

2022

**RLC MEDIA
SERVICES
RATES**

MONTHLY SERVICES | SUMMARY

Paid Search Marketing

Standard Package Starting at \$750/month

Premium Package Starting at \$1,500/month

Enterprise Package Custom Quote

Search Engine Optimization

Level I \$850/mo

Level II \$4,500/mo

Social

Social Media | 2 platforms*

Organic \$950/mo | Paid Ads \$750/mo

Creative Ad Hoc Services

Copy Writing

\$50/hr

Graphic Design

\$50/hr

Web Development

\$100/hr

Email Marketing Management

\$50/hr

Photography & Videography

\$75/hr per person

PPC MANAGEMENT STANDARD PACKAGE

Pay-Per-Click Management

As a business in the early growth stages, you must get your product or service in front of potential customers as quickly and efficiently as possible. That's where we come in.

Our team provides the competitive talent needed to run an effective paid search campaign and ensure that ads align with the marketing strategy. The standard package is a great economical way to start, but businesses will eventually want to grow and scale. For this, a more comprehensive package is available that includes monthly reporting and strategy meetings with an experienced account manager.

We understand the importance of results, and our team is dedicated to helping your business succeed. We only ask that you give us a minimum of a 3-month commitment to optimize and start getting competitive ROIs and results.

The Standard Package includes

- Complimentary Site Audit
- Complimentary PPC Audit
- Google PPC Network or Google Local Service Ads
- 2 Campaigns with up to 5 ad groups per campaign
- Monthly Ad Spend \$500-3,499

Starting at: \$750 per month

Initial Set-up: \$950

PPC MANAGEMENT PREMIUM PACKAGE

Pay-Per-Click & Display Ads Management

The Premium package is the perfect solution for businesses that want to grow and scale with a team of professionals. This plan helps organizations engage their clients digitally but are not ready to hire an agency because they need support now! Let our company carry the most weight responsibility associated daily/monthly hours required to advertise online effectively; you can then focus on your customer base without worrying about how many social media posts or emails it takes to publish every day. Save yourself countless hours maintaining tracking all of your marketing efforts yourself.

We will start by examining your current marketing efforts and learn to understand what you already know about. It'll be vital for us to stay in touch through monthly performance meetings to share findings on both sides of this process! We'll make sure all of the information needed for this process is included in order not only to get more people visiting these pages but also to convert them into customers! Your team can expect assistance on their campaign strategy development and high-level guidance on your site's performance.

Premium Package Includes

- All the offerings from our standard package
- 4 Campaigns with up to 5 ad groups per campaign
- Up to 2 monthly display campaigns
- Includes original creative graphics for each campaign
- Monthly call with account executive with performance reports

Starting at \$1,500 or 15% of total ad spend

Initial Set-up: \$1,950

PAID SEARCH MARKETING ENTERPRISE

Pay-Per-Click & Display Ads Management

You know where you want to go, and your team needs more guidance on optimizing your company's spending. A 1-2% change in performance can swing your sales results dramatically when you are running multiple campaigns with budgets in the tens of thousands.

Our team can provide you with the support your marketing team needs to get the most out of Paid search campaigns - our senior specialists have years of experience and will work closely with your current marketing staff to ensure a smooth handoff. With our help, you'll be able to create an omni-channel approach that increases sales and brand equity.

Enterprise Includes

- \$25,000 minimum ad spend
- Bi-weekly Strategy Meetings
- Bi-weekly performance and optimizations reporting.
- Up to 2 Landing page build with A/B testing and analytics tracking
- Up to 4 monthly display campaigns
- 2x 15-second OTT video ad assets
- 2x monthly
- Includes original creative graphics for each campaign
- Monthly call with account executive with performance reports

starting at 12% of ad spend*

Initial Set-Up: \$4,950

*with a max monthly fee of \$40,000

SEARCH ENGINE OPTIMIZATION | LEVEL I

Phase 1 | Audit and Assessment

Our search engine optimizations are broken down into 2 levels. Level I is focused on providing on page changes and optimizations to increase rankings for your key words and queries. Level II drives the most traffic and increases key word ranking by using artificial intelligence and expert copywriters. Our team will analyze your current website content and provide up to 10 new pieces of content all curated to increase your ranking and provide Phase I includes site audits, current key term locations, and team collaboration for ways to best meet the needs of your company. The goal of Level 1 SEO is to ensure that your websites and Google My Business page are structured and optimized to rank for your agreed key terms. The time frame will depend heavily on the number of key words you will be ranking for. We will complete this phase in 2-4 weeks.

- Keyword research and establishing KPIs
- Key term search volumes
- Current rankings and traffic
- Incorrect, missing, or duplication citation audit
- Top 5 competitor backlink list
- Site SEO assessment report

Phase 2 | On-Page Optimization

Optimizing your content on your website ensures that your investment in web development is getting maximum returns. During this phase we assign copy writers and web developers to your account that are fixated on attaching purpose and precision to each piece of content.

Here is a brief overview of tasks included in our phase 2 strategy.

- Identify and restructure duplicate content
- Address any error pages or erroneous links
- Audit and optimize page headers
- Audit and optimize image and video content
- Optimizing all meta descriptions
- Optimizing page load speed
- Robotext
- Site map optimization
- Structured Data Markup (Schema)
- Title Tag updates

SEARCH ENGINE OPTIMIZATION | LEVEL I

Phase 3 | On-going Management

At RLC Media we know our client's primary focus is results. You provide customers with products you believe in and want the world to see and engage with. Our goal is to put your company in front of a broad audience and convert viewers to consumers. The end game is domination; to dominate your space. Whatever combination of words your potential customer types in - boom, you're there.

Now, this isn't easy, cheap, or quick but it's a positive return on investment and that is always worth it. The extra boost in leads and website visibility will go a long way in the effort to take over your local industry through Google.

Below is a high-level task list that is included with your ongoing Phase 3 SEO optimization efforts.

- Anchor Link Audit
- Bad link redirecting and disavowing
- Get on directories
- Internal linking
- External back linking
- 1 strategic piece of content key term ranking optimization
- Content creation schedule recommendation for SEO Level II

SEO | Level I | Phase 1-3 \$850 per month

SEARCH ENGINE OPTIMIZATION | LEVEL II

Strategic Content & User Experience Management

Full content and search engine optimization strategy and direction for your company. After undressing your current marketing efforts our team of experts will guide your team and provide strategic oversight for digital content. Don't have a copywriters and developers on staff, no problem, we can provide you with a team of copy writers, graphic designers, and web developers to ensure your new strategy is implemented effectively.

Examples of New Content Procurement

- FAQs Page
- Content and Resources Page
- E-books/white pages
- Case Studies
- Areas Served Page
- Events Page
- Employee bios
- Brand Collateral
- E-brochures
- Case Studies
- White Papers/E-Books

Starting at \$4,500 per month

SOCIAL MEDIA | ORGANIC

Brand and Value Equity Management

Our content strategists understand that you have worked hard to earn your fans and customers. In order to ensure continued follower growth and reduced churn, it is essential to keep your current fans engaged. Our team has helped individuals and businesses alike to grow their online presence by creating content that will connect with your current and new audiences. Our management includes organic static and video posts for two platforms of your choice.

Our team will provide 3 weekly posts to each platform, ensuring that your fans always have something new to engage with. With our help, you can continue to build a strong online following that will support your business for years to come.

What's Included:

- Includes up to two photo/video shoots at location within 25mile radius
- Includes at least one(1)short form video post per month
- Monthly meeting to discuss next month' s schedule and creative direction
- Our team will handle creative and graphic design for posts

Starting at \$950 per month*

*Additional Social Media Platforms Organic \$250/month

SOCIAL MEDIA | PAID ADS AND GROWTH MANAGEMENT

Paid social media management is a great way to get your name and services out to new prospects. Our packages will help you grow and will provide your business with new leads through ads. Our reporting will ensure that your ads are performing with a positive ROI month over month. Paid social media management is the quickest way to get your name and services in front of new potential customers. With our help, you can grow your business quickly and efficiently while maintaining a positive ROI.

What's Included:

- Up to two Ad campaigns with creative and copy
- New lead notifications
- Monthly meetings with KPI and ROI reporting

Starting at \$750 per month

*Additional Social Media Platforms Organic \$150/month

VIDEO CONTENT

VIDEO CONTENT PRODUCTION

Long Form | Horizontal Videos

- Vodcast conversations
 - 15-30 minute videos
 - Client Interviews
 - Internal conversations about future of medicine and pharmaceuticals
- Informational/instructional videos
 - 5-10 minutes | single subject
 - Blog/Content piece summary
 - Educational Videos
- Long Form videos Used for:
 - Youtube
 - Facebook
 - IG Videos
 - Content on Site
 - Potential Reels/Tik Toks

Short Form | Vertical Videos

- Reels/Tik Tok
 - Commonly-Asked questions
 - Answering Google search questions about your industry
 - Clips of long-form videos
 - Abbreviated versions of educational videos

RLC MEDIA PRODUCTION

RLC Media can provide:

Camera with Tripod
Lav (lapel) Mic
2 LED Light Plates
Shotgun Mic