

Need a practical, fearless, seasoned marketing executive with creative flair that knows the right way to get the right stuff done - right away?

## Get a Virtual Marketing Director and tap into the expertise you need.



A virtual marketing director makes it possible for small firms to improve the quality of their marketing, save money, focus on their core business and increase their flexibility at the same time.

If your business needs to expand rapidly, build brand awareness, improve your competitive position, go online, identify and win more profitable customers or has a compelling need to reduce overhead - a virtual marketing manager is just the ticket.

Running a business is difficult enough without having to create, implement and manage a variety of marketing operations which can take you away from what you do best...your specialty. You want to see your business grow, but it might not be large enough to put a quality marketing professional on staff.

While you need a seasoned marketing professional, hiring a full time marketing director could mean spending anywhere from \$85,000-\$130,000 a year, not including employee benefits and overhead.

A Virtual Marketing Director will provide your business with marketing planning and implementation attention you need at a fraction of the cost of a full-time

employee having instant access to a professional marketer who has been in the trenches with businesses like yours and knows how to generate the results you need, when you need them.

A Virtual Marketing Direction gives you one point of contact with the resources of an entire marketing department, eliminating employee overhead and bringing in fresh, objective insights about putting money and effort behind branding, print and online marketing, PR, lead generation and creating pull.

Your virtual marketing resource will be physically in your office a couple times a week for key meetings and face-to-face contact to facilitate the strategy and management aspects of marketing your business. And is always available by email or phone, A virtual marketing director allows you to tap the expertise you need, when you need it, for marketing that gets results.

Your business receives the following benefits:

- Accessibility to expertise in marketing strategy and implementation
- An unbiased, outside perspective on your business

- Draw on outside experience that knows "what works and doesn't work"
- Budget "friendly" cost

Using a virtual marketing director is an affordable means of hiring an experienced marketing professional to:

- Develop a marketing strategy to ensure maximum results from tactical efforts
- Identifying campaign tactics and help with execution
- Generating qualified prospects for sales pipeline
- Better leverage the web for marketing and sales initiatives
- Improving customer loyalty to drive more revenue
- Maximizing marketing tools and resources
- Managing marketing efforts and marketing budget



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Your virtual marketing director will have practical experience with a comprehensive array of marketing services. Whether you need to generate sales leads using Search Engine Marketing, spruce up your Web site, build your business's image with PR, develop a search engine marketing program, create a presence for your business on Facebook, or launch an e-mail marketing campaign, can deliver a cost-effective plan to get results.

Besides the above deliverables can include:

- Customized marketing plan
- Step-by-step marketing calendar outlining marketing tactics month-by-month
- Itemized marketing budget
- Actionable marketing campaigns and programs that drive results
- Measure, monitor and modify marketing program for maximum impact.
- Implement client satisfaction and feedback programs
- Oversee the execution of agreed upon marketing strategies over the term of the engagement
- Work collaboratively with in-house staff, from support to marketing personnel, to implement it
- Harness outside resources, including communication and web design firms, to execute programs
- Provide ongoing counsel on strategic marketing efforts

Deciding to add a virtual element to your marketing may not be the concept right for every business. Rather, when it's time to add staff to your corporate structure, or possibly creating a marketing team altogether, we're simply suggesting that the virtual marketing department may be a better solution and should be considered for maximum results and ROI.

We specialize in providing comprehensive, flexible marketing solutions for start-ups and small to medium businesses. We work with companies when they need the

breath of experience, quality of performance, and turn-around time that only a consortium of marketing and professionals like ours can offer. Our approach sets us apart.

## Select from 3 options

Regardless of the option you choose, you always get access to a professional marketer with over 15 years of business and marketing experience for as little as \$3,000.00 per month... that's up to 64% savings versus having the financial, legal and regulatory burden of a full-time marketing employee. Every Virtual Marketing Director plan includes:

- FREE advice via telephone and email
- Up to 10 hours per week\* of services
- Experienced, professional service

Use your time for whatever you need, including:

- creating/updating a formal marketing plan
- conducting primary/secondary market research
- performing target market segmentation
- developing/implementing marketing campaigns
- defining lead scoring and nurturing tactics
- managing email marketing campaigns
- monitoring/participating in social media
- measuring and analyzing marketing ROI

\* All plans include 40 billable hours per month. Any additional billable time required in a given month would be agreed upon in advance, and billed at the applicable discounted rate. The longer the duration, the greater the discount from our non-contract rate of \$150 per hour.

## Option 1: 12 month Virtual Marketing Director

When committing to one year of service, you will see the greatest savings and the greatest benefit, and can budget for an entire year's worth of marketing expenses. Any additional time required is billed at \$80/hour, a savings of around 50% from our standard hourly rate. You will be billed \$3,200/month for 12 months of service.

## Option 2: 6 month Virtual Marketing Director

Choose this option if you want to have a marketing plan developed and several marketing initiatives created, managed and measured by a professional marketer. Additional time is billed at \$105 per hour, a savings of 30% from our standard hourly rate. You will be billed \$4,200/month for 6 months of service.

## Option 3: 3 month Virtual Marketing Director

Select this option if you want to try our services for a quarter, have your marketing plan created/updated, and your marketing calendar and multiple marketing campaigns defined. Additional time is billed at \$120 per hour, a savings of 20% from our standard hourly rate. You will be billed \$4,800/month for 3 months of service.

To learn a Virtual Marketing Director is right for you or to request a proposal for a specific project call at 541•979•0299 or email to [mary@manyhatsmktg.com](mailto:mary@manyhatsmktg.com)



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