

# INDIVIDUAL MEDICAL MARKETING SERVICES IN HOUSE

## HOW TO REQUEST:

- Email Mary Hughey (maryhughey@thecasongroup.com) with the following information:
  - Type of resource needed (social media content, flyer, mailer, etc.)
  - Information needed for resource (key message, dates, times, locations, etc.)
  - Attachments (hi-res logos, pictures, etc.)
  - Date needed by (please note the turnaround timeframes below)

## SOCIAL MEDIA CONTENT (INSTAGRAM/FACEBOOK POSTS)

Need: Key message to promote, logo/contact information, photos (if applicable), color scheme if desired

Turnaround time: 2 days

## FLYERS/BROCHURES

Need: Size, key message to promote, logo/contact information, photos (if applicable), color scheme if desired

Print vendor recommendations needed? Y/N

Turnaround time: 5 days (Note: Turnaround time does not include printing/shipping, which will vary by product. Turnaround time also does not include use of carrier logo(s), which will require approval before finalization).

## DIRECT MAILERS

Need: Size, key message to promote, logo/contact information, photos (if applicable), color scheme if desired

Print vendor recommendations needed? Y/N (If yes, please be prepared to provide recipient mailing addresses)

Turnaround time: 5 days (Note: Turnaround time does not include printing/shipping, which will vary by product. Turnaround time also does not include use of carrier logo(s), which will require approval before finalization).

## BILLBOARD/SIGN ADVERTISING

Need: Size, location (of billboard), key message to promote, logo/contact information, photos (if applicable), color scheme if desired

Print vendor recommendations needed? Y/N (Billboard advertisements excluded)

Turnaround time: 10 days (Note: Turnaround time does not include printing/shipping of yard signs, or production of billboards, which will vary by product. Turnaround time also does not include use of carrier logo(s), which will require approval before finalization).

# INDIVIDUAL MEDICAL MARKETING SERVICES OUTSOURCED

## HOW TO REQUEST:

- Email Mary Hughey (maryhughey@thecasongroup.com) with the following information:
  - Type of resource needed (logo, website, etc.)
  - Date needed by (please note that desired dates may not be accommodated)
- Mary will then begin a conversation with an outsourced vendor who can provide assistance to your request and will work with you to completion.

## LOGO DESIGN

Price varies by request

## WEBSITE CREATION

Website options available in three tiers:

- Tier 1: One page (landing page only), basic agency information, services, and team information
  - \$500 + \$300 annual hosting/maintenance fee
- Tier 2: 3-5 pages - Home, About Us, Services, Resources, Contact Us
  - \$1,000 + \$600 annual fee
- Tier 3: 4-6 pages - Home, About Us, Services, Resources, Contact Us, + branding package (logo, colors, fonts)
  - \$2,000 + \$600 annual fee

*Hosting is free for the first 12 months once the website is published*

**PLEASE NOTE: ADDITIONAL MARKETING REQUESTS NOT INCLUDED ON THIS LIST MAY BE SUBMITTED FOR CONSIDERATION. DEPENDING ON THE SCOPE OF THE REQUEST, IT MAY OR MAY NOT BE ACCOMMODATED AND WILL BE COMMUNICATED TO YOU ACCORDINGLY.**

