

BUDGET / PRICING

01. PHASE 1

FOUNDATIONAL

Growers list development, Email templates and design, Grodan site revisions, Pargro Microsite

RETAIL SUPPORT

Site visit | Research, POP displays, Window clings, Hanging signage, Combined brand book, Postcard | Flyer's

OUTBOUND | GROWERS

Programmatic assets, Email strategy + plan, Paid media strategy + plan

MISC

Distributor deliverables: Brand Stress cubes, Misc Swag items

Est. \$80,000 - \$100,000
(Not to exceed without client approval)

02. PHASE 2

PROGRAMMATIC CAMPAIGN LAUNCH

Optimize and adjust spend, A/B test, Campaign revisions

PAID MEDIA LAUNCH

Monitor results, collect and verify proof of performance

EMAIL LAUNCH

Announcement, Nurture

Est. \$20,000
(Not to exceed without client approval)

03. PHASE 3

EMAIL MARKETING

2 Sends per month

BLOGS

2 SEO driven blogs per month

WHITE PAPERS

1 Update every 2 months

WEBINARS

1 per quarter

DESIGN SUPPORT

Up to 5 hours per month

INFLUENCER MANAGEMENT

PROGRAMMATIC MANAGEMENT

CONTINUED RETAILER SUPPORT

PAID MEDIA

Est. \$20,000 - \$40,000
per month
(Not to exceed without client approval)

HOURLY AGENCY RATES

\$300 /per hour