

**Chestnut Hill Business District Member Marketing Programs
October 7, 2020**

In response to requests from individual businesses for information about marketing services, En Route has developed the following outline to provide discounted marketing services to individual businesses that are members of the Chestnut Hill Business District.

To ensure that En Route can provide a quality level of service, communication, and results, the program is designed for businesses willing to make a minimum financial investment of \$3,500 in marketing services for a one-time project, or \$1,000 per month for a minimum of six months for ongoing services. These investments and the services outlined below represent 25% discounted rates offered exclusively to CHBD member businesses.

En Route has created three packages of services to meet a variety of needs for various retail, restaurant, and service businesses.

- Businesses can select one of the three areas of focus – DIGITAL MARKETING, SOCIAL MEDIA, or PUBLIC RELATIONS.
- En Route will provide a package of services designed to maximize results.
- It is recommended that a business focus its investment in one marketing effort to ensure the best results.

Customized packages can be developed based on the marketing goals and budget of any individual business.

En Route can accommodate up to five businesses in the first phase of this program, based on a first come basis. Should we receive additional requests for marketing services, we will work to create a model that can assist all interested businesses while maintaining a high level of quality and service.

Please contact Bill Gehrman, CEO, at bill@enroutemarketing.com or 215-867-8060 with questions or to discuss a marketing program.

Three turnkey marketing programs designed for CHBD member retail, restaurant, or service businesses, based on a budget of \$3,500 for a one-time project, or \$1,000 per month for a minimum of six months for ongoing services.

1. DIGITAL MARKETING/SEARCH ENGINE MARKETING

Search Engine Optimization (SEO)

- Perform a website audit of and provide (SEO) recommendations to positively impact search results.
- Provide website content recommendations based on SEMRush analysis and target keywords.

- Review Google Analytics account to ensure proper tracking of website traffic.

Search Engine Marketing (SEM)

- Establish Google Ads account if needed.
- Research keyword phrases and identify keywords that are most relevant to Busy Bee Toys' target customers.
- Create Google AdWords campaigns to reach target markets and audiences.
- Review AdWords campaigns biweekly and make adjustments to increase ROI and decrease costs.

Online Sales Mechanisms

- Provide consultation and guidance to help the client set up product tags to link Instagram and Facebook posts to ecommerce site.
- Provide recommendation to help the client increase social media engagement to generate website traffic and online sales.
- Provide consultation and guidance to help the client add products to the Google Business Page.

2. SOCIAL MEDIA CONTENT & MANAGEMENT

- Audit existing social media channels or set up new social media channels for Facebook and Instagram.
- Work with the client to develop content and messaging guidelines to achieve business goals.
- Select visuals and write captions for up to three posts per week to submit to the client for review and approval.
- Post content on client Facebook and Instagram channels, using relevant tags to increase reach and engagement.
- Help client to track and manage messages sent via social media channels.
- Provide up to 15 photos or graphics for social media content.

3. PUBLIC RELATIONS

- Develop a media kit, composed of one press release or one fact sheet and select photos, to pitch stories to regional Philadelphia media to generate earned placements.
- Pitch print, online, and broadcast media throughout the agreement to generate coverage.
- Serve as the primary media relations contact and respond to media inquiries.
- Coordinate and manage all media interviews and on-site broadcast coverage.