

Marketing Proposal

1



Includes:

- Initial web page set up
- Regular web page updates

Total \$3,000

This proposal is the bare minimum that needs to occur.

Will only allow for a web presence but no actual marketing to support it.

Marketing Proposal

2



Includes:

- Initial web page set up
- Regular web page updates
- Annual social media contract
- Year-round presence on berkshires.org
- PR/media relations efforts
- Branded eblast to NYC audience

Total \$20,500

Marketing Proposal

3



Includes:

- Initial web page set up
- Regular web page updates
- Annual social media contract
- Year-round presence on berkshires.org
- PR/media relations efforts
- Branded eblast to NYC audience
- Branded print campaign - street kiosks
- Digital retargeting to NYC audience

Total \$50,500

Marketing Proposal

4



Includes:

- Initial web page set up
- Regular web page updates
- Annual social media contract
- Year-round presence on berkshires.org
- UPGRADED: PR/media relations efforts
- Branded eblasts to NYC audience
- Branded print campaign - street kiosks
- Digital retargeting to NYC audience
- Native carousel campaign to NYC audience

Total \$100,500

Thank You

Questions?

