



propel  
BUSINESSWORKS

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PRODUCTS & SERVICES LIST

# PRODUCTS & SERVICES

## Important Note: please read

Propel Businessworks is a project management company that believes that each small business is unique and requires specialty services based on individual needs. This services and rate sheet is a guide to the types of projects we can help you with. However, we would like to understand your business and customize a proposal for your specific needs.

Please call us at 503-273-5574 or email [contactus@propelbizworks.com](mailto:contactus@propelbizworks.com) to find out more about our package rates and tailored plans.

## SOCIAL MEDIA

**Strategic Activation Plan** – Research, consultation, and marketing strategy plan.

- Propel will facilitate market and competitive research including full review of online company marketing.
- Propel will compile a social media schedule, networking and marketing strategy report in conjunction with research.

A review session (up to 1-hour) will provide a review of our research results and your activation plan. May be facilitated one-on-one, by phone or by Skype.

**Propel Social Media Management** – 6-month minimum program; Weekly updates, based on strategies established within the activation plan interview process, including updates on business happenings, networking & event participation and schedule, market trends and news and other marketing approaches, maintained by Propel Businessworks as a supplementary network marketing tool.

*\*6 month minimum contract required*

## E-NEWS

**E-Newsletter Planning & Design** - Electronic newsletters are an easy way to keep your customers, clients and prospects up-to-date on what's new in your business. But they are also a great way of staying top-of-mind. Facilitating these communications effectively means utilizing your brand identity consistently and with targeted frequency. Propel helps you develop a strategy to capture the attention of your audience and be the first to be considered when your product or service is needed. These services provide setup, design and training on our preferred associate's platform and/or an annual e-news plan tailored to your business marketing plan.

**Propel E-News Management** – Propel will maintain contact information within the e-news system, provide reports and testing in order to effectively reach your targets, compile e-news content, write stories and manage each e-news project on an as-needed basis in conjunction with your annual e-news plan. We will also provide a quarterly report.

*\*6 month minimum contract required*



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## BLOG

**12-Month Blog Plan** - Do you have a hard time remembering to post on your blog or coming up with content? Our blog plans include research, analysis and development of a 12-month blog plan including publish dates, topics, titles and notes that will help you or your assistant effectively publish great content on your website blog.

**Propel Blog Management** - Our copywriters know how to write great articles with search engine rich text. Our packages help you and your promotional plans stay on track.

*\*6 month minimum contract required*

## COMMUNICATIONS PLAN

**12-Month Communications Plan** - Communications goes beyond email and phone interactions. Staying top-of-mind with your clients and prospects is an important step to growing your business. Propel's 12-month Communications Plan provides you with the map you need to make your business thrive, year after year! And whether you or your assistant facilitates the plan, or you need help from us, you will be equipped with all the details required for effective communication.

*\*May include blog schedule, e-newsletter planning and social media engagement strategy.*

**12-Month Communications Plan Management** - Propel will write (2) blog articles, create and send (1) e-newsletter and perform social media updates (up to 14 per week/2 per day on Facebook and Twitter), using your Propel developed communications plan. We will also provide a quarterly report.

*\*6 month minimum contract required*

## IMAGE CREATION

Visual aids in communication are an important element of creating shareable content. As part of our blog or communications plans, Propel can facilitate the development of creating custom images for your website. From idea brainstorming to coordinating with a professional photographer to executing the photo shoot, Propel will handle all the details for you and make your plan dynamic with just the right visuals.

## WEBSITES

Propel believes that your website is your number one asset, so we encourage you to plan and present your business accordingly. We work with a variety of domain development partners to create an online business front that speaks volumes about your company from corner to corner.



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## BRANDING

Propel works with graphic design and professional creative partners to develop your company's brand identity. After an initial interview, Propel will bring on the creative firm that we believe best fits your personality, needs and budget. We are your point of contact, project manager and your advocate throughout the entire process.

- Logo creation
- Tag line, elevator speech and brand language
- Color palette and font treatment selection

Propel will assist with establishing a tag line and logo for your brand. Includes the initial creation of up to (3) slightly redesigned logos and up to (3) revisions, RGB color and font selection, with tag line and brand language brainstorming and selection. Includes a full report with brand direction.

## CONTACT

### OFFICE/MAILING ADDRESS

Turtledove Clemens Agency  
1230 SW 1<sup>st</sup> Ave, Suite 200  
Portland, OR 97204

### VISIT OUR WEBSITE

[www.PropelBusinessworks.com](http://www.PropelBusinessworks.com)

### EMAIL

[ContactUs@propelbizworks.com](mailto:ContactUs@propelbizworks.com)

### CHECK OUT OUR BLOG

[www.PropelBusinessworks.com/whats-happening/](http://www.PropelBusinessworks.com/whats-happening/)

### CALL

503-273-4277

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