

Managed Service Provider Marketing Packages

By eBridge Marketing Solutions

Service Level	Starter		Promoter		Leader	
	Month 1	Subsequent	Month 1	Subsequent	Month 1	Subsequent
Components						
On-site SEO Review ¹	Yes		Yes		Yes	
Keyword Research ²	Yes		Yes		Yes	
Blogs ³		1x monthly		2x monthly		2x monthly
Display Campaigns ⁴		Yes		Yes		Yes
Retargeting ⁵		Yes		Yes		Yes
Banner Ad Creation ⁶	Yes		Yes		Yes	
Landing Page ⁷			Yes		Yes	
Marketing Automation ⁸					Yes	Yes
Marketing Automation Assets ⁹						Yes
Onboarding ¹⁰	\$1,250		\$2,000		\$2,500	
Monthly Price ¹¹	\$3k/month		\$6k/month		\$12k/month	

Notes:

- 1 - On-site SEO review covering foundational elements to find areas where best practices aren't being adhered to.
- 2 - Keyword research delivered as an Excel report, which will help determine future blog topics.
- 3 - Up to 1250 words per blog. Topics to be determined collaboratively. 1-2 revisions included.
- 4 - Highly-targeted display campaigns to generate website traffic.
- 5 - Retargeting campaigns to re-engage existing website traffic with display ads.
- 6 - Creation of banner ads in the six most popular sizes. 1-2 revisions included.
- 7 - Landing page design and copywriting (600 words max.). Hosting fees for the landing page tool included.
- 8 - Marketing automation set-up, training, and strategy document. Usage caps apply; increased volume available.
- 9 - Creation of marketing automation assets such as white papers, case studies, infographics, etc. as needed.
- 10 - Onboarding includes client discovery call, review of current marketing situation, and administrative set-up.
- 11 - eBridge reserves the right to confirm the appropriateness of a package given client requirements.

eBridge Additional Service Areas:

- Advanced and on-going SEO.
- Business strategy.
- Channel sales consulting.
- Lead generation.
- Marketing analytics.
- Pay-per-click advertising.
- Public relations and press releases.
- SEO, PPC, and Website audits.
- Social media.
- Web design and development.



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"eBridge is a virtual extension of my Marketing team"

Richard Young, Director of Marketing, mindSHIFT, a Ricoh company