



# AFFINITY

Media Consulting LLC

DEFINE. DESIGN. MARKET.

[affinitymediaconsulting.com](http://affinitymediaconsulting.com)



Affinity means attraction, connection, or harmony of relationship. We attract and connect with businesses to help them **Define. Design. and Market.** custom content to reach target markets through integrated communications. Our one-on-one service results in a win-win, harmonious relationship between us and the client.

Our primary service menu offers custom publishing products including magazines, newsletters, annual reports and marketing kits. Our ancillary services include web design, social media management, mobile app design and printing.

### **What's integrated communications?**

It's a 360-degree approach to reaching your target market through traditional and non-traditional

channels including: print, digital, mobile, social and broadcast media. We've honed our years of industry experience to help you build a strong, consistent brand.

We **define** your brand identity through one-on-one workshops and by creating communications and marketing strategies.

We **design** custom deliverables to reach your target market.

We **market** your invaluable content via print, digital, social and broadcast channels to meet your target market right where they are.

You've been seeking a business partner relationship like ours to help catapult your business to the next level of success. Let's show you how.

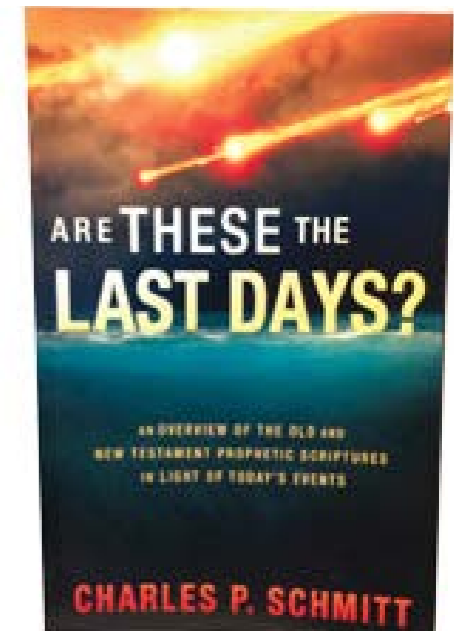
## CUSTOM PUBLISHING

Of all the marketing strategies that matter, branding plays a very crucial part in the whole process. Branding alone can create exclusive brands and pave the way for more sales and a lot more expensive products.

Having your own publication makes your brand look bigger and better. The publication gives you a great medium to tell your customers and potential customers more about your company and product, in a much classier way! Lastly, custom publishing has a greater return on investment than traditional advertising.

We can develop the editorial plan, create content, provide design, printing and fulfillment services to help you get your publication started. At the start of a program, our team works closely with publishers to understand the desired look and feel of a publication and translates that into templates that integrate production efficiencies to control cost and streamline production. **Affinity Media Consulting LLC** works to ensure your publication positions your brand as a thought-leader who is invaluable to your target audience and the industry.

Our digital editions of your printed publications offers the convenience of mobile information. Grow your pass-along readership and website traffic.

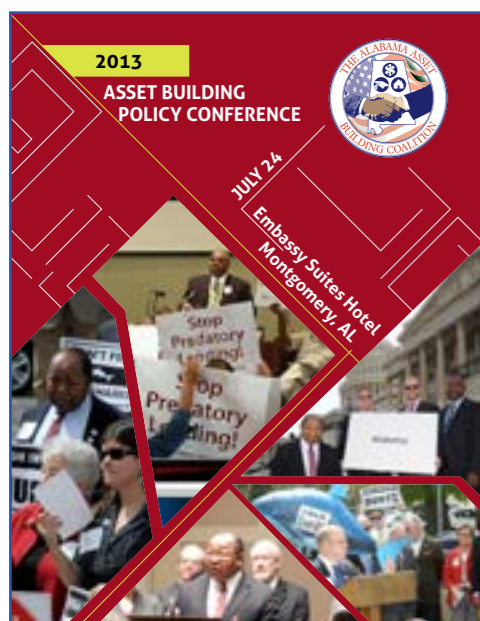


# GRAPHIC DESIGN



Whether it's a project as small as a set of business cards or one as large as concept to production of a publication with digital publishing integration, **Affinity Media Consulting LLC** is your source for affordable graphics and printing. We create custom graphics for each project and provide one-on-one attention to our clients.

We are a proud Mac office and use the latest industry standard software to produce quality products. Our promise is to deliver your archive files as soon as project completion. Why? We understand the importance of returning what is rightfully yours. We're confident you will be so satisfied with our services and that **Affinity Media Consulting LLC** will *always* be your first and only choice for the next project.



# COLOR PRINTING



Why choose to view the world in black and white when **color** is available at a lower cost?

**Affinity Media Consulting LLC** is your #1 Source for Full Color Printing. Whether it's full color postcards, business cards, flyers, or posters; we can get it done. With pricing so affordable on premium full color printing, you won't believe your eyes!

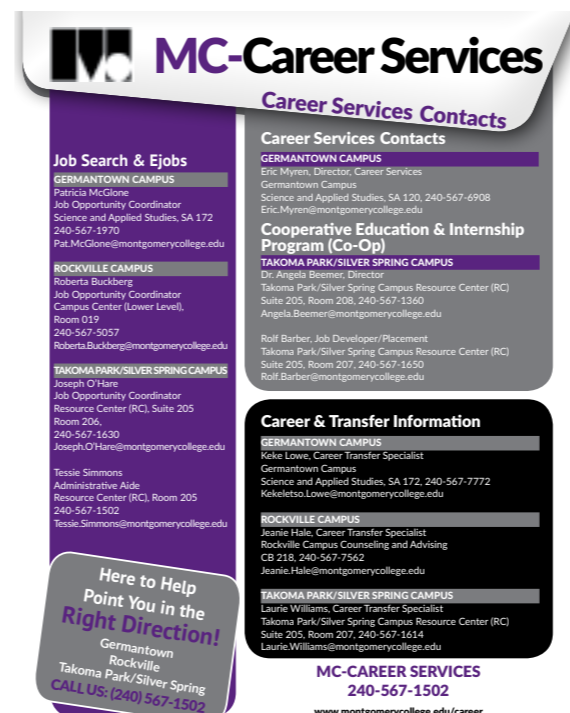
All of our products are printed full color both sides and we will never force our customers to put our company information onto the printed piece. Our super fast turnaround time and affordable prices makes **Affinity Media Consulting LLC** your first and only source for full color printing. See other products offered by visiting [www.store.affinitymediaconsulting.com](http://www.store.affinitymediaconsulting.com).



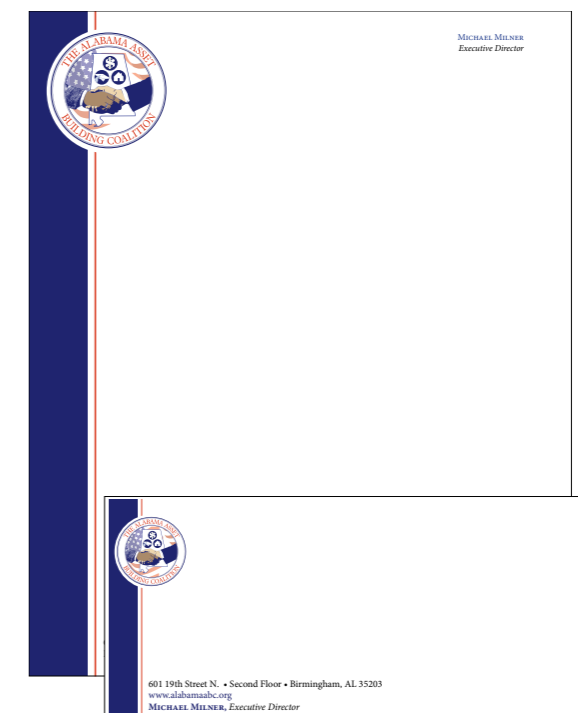
Banner Printing



Postcard Printing



Flyer Printing



Letterhead/Envelope Printing

## BRANDING



Your brand is more than a logo. It's the visuals, language and personality that defines your organization. Our strategic approach helps you pinpoint the brand message to convey what makes your organization the go-to resource for its target audience. This identity applies to every facet of your organization; every postcard, every banner...every single message—whether printed, posted or distributed via video—is a reflection of your company. Your brand is your essence and your voice.

But how do you determine what your voice should be? When you work with Affinity Media Consulting, we partner with you to help you determine your voice. Through this partnership, we devise and implement a brand development strategy that looks at the big picture and balances long-term goals with short-term needs. Branding can apply to your entire organization or to specific programs or campaigns that complement your existing identity.

A referral form for Providence Women's Health & Care. The form includes fields for Patient Name, Referring Provider (Name, Address, Phone/Fax), and Reason for Referral. The Reason for Referral section has checkboxes for various medical conditions. At the bottom, there are directions to the office and a 'THANKS FOR YOUR REFERRAL!' message.

*Branding Packages similar to this might include.  
They are available in print and digital formats:*

- Logo Design
- Referral Pads
- Appointment Cards
- Business Cards
- Office Aesthetics
- Stationary



## Build a Better Brand

### Virtual Workshop



This **12-hour workshop** will open the eyes of attendees to how important it is to invest time in researching, defining and building a brand. The brand is the foundation of an offer to a target market. This foundational piece is one that can not be overlooked. My father used to tell me “Always measure twice and cut once.”

**The goal of the workshop is to:**

- help business owners deliver clear messaging.
- confirm your business credibility.
- connect your target prospects emotionally.
- meet the buyer's needs by removing 'no' barriers.
- clear a path to establish a strong foundation for a marketing and communications plan.

**This intensive workshop will help:**

- create a business snapshot that distinctly communicates the business' product/service offering.
- identify target market[s].
- develop clear messaging to speak to target market[s].
- develop content to use across multiple communications channels to produce print, digital, radio, TV, etc. channels.
- develop a communications plan.
- develop a marketing plan.
- equip users to identify goals to facilitate long-term planning.



## SOCIAL MEDIA MANAGEMENT

Especially created for busy professionals, **Affinity Media Consulting LLC** will create and manage your social presence to make sure you get the maximum value from social media without having to spend your time online!

We can help your business get started marketing it's services online using social media sites such as: Facebook, Twitter, LinkedIn, YouTube, Blogs, e-mail campaigns and more. We'll show you the tools you need to manage these sites in a short amount of time each day to increase web site traffic & sales.

SOCIAL MEDIA PACKAGES			
	GET YOUR FEET WET	ENGAGED	GURU
<b>SETUP</b>			
Initial audit	X	X	X
Digital image design		X	X
1hr video meeting [Face-Time or Google Hangout]	X	X	X
Getting Started Training			X
<b>MANAGEMENT</b>			
# of platforms managed	2	3	5
Posts per week	20	45	90
Conversation calendar			X
Engagement monitoring		X	X
<b>MARKETING</b>			
Advertising/Post Boosting		X	X
Follow/Audience Building			X
<b>SUPPORT AND REPORTING</b>			
Activity/Engagement Report		X	X
<b>PRICING</b>	<b>\$1000 per mo/ \$250 set up</b>	<b>\$1500 per mo/ \$350 set up</b>	<b>\$2000 per month/ \$450 set up</b>

## WEBSITE DESIGN



The future for fully-functional websites with an integrated blog system and built in CMS (Content Management System) is a website designed on a **WordPress platform**. WordPress websites are powerful online marketing tools that help establish you as an expert in your industry. The capabilities of using WordPress as a website are endless.

**Affinity Media Consulting LLC** understands the vast amount of potential that WordPress has on the impact of your company's website and for this reason we recommend developing WordPress site over any other.

**Affinity Media Consulting LLC** is here to help businesses develop a website that will:

- be extremely efficient for search engine optimization.
- be visually attractive and user-friendly.
- make use of meta tags.
- have an uncomplicated URL structure, making it easy for search engine spiders to find and to "crawl" content.

### PACKAGES DESIGNED TO GIVE YOUR BUSINESS A SOLID WEB PRESENCE

#### **Basic Package - Starting at \$2500 | \$199 per month maintenance**

Includes: Installation/platform setup, theme installation, header/footer/sidebar customizations, five web pages & three blog categories, one customized form, content formatting, social media integration, SEO plugins, security plugin and backup plugin

#### **Intermediate Package - Starting at \$3500 | \$229 per month maintenance**

Includes: Installation/platform setup, theme installation, header/footer/sidebar customizations, theme color matching, seven web pages & six blog categories, up to two customized forms, content formatting and five initial posts, social media integration, SEO plugins, security plugin, backup plugin, total caches (page speed) and newsletter plugin

#### **Premium Package - \$5000 | \$279 per month maintenance**

Includes: Installation/platform setup, theme installation, header/footer/sidebar customizations, theme color matching, up to 10 web pages & seven blog categories, up to two customized forms, content writing and formatting for up to 10 web pages and five initial posts, social media integration (includes two posts per month on Facebook & Twitter), SEO plugins, security plugin, backup plugin, total Caches (for page speed) and newsletter plugin



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## MOBILE APPS

It's time to grow your business with a mobile app. Mobile search queries have grown by a factor of five in the last two years. Small businesses that go mobile ahead of others can expect to enjoy a share of new business that is larger than their ordinary market share. Having a mobile app allows a small business to connect with customers at any time. Whenever customers want to interact with the business, they can.



## MOBILE APP PACKAGES [REQUIRES EXISTING WEBSITE]

**Basic Package - Starting at \$799 | \$249 per month hosting**

Includes: Platform setup, five features, social media integration

**Advanced Package - Starting at \$999 | \$349 per month hosting**

Includes: Platform setup, seven features, social media integration

**Premium Package - \$1999 | \$379 per month maintenance**

Includes: Up to 10 features, social media integration, weekly content updates



Vatrice Chestnut | Chief Relationship Officer



# AFFINITY

Media Consulting LLC

We appreciate the time you have invested in getting to know **Affinity Media Consulting LLC**. There are many other services we offer beyond this presentation's outline. We offer a money back guarantee for all services.

We are committed to helping you meet your business goals. We are so committed that we will have you speak with a few of our current clients for them to tell you. We also offer a money back guarantee for all services. Let's start building a business relationship today!

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