



# Marketing Services

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# Service Overview

## Marketing

Marketing is essential to generating awareness of the company's product and services. With the right small business marketing methods, your business will be able to increase sales, raise brand awareness and gain a valuable understanding of what your target market wants.

BizCentral USA offers a variety of marketing services that are sure to accommodate your small business marketing needs. Our services use an integrated marketing approach, combining traditional marketing practices with new age internet marketing and advertising trends.

### Reasons to use our Marketing Services:

- Affordable Plans
- Fast Completion: completed within 10-15 business days.
- Expedited service is also available at an additional fee.

One-stop-shop: BizCentral USA's goal is to build long term relationships that foster ongoing business growth. Therefore, we provide additional services to aid your business in growing after the initial startup stage.

These include:

- Marketing Plan
- Social Media Setup
- Email Marketing Services
- Press Release Write-Ups
- Affiliate Marketing
- Search Engine Optimization
- Lead Generation and Much More...

**Contact us Today! 407 857 9002**

# Marketing Packages

## Basic Package

- Marketing Assessment
- Marketing Consultation
- Social Media Setup (1)
- Social Media Branding (1)

**Total: \$249**

## Value Package

- Marketing Assessment
- Marketing Consultation
- Social Networks Setup (2)
- Social Media Branding (2)
- Marketing Hours (4)

**Total \$ 499**

## Business Package

- Marketing Assessment
- Marketing Consultation
- Social Networks Setup (3)
- Social Media Branding (3)
- Marketing Hours (8)

**Total \$ 699**

## Maintenance & Promotions

Ongoing marketing services may include social media, blog, press release email blast etc. Expected work is subject to development time and hours purchased,

Additional marketing service hours may be purchased in blocks of 2 or more hours

Ask about our **Buy Now Pay Later**

No Interest Option

Pricing does not include credit card fee

Marketing services will be recommended by our marketing consultant and consistent with production timeframe and hours available.

# Marketing Service Options

- 
- Social Media Followers
  - Face Book Landing Page
  - LinkedIn Biz Product Page
  - Social Media Posting
  - Email Template Setup
  - Email Blast (Subsequent)
  - Blog Development w/ SEO
  - Press Release Development
  - White Paper Article (500 Words)
  - Spotlight Interview
  - Meet-up Group Setup
  - Marketing Plan
  - Website Lead Capture
  - Website Pop-up
  - Login & Reg User Page
  - Webinar Promotion
  - Webinar Implementation (1 Hr)
  - YouTube Setup + Video Upload
  - Vimeo Setup + Video Upload
  - Online Video Development
  - Affiliate Marketing Material
  - Affiliate Software Review

**Important: Development time for each of the items above vary between one and four hours or more. Please discuss with your marketing specialist the preferred services versus budget and hours purchased.**

# FAQ

## **Q. WHY IS MARKETING SO IMPORTANT?**

A. Marketing is one of the most important aspects of growing your business or organization, and is an investment that will pay for itself over and over again. This is key to creating awareness of your services and generating new leads or income.

## **Q. WHAT IS THE RIGHT MARKETING STRATEGY FOR MY ORGANIZATION?**

A. There are many types of marketing strategies such as: SEO/SEM, social media, mobile, coupon marketing, traditional marketing, cause marketing and much more. Determining which one to choose from depends on a variety of factors such as budget and goals in your marketing plan.

## **Q. HOW MANY SOCIAL NETWORKING SITES SHOULD WE USE?**

A. While there are hundreds of social media sites out there, it's impossible to use them all. Generally, it's more effective to use a small number at first and be active on those sites, social networking sites are only as effective as you make them. If you can devote enough time, we would suggest using 2-3.

## **Q. WHAT ARE THE BEST WAYS TO PROMOTE MY SPECIAL EVENT?**

A. There are a variety of ways you can market a special event or a grand opening, some of these include: a press release, an email newsletter for your subscribers, social media, postcards, flyers, and more.

## **Q. WHY IS MY PRESS RELEASE LIMITED TO 400 WORDS?**

A. 400 words for the maximum length of a press release is the standard limit for many newswires and is often the preference for members of the associated press. Since press releases focus primarily on the most important information and little "fluff", it is not a problem to write a complete, newsworthy release with all the facts in under 400 words. Therefore, we recommend not exceeding this limit.

## **Q. HOW DOES THE HOURLY MAINTENANCE PLAN WORK?**

A. Our marketing services start with an assessment where we determine your goals, budget and strategies. Some of these may include ongoing social media, blog development, press release, email blast and more. Frequency, specific strategies and number of hours per week or month will depend on your budget. Our marketing specialist will review the plan and share samples of work for approval before posting these on through the selected channels.

# About Us

## Our Mission

Founded in 2004 and headquartered in Orlando, FL, BizCentral USA serves as a “one-stop” resource center for startup, small and mid-size businesses nationwide. Expanding from a one product—one owner company in 2004, to currently offering over thirty products and services, BizCentral USA understands what it takes to grow a business from the ground up. Now, we are leaders in the industry, with a satisfied client base of over 25,000 and growing.

Today, entrepreneurs and small business owners looking to start or grow their own business turn to us for assistance with their business needs. From incorporation, business plan development and certification to accounting, web design, marketing and everything in between, we work to get our clients the most out of their business model.

At BizCentral USA, our goal is to help small businesses succeed, even after their services are completed. In addition to the featured business services, we offer free tools and resources to provide ongoing support for every client.

Our company is all encompassing. We have a proven business model that has fostered annual growth within the organization. We believe our product quality, commitment to excellent customer service and competitive pricing have enabled us to do this, even during a recession. We consistently strive to improve our product line and package structures to better meet the revolving needs of our clients.

## Our Brands

Since our founding in 2004, we have discovered the specific attention needed by nonprofit and religious organizations. The BizCentral USA brands, CharityNet USA, ChurchNet USA and HelpNet USA, provides individuals in the nonprofit and religious sector with the specialized assistance needed to form successful and sustainable organizations.

**CharityNet USA:** A nonprofit subsidiary of BizCentral USA serving as the nation's number one provider of nonprofit startup services.

**ChurchNet USA:** A nonprofit subsidiary of BizCentral USA serving as an online church and ministry resource center.

**HelpNet USA:** An online resource community that brings together individuals and nonprofit organizations, encouraging fellowship and empowerment.