

Everything you need to connect, communicate and succeed.



## BLOG STRATEGY AND SUSTAINABILITY

### WHAT IT IS

A blog is a web log. What started as a personal online diary, is now a powerful tool that you can use to promote yourself and your business. We know. You don't like to write. Or if you do, you don't have time. Finally, what in the world would you write about? We can help you with that. And we can show you how to get the search engine results that blogging delivers with a minimal amount of actual blogging.

### SERVICE MENU

- Customized blog template design
- Editorial calendar of blog topics relevant to your business, your audience & your industry
- Content guidelines for in-house blog contributors
- Listing in appropriate directories
- Admin services for the review of blog comments
- Route comments to internal departments for appropriate follow-up
- Writing, editing and review of pre-published blog posts
- Advice on optimal key words and tags for search engine appeal

### WHAT'S NOT INCLUDED

- Airfare & travel to client meetings
- Original photography or stock license fees
- Music license fees
- Complex illustration/animation
- Postage and shipping of equipment

### REQUIREMENTS

- Single contact source for all client communication
- Monthly billing paid by the 15th of each month
- Billing cycle runs as scheduled in spite of client-driven delays
- A portion of the fee is due to begin work
- Email notification of project specification changes or additional project requests

### FEE

- Customized blog template design and set up: Starting at \$1,500.00
- Writing, editorial and administrator services: Determined per project.

It's impossible to convey the experience of working with Market Arts Creative until you've, well, experienced it. We work hard and smart. We do what we say we're going to do. We laugh a lot, mostly at ourselves; and we treat our clients the way we want to be treated. If you're ready to make an investment in your business, we'll invest ourselves in you.

IMAGINE THAT. WE DO.

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