



# What's Your Dream?



2019 DESIGN AND MARKETING GUIDE  
"WE SHARE YOUR DREAMS WITH THE WORLD"

The development of a perfect marketing campaign begins with a clear understanding of the target audience and their needs. This is achieved through a combination of market research, data analysis, and creative brainstorming.

Once the target audience is identified, the next step is to develop a clear and concise marketing strategy. This involves defining the campaign's goals, selecting the appropriate marketing channels, and creating a budget.

3 ES  
 WWW.ELEMENTALSTUDIOS.US  
 We Share Your Dream with the World  
 We CREATE  
 CUSTOM GRAPHIC, WEBSITE, VIDEO DESIGN  
 3  
 EARTH  
 WIND  
 WATER

**MARKETING**  
 Extend your dreams to every user though every vehicle

**AUDIO | VIDEO | PHOTO**  
 Express your dream through pictures, video & audio

**WEBSITE DEVELOPMENT**  
 Develop online solutions to promote your brand

**BLUEPRINT**  
 Design a plan to execute your company's infrastructure



**MAINTENANCE**  
 Keep each system running in harmony

**ANALYTICS / S.E.O.**  
 Monitor systems and their reach through data analysis

**SOCIAL MEDIA**  
 Extend your reach to every possible user socially

**GRAPHIC DESIGN**  
 Every effective marketing campaign needs exceptional art

## OUR CORE SERVICES INCLUDE

**GRAPHIC DESIGN**

Your brand should express everything about you and your company. It makes you recognizable, trustworthy, and valuable....most importantly, branding makes you....you. Our custom graphic design services allow "you to be you" anywhere and everywhere.

**WEBSITE DESIGN**

Your website is the digital imprint of your physical company. It's the world-wide, virtual representation of your business culture and philosophies. In an ever growing Online ecosystem our creative and technical team of experts well help you stand out!

**SOCIAL MEDIA**

Social media is an essential part of every marketing campaign in today's day and age. The ability to connect with your users and have them engage directly through your social profile can connect you in real time scenarios with clients across the globe.

**AUDIO | PHOTO | VIDEO**

A / P / V integration assist in creating rich and dynamic content that can be used through or outside off your website. Through our creative capture & production techniques your message will be brought to life in a style that's completely your own.

**ANALYTICS**

Through precise data collection and measurement, our analytics team provides you with the resources, tool and information to effectively optimize your Online campaigns. Building a web presence is the first step in building a successful Online brand.

**MARKETING**

Without proper marketing, the goal of selling your product or service to your customers can be futile. We stress communicating the value of your product or service as a key aspect of any marketing campaign. Our team is proficient in TV, Radio and Online Marketing across the globe.



# CUSTOM GRAPHIC DESIGN SERVICES



## IDENTITY DEVELOPMENT

Uniqueness and individuality equal RECOGNITION...the most important quality of any logo.

A great logo is the beginning of a great brand identity. Your logo represents you and your company, its values, culture and people. It's your employee of the month the whole year through.

## PRICING

- **Small Business** ..... \$625 ◆  
5 Options  
Geared towards individuals/organizations who have a very firm idea of what is desired
- **Corporate** ..... \$950 ◆  
10 Options  
Geared towards individuals/organizations who have a vague idea of what is desired
- **Enterprise** ..... \$1,475 ◆  
15 Options  
Geared towards individuals/organizations who have multiple ideas of what is desired

## INTERNAL BRANDING

Pushing Your Logo Further... Internal marketing materials set the visual standard for all commonly used business tools.

Business cards, stationary, electronic signatures, and other internal tools are about communicating important branding effectively.

## PRICING

- **Business cards** ..... \$125
- **Letterhead** ..... \$125
- **Envelopes** ..... \$85
- **E-Signature** ..... \$85
- **Notepads** ..... \$85
- **Presentation Folder** ..... \$680 ◆
- **Pencils / Pens** ..... \$85
- **Keychain** ..... \$85
- **USB Drives** ..... \$85
- **Stickers** ..... \$125

## EXTERNAL BRANDING

Create specific, desired customer actions... While the content is key when creating your flyer, design is equally as important.

A photocopied flyer with clipart isn't going to cut it. Our professional flyers are designed to instantly impress customers...a powerful design that gets someone to read the entire message.

## PRICING

- **Flyer [4x6]** ..... \$340
- **Mailer [4x6]** ..... \$340
- **Door Hanger** ..... \$340
- **Trifold Brochure [8.5 x 11]** ..... \$680
- **Trifold Brochure [25.5 x 11]** ..... \$2,550 ◆
- **Small Poster [18x24]** ..... \$425
- **Large Poster [24x36]** ..... \$850
- **Vehicle Wrap [Starting at]** ..... \$340 ◆
- **Vehicle Magnet** ..... \$340
- **Billboard [Starting at]** ..... \$680 ◆
- **Magazine Ads [Starting at]** ..... \$595 ◆
- **Window Signage [Starting at]** ..... \$340 ◆



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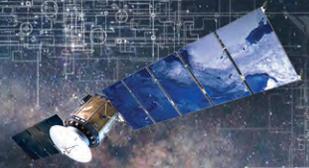
Icon KEY

◆ = Price per Hour   ◆ = Price per Year   ◆ = Consultation Required

■ Pricing subject to changes based on specific customer needs



# WEBSITE DEVELOPMENT SERVICES



## HOSTING & SECURITY

A hosting provider is one of the most important things for your website security. A good web host needs awareness of all website security threats and current tech, so that maximum security can be provided.

Your hosting provider should offer top technical support and have a 24/7 support team .

## PRICING

- Domain [5 Years] ..... \$200
- Small Business Hosting ..... \$160 ◆
- Corporate Hosting ..... \$1440 ◆
- Enterprise Hosting ..... \$2,160 ◆
- SSL ..... \$110 ◆



## SOCIAL MEDIA

Social media marketing provides a powerful opportunity to engage your target audience directly.

From designing a unifying theme that coincides with your web presence, to managing and monitoring your social media outlets, our team will develop a strategy to fit your business' unique needs.

## PRICING

- Social marketing strategy ..... \$85 ◆
- Competitive analysis ..... \$85 ◆
- Social media audit ..... \$85 ◆
- Badge creation and strategy ..... \$85 ◆
- Widget strategy development ..... \$85 ◆
- Facebook [Setup and Design] ..... \$340
- Youtube [Setup and Design] ..... \$340
- Google+ [Setup and Design] ..... \$340
- Twitter [Setup and Design] ..... \$340
- LinkedIn [Setup and Design] ..... \$340
- Social Media Monitoring ..... \$85 ◆

## WEBSITE DEVELOPMENT

Your website is the digital imprint of your physical company. It is the world-wide, virtual representation of your business' culture and philosophies.

For nearly 20 years, our design capabilities have been proven to use your "digital imprint" to create online traffic & revenue generating institutions.

## PRICING

- Technical Consultation ..... \$150 ◆
- Blueprint Development ..... \$750 ◆
- Programming Services
  - HTML Programming ..... \$125 ◆
  - CSS Programming ..... \$125 ◆
  - ASP Programming ..... \$125 ◆
  - PHP Programming ..... \$125 ◆
- CMS Website [Wordpress]
  - Small Business [5 Pages] ..... \$1,500
  - Corporate [10 Pages] ..... \$2,800
  - Enterprise [15 Pages] ..... \$4,600
- Maintenance / Security ..... \$1,250 ◆
- Newsletter [MailChimp] ..... \$1,750
- E-Commerce [20 Products] ..... \$3,000 ◆
- CRM Intergration [Starting at] ..... \$1,750 ◆
- POS Intergration [Starting at] ..... \$1,750 ◆



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# CAPTURE, OPTIMIZATION & MARKETING SERVICES



## PHOTO | A/V | 3D

The directive and creative abilities of our Photo | Audio & Video and 3D Production team will capture all of your needs.

Whether in artificial or natural lighting, studio or on site photography, videography or modeling elements from your imagination ...our service is of a level that is rare in our field.

## PRICING

### Photography

In Studio .....	\$120 ♦
On Site .....	\$180 ♦
Aerial / Drone .....	\$120 ♦
Virtual .....	\$120 ♦

### Video / Audio

In Studio .....	\$180 ♦
On Site .....	\$250 ♦
Post Production .....	\$125 ♦

### 3D

Modeling .....	\$125 ♦
Animation .....	\$125 ♦
Rendering .....	\$125 ♦

## S.E.O. | ANALYTICS

Search Engines are evolving each year to defend manipulative SEO tactics that most SEO firms are still using. We do things differently, our methods are all algorithm proof.

How? We use strategies that provide good user experiences which is what search engines like Google reward you for.

## PRICING

### Search Engine Optimization

E-Commerce .....	\$85 ♦
Local Listings .....	\$1,500 ♦
Reputation Management .....	\$85 ♦
Conversion Optimization .....	\$85 ♦
Lead Generation .....	\$85 ♦

### Advanced SEO Options

Keyword Research .....	\$150 ♦
Keyword Purchasing [Starting at] .....	\$340 ♦

### Website Monitoring / Analytics

Jetpack .....	\$340 ♦
Google .....	\$340 ♦

### Social Monitoring / Analytics

E-Commerce .....	\$340 ♦
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### Commerce Monitoring / Analytics

Website E-Commerce .....	\$340 ♦
Social E-Commerce .....	\$340 ♦

## MARKETING

Your marketing efforts should be channeled to ensure that: (1) your goals are met on time and on budget and (2) can evolve with and adapt to future strategies.

Maximize your marketing with a fully integrated marketing plan designed to optimize your budget, and delivery startegic results!

## PRICING

### TV Ad Placement

Consultation .....	\$150 ♦
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### Radio Ad Placement

Consultation .....	\$150 ♦
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### Website and Social Media

Pay-Per-Click .....	\$125 ♦
E-mail Marketing .....	\$125 ♦
Blogger & Media Relations .....	\$125 ♦
Social Media Marketing .....	\$125 ♦
Business Blog Counseling .....	\$125 ♦
Content Creation and Editing .....	\$125 ♦
Community Management .....	\$125 ♦
Targeted Community Growth .....	\$125 ♦
Fan / Follower Building .....	\$125 ♦

### Marketing Maintenance

Marketing Strategy Development .....	\$125 ♦
Issues and Crisis Management .....	\$125 ♦
Reputation Management .....	\$125 ♦
Branding and Brand Management .....	\$125 ♦
Media Training .....	\$125 ♦



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# BRANDING AND MARKETING PACKAGES

## SMALL BUSINESS

Are you a Small Business or individual looking to begin developing a brand?

Our preliminary small business package is designed to help you begin establishing a foundation for your marketing efforts and help determine how to best forecast the speed and accuracy of your marketing growth.

### PACKAGE INCLUDES:

- **Logo Design**  
Small Business
- **Internal Branding**  
Business Card  
Envelopes  
Letterhead  
E-signature  
Notepads  
Pens/Pencils  
Key chains  
USB Drives  
Stickers
- **Website Design**  
Small Business Website [5 Pages]  
1 Year Hosting [3 E-Mails]  
1 Year Security  
1 Year Maintenance  
1 Year Local SEO Listing  
1 Year SSL
- **External Branding**  
Flyer [4x6]

**PACKAGE \$6,070**

## CORPORATE

From designing a brand, creating preliminary internal graphics and building the foundation of a website presence.

Our Corporate Package is designed for companies looking to create a strong entrance into their respected industry using an array of the available platforms and solutions offered at Elemental Studios.

### PACKAGE INCLUDES:

- **Logo Design**  
Corporate
- **Internal Branding**  
Business Card  
Envelopes  
Letterhead  
E-signature  
Notepads  
Pens/Pencils  
Key chains  
USB Drives  
Stickers  
Presentation Folder
- **Website Design**  
Corporate Website [10 Pages]  
1 Year Hosting [5 E-Mails]  
1 Year Security  
1 Year Maintenance  
1 Year Local SEO Listing  
1 Year SSL
- **External Branding**  
Flyer [4x6]  
Tri-Fold Brochure [8.5x11]
- **Social Media**  
3 outlets

**PACKAGE \$10,725**

## ENTERPRISE

For our clients who are ready to strengthen or re-design a brand, build internal and external branding elements that coincide with a powerful and organized Online presence, social media tool and enterprise commerce solutions.

We build all of the tools, teach you how to use them and stay on staff to help.

### PACKAGE INCLUDES:

- **Logo Design**  
Enterprise
- **Internal Branding**  
Business Card  
Envelopes  
Letterhead  
E-signature  
Notepads  
Pens/Pencils  
Key chains  
USB Drives  
Stickers  
Presentation Folder
- **Website Design**  
Enterprise Website [15 Pages]  
1 Year Hosting [15 E-Mails]  
1 Year Security  
1 Year Maintenance  
1 Year Local SEO Listing  
1 Year SSL
- **External Branding**  
Flyer [4x6]  
Tri-Fold Brochure [8.5x11]
- **Social Media**  
3 outlets
- **Newsletter Manager**  
Template Design  
Database Import
- **Video Production**  
30 Second HD Video

**PACKAGE \$19,074**

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Packages can be modified to suit individual needs.  
ELEMENTAL STUDIOS, INC. FINANCING AVAILABLE  
Pricing subject to changes based on specific customer needs





# GRAPHIC DESIGN & HTML RETAINER PACKAGES

## PACKAGE OPTIONS

### OPTION 1 | \$80 PER HOUR

- 5 hours per month
- \$80 for each additional hour
- Consulting: \$80 per hour

**\$400 PER MONTH**

### OPTION 2 | \$75 PER HOUR

- 10 hours per month
- \$80 for each additional hour
- Consulting: \$80 per hour

**\$750 PER MONTH**

### OPTION 3 | \$70 PER HOUR

- 20 hours per month
- \$80 for each additional hour
- Consulting: \$80 per hour

**\$1,400 PER MONTH**

### OPTION 4 | \$65 PER HOUR

- 30 hours per month
- \$80 for each additional hour
- Consulting: \$80 per hour

**\$1,950 PER MONTH**

### OPTION 5 | \$60 PER HOUR

- 40 hours per month
- \$80 for each additional hour
- Consulting: \$80 per hour

**\$2,400 PER MONTH**

### OPTION 6 | \$55 PER HOUR

- 50 hours per month
- \$80 for each additional hour
- Consulting: \$80 per hour

**\$2,750 PER MONTH**

## CONTRACT DETAILS | SPECIFICATIONS

### 3 Month Agreement

Discounted per hour rate

### 6 Month Agreement

10% additional hours free\*  
- at option 2 = 1 hour

### 12 Month Agreement

20% additional hours free\*  
- at option 2 = 2 hours

Payment for retainer services must be submitted by the 1st business day of the month moving forward. Any unused hours will be rolled over to the next month as long as it is still within the contract time. Once your contract runs out, your remaining rollover hours will be handled as follows:

1. Sign new contract before expiration or within 30 days of expiration of previous contract, than 100% of rollover hours remain valid.
2. No new contract signed, all rollover hours are forfeited.
3. No additional discounts can be applied towards retainer packages.

\*When purchased in 1 initial installment, hours in excess of those allotted by the specified package shall be charged at the discounted package rate

### Services not included in retainer packages:

- Website Development
- E-commerce /Custom Programming
- 3D Design and Animation
- On Location Video / Photography Shoots

**Benefits of Retainer Services:** Guaranteed amount of prioritized service time. Retainer clients are always given a higher priority when it comes to projects / Discounted Graphic Design, Project Management, and Newsletter Management/Distribution rates (our normal hourly rates start at \$85.00) / You instantly have a virtual in-house Creative Department at your service whenever you need us

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SYSTEM TEMPERATURE  
ELECTRICAL CONTROL STATUS





# WORDPRESS SECURITY & MAINTENANCE ADMINISTRATION

## WHY DO I NEED TO MAINTAIN MY WEBSITE AND AFTER IT'S BUILT?

WordPress is the world's most popular (Open Source) tool for creating and managing websites. It is a community-driven project that's developed by and for people.

Keeping your website secure means keeping attackers out while ensuring your site is performing at its highest possible level.

Keeping your website in compliance and up-to-date will help with search engine visibility. If you have a busy site with a lot of traffic and tons of content continually being uploaded, your database could probably use a little love.

By maintaining your database we (Elemental Studios) will be cleaning out your websites cobwebs, which will help to improve your SEO visibility and loading speeds while reducing the frequency of database errors.

## SECURITY & MAINTENANCE ADMINISTRATION PACKAGES [GO MONTH TO MONTH OR ALL AT ONCE]

### Monthly Coverage

Our monthly administrative services help to keep you and your visitors safe from exploits and malware. Plus, by regularly backing-up your site, you do not need to worry about database and/or server crashes anymore!

Monthly - \$125.00 \*

### Yearly Coverage

Annual coverage members receive all the benefits of our monthly coverage at a 2 month discounted rate. The average cost of WordPress updates per client in 2015

One Time - \$1,250.00 \*

## INCLUDED SERVICES



Plug-in Updates



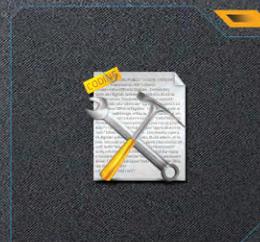
Malware & Security Scans



Database Backups



Website Monitoring



Architecture Updates



Theme Updates

## PROTECT YOUR ONLINE INVESTMENT



Magento



Drupal



Joomla!

All Major CMS Platform Programming Available

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