

## Drive Your Sales Today Plans for Businesses

	Entrepreneur	Growing Business	Enterprise	(3 month minimum commitment)	
Services:				What is Included:	PESO:
Strategic Marketing Communications Plan	✓	✓	✓	90-Day Strategic Marketing Communications Plan with Editorial Calendar	Owned
Public Relations: Including News Releases or Award Nominations	✓	✓	✓	Entrepreneur - 2 News Releases or 2 Award Nominations (or some combination of each. For example launch of business, new website, promotion of employee, certification, etc.); Growing Business and Enterprise - 3 News Releases with proprietary media platform distribution or 3 Award Nominations (or some combination of each) PLUS an online Press Kit in a shared drive	Owned
Media Relations and Competitive Monitoring	✓	✓	✓	Digital, Print, Reporter/Blogger Outreach, Television, Radio, Podcast, Identify speaking opportunities	Earned
Digital Marketing: Website Copy, Blog Posts, and Social Media	✓	✓	✓	3 Pages of Copy for Website (i.e. Landing/Home Page, About Us, and Product/Services = 750 words per page); with 2 rounds of edits per page; Keyword analysis for SEO-friendly natural language text. OR 1 original content blog post per month (500-750 words) content blog posts (2 blog posts for Growing Business and Enterprise)	Owned
Press Kit Management	----	✓	✓	Create and maintain an online press kit on Google Drive, to share digital assets. This press kit will be linked to our story pitches	Shared
Crisis Communications and Reputation Management	----	✓	✓	<b>Online Reputation Management:</b> We will monitor search engine results, review sites, and social media channels for negative comments. We will work with you to develop strategies and implement tactics to elevate positive content. <b>Offline Reputation Management:</b> We will issue positive press releases and social media posts. Most of all, we will be there to support you during a crisis.	Shared
Pay-Per-Click Management: Google or Facebook Ads	----	----	✓	Facebook Ads, Instagram Sponsored Posts, and Google Advertising - Ad fees are responsibility of the customer. AMM Communications will create, manage, and optimize an unlimited number of online ad campaigns.	Owned
Premium Customer Service	----	----	✓	Our team will provide you with premium customer service that you can call and set up a virtual meeting with us at anytime on Zoom meeting. If you want and need "white glove" personal service, this is the program for your company.	
Discount Price for Payment in Full at beginning of each 90-day period	<b>\$6,000</b>	<b>\$12,000</b>	<b>\$18,000</b>	Credit Cards Accepted (secure processing through Stripe)	
OR: 3 Monthly Payments (Automatic charge at the 1st of the month)	3 x \$2,075 = <b>\$6,250</b>	3 x \$4,150 = <b>\$12,450</b>	3 x \$6,225 = <b>\$18,675</b>	   	

Contact Us Today!

Drive your sales. Communicate better. Hire well.

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