

Marketing Services:

Extra Mile Marketing (EMM) has built a practice helping companies meet their business objectives through marketing and communications. We strive for realistic plans that balance creativity and enthusiasm with our clients' ability to execute within boundaries of staffing, time, and budget.

Marketing Plan Assessment - Feeling like you need an extra set of eyes for your marketing plan? We can help! We have experience in consumer and B2B marketing for the healthcare industry. Our consultants are well versed in both strategic planning and execution; we can review your plan and quickly identify areas for improvement or offer fresh ideas to move your plan toward success. Package includes marketing plan analysis, gap identification and troubleshooting, best practices and a return on marketing investment analysis. \$2,500

Marketing Strategy & Communication Plan - New products and benefits are coming online all the time; your department doesn't always expand at the same rate! We can help you start your new initiative off right - with a clear, focused strategic plan and communication framework for the future. \$12,500

Marketing Strategy + Execution Support - New products and benefits are coming online all the time; your department doesn't always expand at the same rate! We can help you start your new initiative off right - with a clear, focused strategic plan, communication framework for the future AND 20 hours of a consultant's time to help get your new plan in motion. \$15,000

Ala Carte Collateral Development - Sometimes you know what you want to do; you just need an extra hand to get it done! Extra Mile is a full service marketing agency with experience helping organizations GET WORK DONE! Let us help you. Choose from any of the ala carte items listed, or give us a call if you have something in mind you don't see here:

Information Sheet - New benefits and products need to be explained. Our consultant will work with you to create an information sheet that showcases your solution in a succinct, one page professional document. Package includes strategic direction, copywriting, and graphic design to develop your one page, single sided information sheet. (Print and mail costs not included.) \$6,750

Case Study Write-Up – Stories about real people are the best way to connect with your audience - people like to hear from others like them. Package your past success into a story to communicate your offerings. Your consultant will engage you and one customer or employee to put the benefits and ROI of your solution into words. Your consultant will collect initial thoughts and feedback and will deliver a final print-ready version to you. \$7,875

Case Study Write-Up with Audio Clip – Capture the voice of your customer and give your audience the option to hear about your product or benefits. Your consultant will work with you and one customer or employee to put benefits of your solution into words. You'll receive a written case study and a professionally produced and edited audio clip of the interview. \$11,250

Video Case Study - Stories about real people are the best way to connect with your audience. Capture your customer story on video and connect with your audience in a real way. Your consultant will work with you and one customer or employee to put the benefits of your product on video. Harness the power of video and extend your message's reach! (Video case study can be filmed on location.) \$19,000-22,500

Fast Feature Write Up - You have great examples of how your solution has helped the lives of others, but you just want a quick write-up. Your consultant will interview you to get the details of your success and write-up a short, half-page summary of your story. \$2,500

Direct Mail Letter OR Email - Simple emails or direct mail letters are an easy way to stay in touch - and we can help you get them done! Package includes an initial phone conversation to discuss parameters and objectives of your campaign. We ask that you provide testimonials, product messaging and key information regarding your services. Our consultant will write copy to be used in a direct mail letter or email. Package includes consultation, copy, and limited design. (Mail or list costs not included.) \$4,000

Press Release – What’s newsworthy to your company needs to be put into proper context for others to be interested enough to "pick up" your story. Consultant will research the publications and news sites that are reaching your audience, determine the types of information deemed "print worthy" and work with you to develop a press release that is worth it for a journalist to read. Consultant will also provide a short list of recommendations for you to use when you distribute your press release. \$5,000

Landing Page - The umbrella of products, solutions and areas of expertise by industry continues to expand. Some concepts really need their own space on your website. Our consultant will work with you to create a distinctive landing page that showcases your industry solution. Package includes strategic direction, copywriting, graphic design and web development for one landing page - based upon your existing branding. (Hosting and SEO costs not included.) \$10,125

Focus Group - Want to know what your customers, members or employees really think? Consider conducting a focus group! Our trained moderator can develop the discussion guide, conduct the group conversation and deliver a final report on the findings. (Travel time, expenses not included. Does not include presentation.) \$7,240

Event Plan - Live and online events can help you dispel myths, disseminate complex concepts and build stronger relationships with your audience. If you are hosting, exhibiting at or attending an event and want fresh ideas and a logistical plan for developing success, let our consultants put together a formal event plan that will include: messaging, promotional offerings, calls to action, ROI analysis and budgeting. (Event costs/execution of plan not included.) \$3,375

Postcard - Stay in touch and keep your audience up to date. Work with a marketing consultant who will assist you in defining your target market, developing your message, creating your promotional offer and developing a strong call to action for your campaign. Consultant will assist in the development of a direct mail postcard, and will coordinate with your internal and external resources to execute. Package includes strategic direction, copywriting, and design. (Print, posting and distribution not included.) \$3,375

Newsletter or Blog Article - Newsletters and blogs are a great way to stay in touch with your customers and prospects. If you have something to say but no time to research or write, consider seeking professional help! We can write copy for you. Package includes an initial phone call to discuss the audience of your newsletter or blog and desired topic. Our consultant will write copy to be used in your newsletter or on your blog. Package includes consult and 700 words of copy. \$2,250