

The Retirement Strategy

Starter Pack



WEBSITE DESIGN, HOSTING, & SEO SERVICES

Stand out online with a professional website. Anyone can build a pretty website, but if you don't understand how search engines work, no one will be able to find it. We are industry leaders in social media and our world-class creative department will build, optimize, and host your website for you.

Relax and we'll build you a mobile-friendly, beautiful site that reflects the insurance industry while following your lead and input.

- **Branded for your agency**
- **Designed with your target audience in mind**
- **Optimized for mobile devices so it always looks great**
- **Search Engine Optimization (SEO) included so people can find you quickly**
- **We host the site for you so you have nothing to worry about**



GORDONMARKETING

For more information contact
jillian@gordonmarketing.com

(800) 388-8342

www.gordonmarketing.com



REBECCA
GORDON

Option 1

Good Design

- Mobile Responsive Design,
- Up to 8 web pages,
- SEO Ready

Cost: \$1,499.00 *One-Time Setup* and \$79.00/month - ongoing service (includes Word Press Optimized Monthly Hosting, SSL Certificate, 1/2 hour of maintenance/changes/additions each month). Domain email integration with Gmail account (1 email)

Option 2

Better Design

- Enhanced Mobile Responsive Design
 - Up to 16 web pages
 - Responsive Mobile Optimized
 - SEO Enhanced
- (Includes Google Maps/"Google My Business" Integration/Optimization).

Cost: \$1,999 *One-Time Setup* and \$149.00/month - ongoing service (includes Word Press Optimized Monthly Hosting, SSL Certificate, 1 (one) hour of maintenance/changes/additions each month). Domain email integration with Gmail (up to 3 emails)

PROFESSIONAL HEADSHOTS

QUALITY MARKETING PICTURES

Our digital profiles are more important than ever, making a professional headshot an essential first impression on potential clients. A good headshot on your business card, LinkedIn account, or advertisement gives people an idea of your personality before they even meet you.

Convey your professionalism by making this investment into your brand, all while feeling good about the way you look in your picture.

- **Includes 1 professionally edited headshot**
(Any and all additional revisions are \$50/each)
- **Keep all of the pictures you can take in a 30-min. photoshoot**



LOOK LIKE THIS!



NOT LIKE THIS



A \$150 VALUE! FOR ONLY

\$50.00
FOR A 30 MINUTE SHOOT



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AGENT BRANDING

LOGO DESIGN

A well-designed logo is an easy way to convey to potential customers that your business is professional, trustworthy, and provides quality services. A logo should be distinctive enough to be easily recognized and simple enough to work across multiple media...

With logos, details are extremely important, and that's where we come in. Gordon Marketing's world-class creative team can create a logo for you or your agency.

- Includes one high resolution image and the source file

- One revision of the design*
(Any and all additional revisions are \$50/each)

*After three days, if no revisions are requested, project will be marked approved.

ONLY
\$100.00
PER LOGO DESIGN



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SOCIAL MEDIA

FOR THE MEDICARE MARKET

Social Media can help you grow, and we know how to help. Gordon Marketing's Creative Department produces rich, informative Social Media posts, and now, we are offering this service to you.

Consistency is key in social media marketing. For your audience to recognize your brand, you must be consistent... From the tone of voice used in messages to the aesthetics of your profiles, you need to be recognizable to gain traction among your intended audience.

We'll set up your accounts, create informative messages, and post the content. All you have to do is watch your business grow.

- **Current, important industry information that applies to YOUR clients**
- **Branded for your agency**
- **Facebook and LinkedIn setup for FREE**
- **1 post per week (you do nothing)**
- **1 year contract required**

ONLY
\$50.00
A MONTH

(limited to one post a week, additional posts cost extra)



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VIDEO PRODUCTION

PROFESSIONAL PACKAGE

Video is a versatile and engaging content format that not only gives us a real-life picture of what is going on; it's also easy to share across multiple platforms. More people respond to video than email. Consumers like it because it's easy to digest, entertaining and engaging, and marketers like it because it can give a potentially huge return on investment (ROI) through many channels.

*Gordon Marketing's professional Video Production Team will film and edit **five videos** for your agency. And, that's not all...*

- **We'll set up a YouTube Channel for you**
- **Create YouTube Assets including Channel Art & a Thumbnail Design**
- **Prepare your Meta Data, the stuff Search Engines use to find you on online**



THIS ENTIRE PACKAGE, ONLY
\$900.00



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