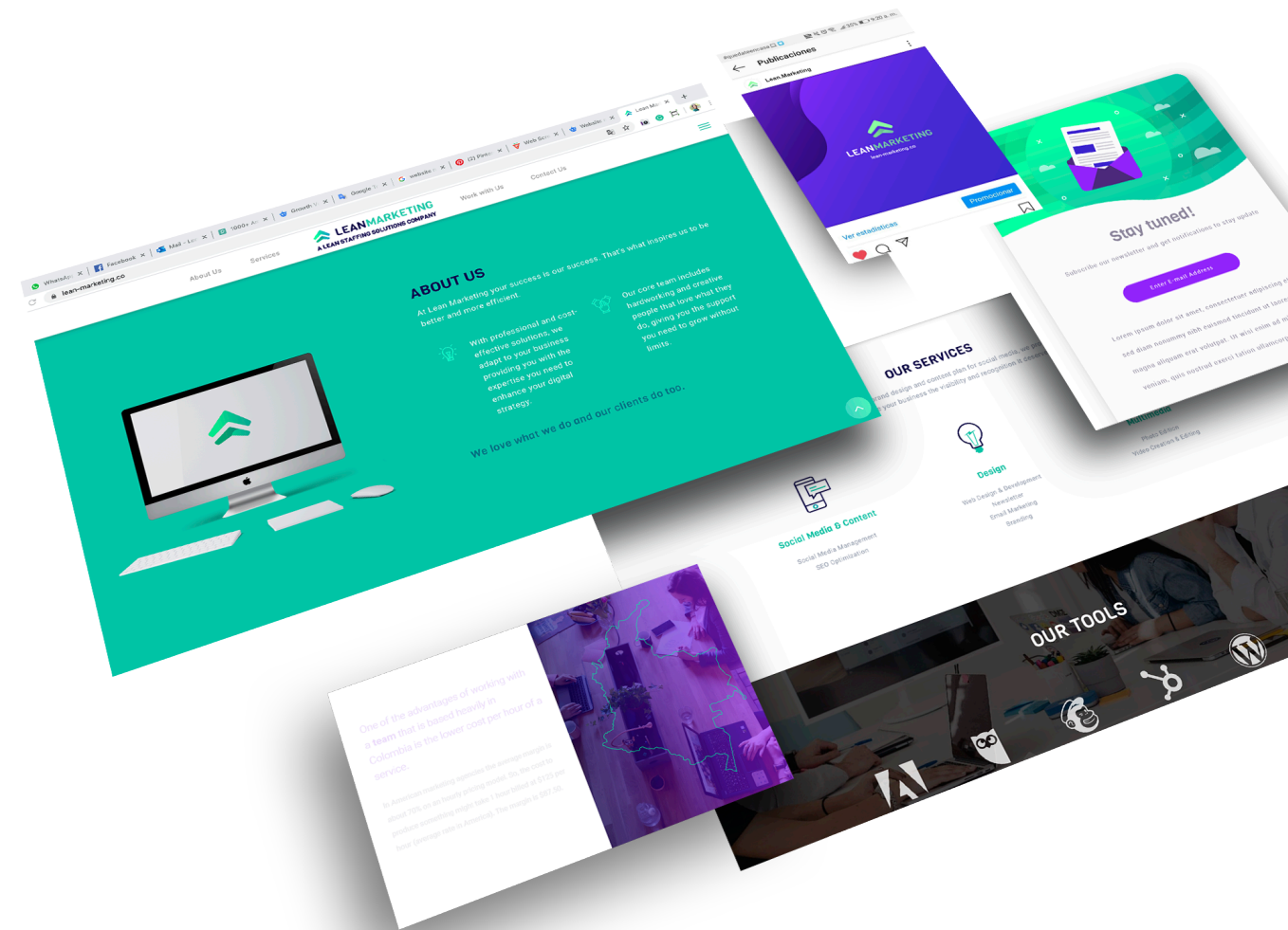


# LEANMARKETING

## MARKETING SERVICES

lean-marketing.co



# ABOUT US

Lean Marketing was created to serve the needs of the existing customer base of its parent company, **Lean Staffing Solutions**. We provide quality, impactful, holistic marketing services that engage with your audience and increase brand awareness and inbound leads.

We do this by partnering with your company to increase business. At Lean Marketing, you have access to a fully dedicated agency that functions as your internal marketing team.



# THE LEANMARKETING TEAM



CMO



Directors 2



Graphic Designers 4



Marketing Specialists 2



Video Editor 1



Web Developer 1



Social Media Manager 1



Communications Specialist 1



**Social Media Management**

---



**Content Marketing**

---



**Hourly SEO**

---



**Email Marketing**

---



**Video**

---



**Graphic Design**

---

# TIER 1



## BASIC CONTENT

per month

- ✓ 2 blogs per month  
350 - 499 word  
Optimized for search  
Stock image for featured image
- ✓ Content strategy
- ✓ Additional Content Marketing at \$100/hour



## BASIC SOCIAL MEDIA

per month

Set up fee / \$75

- ✓ 1 Primary channel
- ✓ Strategy consulting
- ✓ 8 posts per month
- ✓ 3 custom graphics made

**\$1,200**

# TIER 2



## BASIC CONTENT

per month

- ✓ 2 blogs per month  
350 - 499 word  
Optimized for search  
Stock image for featured image
- ✓ Content strategy
- ✓ Additional Content Marketing at \$100/hour



## BASIC EMAIL MARKETING

per month

- ✓ 1 monthly newsletter
- ✓ Newsletter Creation
- ✓ Reporting  
(will need access to reporting tool in your email marketing platform and Google analytics)
- ✓ Strategy



## STANDARD SOCIAL MEDIA

per month

Set up fee / \$150

- ✓ 2 Primary social platforms
- ✓ Strategy consulting
- ✓ 8 posts per month per platform
- ✓ 5 custom graphics made

**\$1,800**

# TIER 3



## STANDARD CONTENT

per month

- ✓ 4 blogs per month
  - Two at 350 - 499
  - Two at 500 - 799 words
  - Optimized for search
  - Stock image for featured image
- ✓ Content strategy
- ✓ Additional Content Marketing at \$100/hour



## BASIC EMAIL MARKETING

per month

- ✓ 1 monthly newsletter
- ✓ Newsletter Creation
- ✓ Reporting
  - (will need access to reporting tool in your email marketing platform and Google analytics)
- ✓ Strategy



## STANDARD SOCIAL MEDIA

per month  
Set up fee / \$150

- ✓ 2 Primary social platforms
- ✓ Strategy consulting
- ✓ 8 posts per month per platform
- ✓ 5 custom graphics made



## BASIC SEO

(3 web pages per month)

- ✓ Audit
- ✓ Keyword Research
- ✓ Title/Description/H1
- ✓ Edit existing pages up to 9 pages
- ✓ Completion 3 weeks

# \$2,500

# TIER 4



## STANDARD CONTENT

per month

- ✓ 4 blogs per month
  - Two at 350 - 499
  - Two at 500 - 799 words
  - Optimized for search
  - Stock image for featured image
- ✓ Content strategy
- ✓ Additional Content Marketing at \$100/hour



## STANDARD EMAIL MARKETING

per month

- ✓ 1 monthly newsletter
- ✓ 3 Lead Gen Emails
- ✓ Newsletter Creation
- ✓ Reporting
  - (will need access to reporting tool in your email marketing platform and Google analytics)
- ✓ Strategy



## PREMIUM SOCIAL MEDIA

per month  
Set up fee / \$225

- ✓ 3 Primary social platforms
- ✓ Strategy consulting
- ✓ 12 posts per month per platform
- ✓ 8 custom graphics
- ✓ 1 Animated Video
- ✓ One Social AD 10 % Commission on spend



## BASIC SEO

(3 web pages per month)

- ✓ Audit
- ✓ Keyword Research
- ✓ Title/Description/H1
- ✓ Edit existing pages up to 9 pages
- ✓ Completion 3 weeks

# \$3,500



# TIER 5



## PREMIUM CONTENT

per month

- ✓ 4 blogs per month
  - No word count restriction
  - Optimized for search
  - Stock image for featured image
- ✓ One web page, either update or new
- ✓ Content strategy
- ✓ Additional content marketing at \$100/hour



## STANDARD EMAIL MARKETING

per month

- ✓ 1 monthly newsletter
- ✓ 3 Lead Gen Emails
- ✓ Newsletter Creation
- ✓ Reporting
  - (will need access to reporting tool in your email marketing platform and Google analytics)
- ✓ Strategy



## PREMIUM SOCIAL MEDIA

per month  
Set up fee / \$225

- ✓ 3 Primary social platforms
- ✓ Strategy consulting
- ✓ 12 posts per month per platform
- ✓ 8 custom graphics
- ✓ 1 Animated Video
- ✓ 2 Social Ads 10 % Commission on spend



## STANDARD SEO

(6 web pages per month Custom)

- ✓ Audit
- ✓ Keyword Research
- ✓ Title/Description/H1
- ✓ Edit existing pages up to 18 pages
- ✓ Completion 4 weeks

# \$4,500

# MISCELLANEOUS CONTENT



Whitepapers

---



Infographics

---



Ebooks

---



Webpages

---



News releases

---



Case studies

---

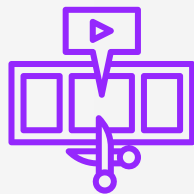


Surveys

---

**\$100** per hour.

# VIDEO PRODUCTION



Video Editing



Animated Video

**\$75** per hour.



# GRAPHIC DESIGN



**\$75**

per hour



# PRINTED COLLATERAL: ONLY CUSTOM QUOTES

**Print Coordination Fee**

**\$75**

**Design**

**\$75**

x Time



**LEANMARKETING**

[lean-marketing.co](https://lean-marketing.co)