



DIRECTORY OF SERVICES



PURA VIDA
MULTIMEDIA

WEB. CONTENT. VIDEO

Pura Vida Multimedia Contact Info:

Pura Vida MultiMedia

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WEBSITE DESIGN & DEVELOPMENT

Rate: \$2500

- Visual design and customization
- Navigation, Sidebar, Header and Footer design
- Up to 15 pages of copy and photos
- Wordpress CMS, with tutorial on updating and adding pages, text, and photos yourself
- Photo Gallery, Lightbox, and Custom Homepage Slides
- Custom graphic design for buttons and page elements
- Email account setup (and integration with current email accounts) for up to 10 emails
- Hosting during development period (thereafter \$15/month)
- Search Engine Optimization and Site Submission to major search engines

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SHOPPING CART

Rate: \$1800

MOBILE VERSION

Rate: \$ 450

- Secure shopping cart system for credit cards, Paypal, and international bank drafts
- Calendar system showing active and booked dates, OR
- Inventory system tracking purchases and stock available
- Integration and coordination with internal systems
- Fees covered during development period (thereafter \$17-45/month, depending on features selected)

- Responsive mobile version of site developed for iOS, Android, and Tablet platforms
- Integration with Social media feeds

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SOCIAL MEDIA MARKETING

Rate: \$ 1150

- Creation of Social Media profiles on Facebook, Twitter, Tumblr, Pinterest, LinkedIn, and YouTube
- Seeding of followers and fans
- Email Newsletter setup
- Draft email newsletter writing and design
- Signup forms in website
- Cleansing and conversion of existing list of email addresses into new database
- Autoposting feature integrating blog with SM accounts

EBOOK MARKETING

Rate: \$ 750

- PDF Ebook design and development on subject of your choice
- Clickable cover featuring your social media profiles
- Offered to all new email newsletter subscribers upon confirmation of subscription
- Landing page design and development for lead capture
- Promotion through Social Media Sphere

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GRAPHIC DESIGN

Rate: \$ 250/ea

- 2 rounds of revision for any marketing collateral
- Delivery of all source files and standard filetypes
- Logo design process - 3 different comps, followed by 2 rounds of revision on selected comp
- Brochure - trifold, QR code on back for lead capture
- Postcard - call to action on front, suitable for mail merge
- Print advertisement design
- Banner advertisement for web advertising

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MOTION GRAPHICS

Rate: \$ 550

1-3 MINUTE VIDEO

Rate: \$ 3500

10 MINUTE VIDEO

Rate: \$ 7800

- 5 second visual branding of logo using After Effects
- Template file for future use in standard programs (Final Cut Pro, Adobe Premiere, and iMovie)

- Onsite interviews and footage - 2 days
- Scriptwriting and pre-production
- Editing with 2 rounds of revision

- 4 breaks in pace of video, at 30s, 60s, 120s, and 5 minutes
- Motion Graphics (included) inserted at breaks
- Onsite interviews and footage - 4 days
- Scriptwriting and Editing with 2 rounds of revision

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SOCIAL MEDIA MANAGEMENT

Rate: \$ 350/mo

- Regular posts to all of your social media accounts
- Cultivation of followers through strategic shares, retweets, and direct messages to targeted accounts
- 4 blog posts per month
- 1 newsletter per month

SEARCH ENGINE OPTIMIZATION

Rate: \$ 1500/mo

- Link building on external high traffic sites in targeted industries
- Ongoing keyword research and optimization against competitor websites
- Keyword-targeted blog posts and copy updates (3-5 per week) to raise search engine ranking

ONLINE ADVERTISING

Rate: \$ 1500/mo

- Google Ads and Facebook Ads to targeted demographics
- Weekly analysis of keyword clickthroughs using A/B testing
- Squeeze pages customized to gain contact information

STATEMENT OF WORK



STANDARD TERMS AND CONDITIONS

- Average time until delivery for projects: **60–90 days** (includes time for feedback and revision cycles)
- 50% downpayment required in order to begin work for projects; final 50% due upon satisfactory completion of the project.
- For ongoing or retainer work, credit card to be kept on file to be auto-debited monthly.
- Additional standard terms & conditions can be found here: <http://goo.gl/f3DTz>

