

## CTR is now a media agency!

CTR has evolved to a media agency that offers expanded services to support entrepreneurs, solo-preneurs, and businesses with their digital marketing needs.

Why have we expanded? Over the years so very many of our broadcasting clients have shared with us that they haven't the faintest idea how to choose the right marketing manager, social media manager or web designer to fulfill the next steps in marketing their business. It's like playing roulette with Fivver. You never know what you're going to get.

Certainly technology has simplified enough so you can DIY your way through it all; but that takes you away from the focus that you're meant to share with the world.

CTR's call to expanding services is to help those who are experiencing overburden with all the things that take them away from the gifts they're here to share.

- **Do you** feel like you're not spending enough time in your Genius Zone because you're spending all your time on the daily grind of running and promoting your business?
- **Do you** have so much on your plate that you don't know how you're going to get it all done?
- **Do you** start off with a ton of energy and start to lose steam and your consistency starts to slip?

## Are you ready to stop trying to do it all yourself?

Yes, social media has made promoting your business a lot easier. Sure, you can do it yourself... but with all the social channels, changes to platforms, and attention to the details of presenting your message it can, and often is a full-time gig!

Getting on track and staying on track are two very different things. Not only do we help you GET on track with digital marketing that reflect YOU and the essence of your unique business... we also help you STAY on track even during these ever-changing times.

The following pages offer a variety of services to assist you with your digital marketing needs. They will not only get you started... they will keep you growing and evolving!

We have two options on how to engage in digital marketing services at ctr.

1. You can purchase one-time individual services or packages you require for your business.

- or -

2. You can engage us in a customizable monthly service geared toward your specific ongoing digital marketing needs.

Each page is dedicated to how we can serve you and keep you in your Genius Zone for the big picture of your beautiful business!

## ctr marketing strategy



### Marketing Strategy Session

\$500 4 - 45-minute session designed to give you an in depth look at your business and Next Best steps to launch a comprehensive marketing campaign specifically created for your business.

### Marketing Play Book

\$250 1 – 45 minutes session plus a Digital Marketing Play Book PDF. Your playbook is designed to keep track of everything from Brand, Brand Elements, Color Codes, Fonts from website, to digital marketing pieces, as well as your marketing strategy over the next weeks and months, even years.

+ Marketing Play Book available when purchasing the Marketing Strategy Session

### Marketing Consultation Only

\$100 Up to 1 hour

## ctr brand reimagining



WE REPRESENT YOU

and bring the essence of  
your business to life!

### Brand Creation & Reimaging

\$700 Designing is an interactive process.

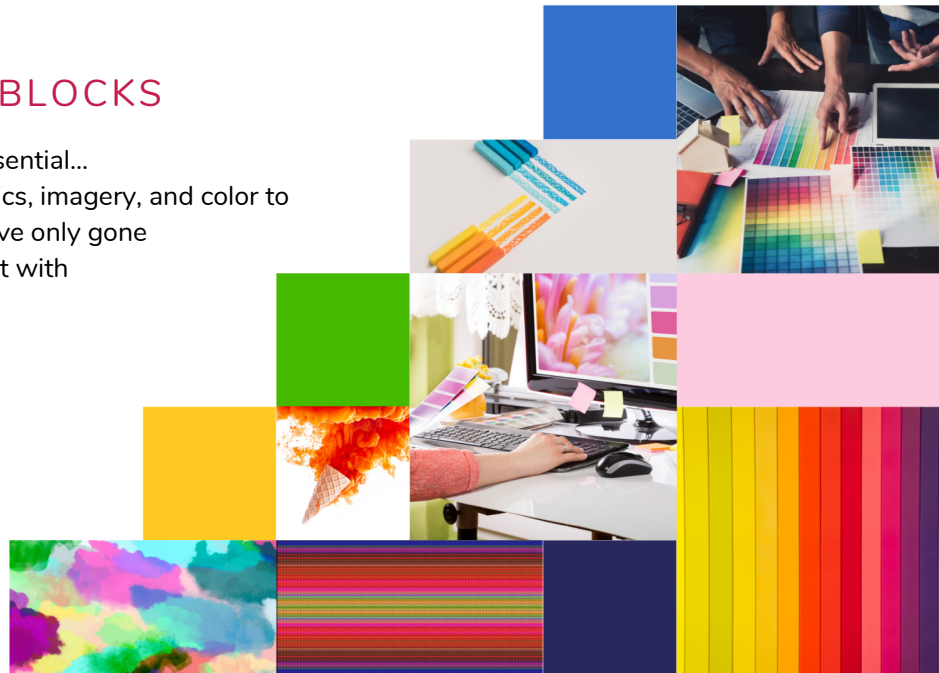
This service includes:

- 1 in depth consultation
- 2 refinement session
- Personalized Logo (full color, b/w, and transparent in png, jpg, & io format)
- Banners (2 banner styles format depending on client needs)
- Branding Kit (includes all logo details to keep your marketing consistent and on track)

## ctr graphics

### BUILDING BLOCKS

Your content is essential...  
but without graphics, imagery, and color to  
set the tone... you've only gone  
1/2 way to connect with  
your audience!



### Digital Imaging

\$150 Create up to 3 social media post and/or quote templates for existing brand.

\$250 Podcast Album Cover & Banner for Podcast Outlet  
(suitable for iTunes and all podcatcher outlets)

\$ 75/mo Episode Cover for up to 4 Podcast Episodes (includes template creation)

\$250 Social Media Banners  
This package includes a variety of banners: Facebook, LinkedIn, YouTube, Podcast, etc.)  
+ Price valid for already existing brand. For updated brand see branding/Reimaging prices.

\$250 Marketing Collateral Package (print ready)  
(Business Card/Letterhead/Envelope design)  
+ Price valid for already existing brand. For updated brand see branding/Reimaging prices.

\$ 25 PDF and Flyers (1 page)

\*All fees are due before commencement of services.

\*\*Prices are subject to change without notice.

## ctr social media

### BE A SOCIAL BUTTERFLY

With social media, great content paired with consistency across all social platforms is key!

Let us help you be a social butterfly!



#### Social Media Setup

\$350 Facebook | \$250 LinkedIn | \$350 YouTube

#### Social Media Training

\$350 Price depends on scope of work.  
(Comes with content tracking and flow worksheets.)

#### Social Media Maintenance

(Fees are calculated as a monthly upfront retainer)

BASICS	ESSENTIAL	PREMIUM
\$350/mo	\$700/mo	\$1,000/mo
<ul style="list-style-type: none"> <li>• Post 1-2 x/wk</li> <li>• Post 1 x/day on designated day</li> <li>• Post in up to 2 social media outlets</li> <li>• Create post templates (up to 3 different styles – est. )</li> <li>• Client provides content</li> <li>• Monitor message and social activity</li> </ul>	<ul style="list-style-type: none"> <li>• Post 2-3 x/wk</li> <li>• Post 1-2 x/day on designated day</li> <li>• Post in up to 2 social media outlets</li> <li>• Create post templates (up to 3 different styles – est. 17 – 26 unique images/mo.)</li> <li>• Hybrid of Client content and specifically generated for you content as requested (majority of content is generated by)*</li> <li>• Monitor message and social activity</li> </ul>	<ul style="list-style-type: none"> <li>• Post 4-5 x/wk</li> <li>• Post 2-3 x/day on designated day</li> <li>• Post in up to 2 social media outlets</li> <li>• Create post templates (up to 3 different styles – est. 34-65 unique images/mo.)</li> <li>• Hybrid of Client content and specifically generated for you content as requested (majority of content is generated by Client)*</li> <li>• Monitor message and social activity</li> </ul>

\*All fees are due before commencement of services.

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# ctrdigitalmedia

## ctr websites

### BRINGING IT ALL TOGETHER

We design your site based on a unique approach to understanding you and your business so we can visually represent your gifts!



#### Audits

- \$250 Website (includes Search Engine check Google, Bing, )
- \$250 Social Presences (Facebook, Instagram, LinkedIn, YouTube, TikTok)  
+ all audits come with recommendations

#### Web Design

Build New Website with basic SEO integration on WIX Platform.

<b>5 Page Site</b>	<b>6 Page Media Pkg</b>	<b>6 Page eCommerce +</b>
\$850 Starts	\$1,200	Starts at \$1,600

**NOTE:** Content is clients soul responsibility. Editing client copy is an additional fee. Prices subject to additional fees depending on scope of work.

- The Media package includes Podcast & Blog/Vlog.
- The eCommerce Plus package includes ecommerce, bookings, chat integration, etc.
- Price of platform not included.

#### Website Transfer Coordination

Starts at \$700 Transfer to New Platform  
(Price depends on scope of work. Price of platform not included)

#### Monthly Website Maintenance

Starts at \$500 Update Site  
(Price depends on scope of work. Fees calculated as a monthly upfront retainer)

\*All fees are due before commencement of services.

\*\*Prices are subject to change without notice.

## ctr podcasting



### Podcasting - CTR Network, LLC

\$650/mo **Live:** Full audio production of 4 live call-in shows with full syndication/distribution of Podcast with syndication maintenance, Includes individual Host Page and Spotlight on CTR's Facebook page.

\$275/mo **Podcast Only:** Full audio production of 4 podcasts with full syndication/distribution with syndication maintenance, and listing on the CTR website.

\$195/mo **Syndication Only:** Full syndication/distribution with syndication maintenance, and host listing on the CTR website

\$ 75/mo Episode Covers (create & update up to 4 covers per month)

\$ 50/mo Transcription of 4 shows per month.

\$1,500 **Podcast Set up and Training so you can do it yourself!**

We create the platform, syndicate, and guide you through a 3 week training process. Ask about our ongoing training support.

\*All fees are due before commencement of services.

\*\*Prices are subject to change without notice.