

EVOKE MEDIA

www.evokemedia.agency

Packages by Level of Service	The Basics	Increase Visibility	Amp Up Web Presence	Spotlight Your Company
RESEARCH				
Keyword Search	✓	✓	✓	✓
Strategy Development	✓	✓	✓	✓
EXECUTION				
Profile setup and optimization (Facebook, Instagram, Twitter etc.)	2	3	4	6
Blog setup with SEO implementation	-	✓	✓	✓
MAINTENANCE				
Daily content	✓	✓	✓	✓
Daily updates	3 per week/ network	1 per day/ network	4 per day/ network	10 per day/ network
Increase profile popularity	30 min/week	45 min/week	90 min/week	160 min/week
Content research and development	30 min/week	45 min/week	60 min/week	90 min/week
Performance metrics	✓	✓	✓	✓
Reputation management and Google alerts setup	30 min/week	45 min/week	60 min/week	90 min/week
Blog article writing with SEO	-	-	-	2 /month
Video development	-	-	-	Fee TBD
Cost Per Month (minimum 3 month commitment)	\$750	\$1150	\$1750	\$3250

CONSULTING

If you would prefer to use our consulting services and maintain your own social media presence we are bookable at \$150/hr.

INITIAL SETUP

Setup, Admin, and planning fee TBD.

GRAPHIC DESIGN

If you should require additional materials for your campaign our custom design services come at a cost of \$100/hr. This may include promotional materials such as coupons.

MULTI-MEDIA

We are a full service, multi-media organization. If you have an idea and need help executing it contact us for a free 25 min consultation.

ADDED VALUE

- ▶ We will advertise your job postings on our job site, Job Surfer
- ▶ Ad space can also be shared on our travel site, Knowmad
- ▶ An affiliate page of jobsurfer.ca, freshprint.com, theplaidzebra.com, and knowmad.com called The Plaid Zebra gets two million page views a month, helping to increase your brand exposure. The Plaid Zebra is an alternative lifestyle magazine targeted at youth
- ▶ We are able to launch campaigns quarterly, or customizable to your discretion
- ▶ Building a community around your brand
- ▶ Experience in running successful social media campaigns
- ▶ Becoming an advocate for paid internships for knowledgeable people specialized in social media
- ▶ Equitek added value www.equitek.ca

SAMPLE CONCEPT

Project Timeline	Action	Result
WEEK 1	Analysis of current social media presence and strategy creation	We will know through our analysis and what is best for a social media campaign
WEEK 2-4	Social Media Success Plan/Campaign Planning	We will work closely with you to devise a plan for your campaign
WEEK 5-6	Social Media Campaign Conducting	We will maintain an impressive social media calendar with a clear strategy

SEO

Packages by Level of Service	The Basics	Increase Visibility	Amp Up Web Presence	Spotlight Your Company
RESEARCH				
Analyze current rankings	✓	✓	✓	✓
Keyword Search	✓	✓	✓	✓
Competitive Analysis	✓	✓	✓	✓
Strategy Development	✓	✓	✓	✓
EXECUTION				
Current page optimization	< 10 Page	< 20 Pages	< 30 Pages	30+ Pages
Blog Setup with SEO implementation	-	✓	✓	✓
Off page SEO	-	-	✓	✓
Search Engine Marketing	-	-	-	✓
MAINTENANCE				
Content research and development	1 Post/week	2 Post/week	4 Post/week	5 Post/week
Off page SEO	-	-	2h/week	4h/week
Performance Reports	✓	✓	✓	✓
SEM Targeting	-	-	-	Weekly
Cost (Initial)	\$1,500	\$2,350	\$2,750	\$4,000
Cost Monthly (After 1st month)	\$200	\$300	\$500	\$800

GRAPHIC DESIGN

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CONSULTING

If you would prefer to use our consulting services and maintain your own social media presence we are bookable at \$150/hr.

ADDED VALUE

- ▶ We will advertise your job postings on our job site, Job Surfer
- ▶ We can post your ads on our network of websites (For Spotlight Your Company Package Only)
- ▶ An affiliate page of jobsurfer.ca, freshprint.com, theplaidzebra.com, and knowmad.com called The Plaid Zebra gets two million page views a month, helping to increase your brand exposure. The Plaid Zebra is an alternative lifestyle magazine targeted at youth
- ▶ Building a community around your brand
- ▶ Experience in running successful SEO campaigns

SAMPLE CONCEPT

Project Timeline	Action	Result
WEEK 1	Research	We'll have a comprehensive outline of your rankings & your competition
WEEK 2-4	Planning your campaign	We will work closely with you to devise a plan for your campaign
WEEK 5-6	Conducting your search strategy implementation	Your website will be fully optimized and ready for re-indexing.
WEEK 6 & ONWARD	Article creation, SEM implementation & targeting, ongoing on site and off site SEO.	Attracting more qualified visitors to your site.

WEBSITE

Packages by Level of Service	The Basics	Increase Visibility	Amp Up Web Presence	Spotlight Your Company
RESEARCH				
Analyze current website	✓	✓	✓	✓
Industry Research	✓	✓	✓	✓
Competitive Analysis	✓	✓	✓	✓
Website Design & Function	✓	✓	✓	✓
EXECUTION				
Website Hosting (Fast Reliable Server)	✓	✓	✓	✓
Creation of the new website design	< 10 Page	< 20 Pages	< 30 Pages	30+ Pages
Blog Setup	-	✓	✓	✓
Search Engine Optimization	-	-	✓	✓
MAINTENANCE				
Content research and development	-	-	1 Post/week	2 Post/week
Search Engine Optimization	-	-	2h/week	4h/week
Monthly Traffic Reports	✓	✓	✓	✓
Cost (Initial)	\$ 1,500	\$2,350	\$2,750	\$4,000
Cost Monthly (After 1st month)	\$ 100	\$ 150	\$ 400	\$ 600

GRAPHIC DESIGN

If you should require additional materials for your campaign our custom design services come at a cost of \$100/hr. This may include promotional materials such as coupons.

CONSULTING

If you would prefer to use our consulting services and maintain your own website we are bookable at \$150/hr.

ADDED VALUE

- ▶ We will advertise your job postings on our job site, Job Surfer
- ▶ We can post your ads on our network of websites (For Spotlight Your Company Package Only)
- ▶ An affiliate page of jobsurfer.ca, freshprint.com, theplaidzebra.com, and knowmad.com called The Plaid Zebra gets two million page views a month, helping to increase your brand exposure. The Plaid Zebra is an alternative lifestyle magazine targeted at youth

SAMPLE CONCEPT

Project Timeline	Action	Result
WEEK 1	Research	We'll have a comprehensive outline of your business & your competition. Initial design concepts are thought up.
WEEK 2-6	Planning your campaign	Once a design is chosen, our team will begin the build of your website
WEEK 6-8	SEO & Final Touches	We will optimize your website for search engines, and users.
WEEK 8 & ONWARD	Article creation and ongoing on site and off site SEO.	Attracting more qualified visitors to your site.



GOVERNMENT PARTNERSHIP & MANDATE

Based on the successful outcome of a pilot project with Service Canada coupled with the Federal Government's mandate of the Digital Canada 150 initiative- we decided to promote a unique digital mentoring program with the collaborative support of the private sector and funding from various levels of Government.

ACADEMIC PARTNERSHIP ▶ creating strategic partnerships between The Plaid Zebra Publications & Academic Partners

COMMUNITY OUTREACH ▶ help bridge the gap in youth unemployment by offering an engaging Digital mentorship program with The Plaid Zebra Publications

SPONSORSHIP SUPPORT ▶ with your assistance, The Plaid Zebra Publications will offset the challenge to offer an opportunity for those in the community to learn, develop and enhance their skills while being able to supplement their costs during the mentoring experience.

EQUITEK DIVERSITY BROADCAST ▶ Testimonials and recommendations available on request for www.equitek.ca

