

NETSOURCE MEDIA

LIST BUILDING PACKAGES

<i>Item</i>	<i>Level 1: Basic</i>	<i>Level 2: Basic Plus</i>	<i>Level 3: Standard</i>	<i>Level 4: Advanced</i>
Start Lead Forms <i>(exit intent, opt-in, plus 2 other types if appropriate)</i>	X	X		
Advanced Smart Lead Forms <i>(customized messages – up to 6 different form types)</i>			X	X
Email Promos and Blog Posts	X	X	X	X
Email Segmentation and Messaging		X (1)	X (2)	X (2)
Basic Blog Posts	X (2)	X (2)		
Blog for Traffic			X (5)	X (6)
Basic Social Posting on 1-2 social channels <i>(12 per month – average of 3 per week)</i>	X (12)			
Social for Engagement 1-2 social channels		X (24)	X (28)	X (32)
Valued Content Construction <i>(1 per quarter)</i>		X	X	X
Google Pay Per Click targeted static campaign with monthly reviews and tuning and quarterly reports <i>(maximum 7 keywords and 2 campaigns)</i>			X	
Google Pay Per Click Dynamic Campaigns with weekly tuning reviews and monthly reports <i>(maximum 17 keywords and 3 campaigns)</i>				X
Google Remarketing Campaigns with weekly tuning reviews and monthly reports				X
Social Remarketing List Campaign				X
Basic Paid Social Facebook Advertising <i>1 maintenance, tuning, review, and management session per month</i>		X		
Advanced Paid Social Facebook Advertising <i>3-4 maintenance, tuning, review management sessions per month</i>			X	X
Monthly reporting		X	X	X
Strategic Marketing Review <i>4 over year (initial review plus three others)</i>		X	X	X

* Numbers in brackets indicate number of items delivered per month

** Costs do not include any advertising spend

*** Pricing is available for exceeding \$10k per month in advertising spend (\$10k is maximum per month with the programs listed)

**** Pricing does not include any required software (e.g. OptinMonster and MailChimp or iContact for email)