

# BACKGROUND

## WHO WE ARE

MKCREATIVE Media is a creative services agency with deep roots in the nonprofit, mission-driven sector. While most traditional creative agencies focus on promoting consumerism, we focus on helping our clients make a difference in the communities they serve.

## WHAT WE DO

Like any traditional agency, we provide customized event support, marketing services, and donor cultivation/fundraising solutions to organizations. We also offer social media, video, graphic design, website, and media buying services exclusively to nonprofits, charities, and socially responsible organizations.

## FIND US ONLINE

You can follow MKCREATIVE Media on Twitter @mkcreativeteam, view some of our sizzle reels on YouTube, and signup for our weekly nonprofit blog digest.

## OUR PARTNERS

MKCREATIVE Media is part of the Nonprofit Marketing 360 Coalition serving nonprofit organizations in Washington DC, Baltimore, and New York City.

## PARTIAL CLIENT LIST

- ▶ American Community Gardening Association
- ▶ Arnold Worldwide
- ▶ Bagger Events
- ▶ BoxTone
- ▶ Bronx River Alliance
- ▶ Condor Communications
- ▶ Crystal-Smith Design
- ▶ Engine Performance Marketing
- ▶ Enterprise Social Investment Corporation
- ▶ Forest Park
- ▶ Freddie Mac
- ▶ Green Guerillas
- ▶ Harlem RBI
- ▶ Harvest For Neighborhoods
- ▶ Healthy Neighborhoods
- ▶ Immigration and Customs Enforcement
- ▶ LCG Communications
- ▶ Mount Sinai Hospital
- ▶ NACLA
- ▶ NASDAQ OMX Group
- ▶ Neighborhood Housing Services of NYC
- ▶ The National Venture Capital Association
- ▶ New York City Parks Department
- ▶ New Yorkers for Parks
- ▶ The Sherman Group
- ▶ University of Maryland, Baltimore County
- ▶ The Youth Mural Project

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# SOLUTIONS

## HOW WE CAN HELP

Social media marketing can increase your presence online, help build your reputation, and ultimately boost your business revenue. MKCREATIVE Media will help you build and maintain effective social media marketing on platforms such as Twitter, Facebook, LinkedIn and more. Our services include evaluation, training, technical set-up, and social profile management. We can create and post engaging content, manage your brand's reputation, and produce high impact video for cross-platform use. We also help you analyze your results and recommend ways to improve them.

Whether you are starting from scratch, or already utilize social media websites such as Facebook, Twitter, or YouTube, we can help you create social media and use this content on social networks to your best advantage.

## DESIGN & CONTENT CREATION

- ▶ Branded Facebook Landing Pages
- ▶ Branded eNewsletter Templates
- ▶ Branded Twitter Homepage
- ▶ Branded YouTube Homepage
- ▶ Custom Social Community Website
- ▶ Custom Videos and Photo-Slide Shows
- ▶ Social Network Integration
- ▶ Smartphone Apps
- ▶ Website Design and Programming

## CURATING CONTENT & YOUR REPUTATION

- ▶ Managing Your Presence on Social Networks
- ▶ Managing Your Reputation Online

## REPORTING AND ANALYSIS

- ▶ Analytics and Tracking On Your Website
- ▶ Analytics and Tracking of Your Social Networking Channels
- ▶ Reports and Recommendations

## TRAINING AND WORKSHOPS

- ▶ Photography Workshops
- ▶ Storytelling Workshops
- ▶ Social Network Management Workshops
- ▶ Video Workshops

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# EASY ONLINE

## INSTANT ONLINE PRESENCE

1. Branded landing pages for 3 social media channels, for integration into your existing marketing collateral. Branded pages<sup>(1)</sup> created for Facebook, Twitter, and YouTube.
2. We will also design a custom Facebook Fan Page (with multiple tabs) for your organization. Your new Facebook landing page will include:
  - A customized profile image with your logo or brand imaging.
  - Custom landing pages with embedded video, photos, or opt-in box.
  - Custom tabs (up to four).<sup>(2)</sup>
  - Custom graphics.
  - Blog integration – automatically add your new blog posts to your fan page (as necessary).
3. A branded email newsletter template with social icons and links to your website and social networks.
4. A social media monitoring, curating, and management dashboard integrated with your social media networks.<sup>(3)</sup>
5. Custom HTML (Google analytics, Twitter analytics, and other tracking systems) integrated into your existing website to better track ROI and campaign effectiveness (monthly reports also available).
6. Set-up email newsletter analytics and integrate with your existing website and social media networks to better track ROI and campaign effectiveness (reports available as an add-on).

## OPTIONAL SERVICES

- ▶ A branded blog linked to your existing website and social media networks.
- ▶ Content creation (video, photography, copy) for your social networks.
- ▶ Facebook advertising and tracking.
- ▶ Custom Online Community Website: All the benefits of Facebook, Twitter, YouTube, etc. but in a password-protected environment where residents, family-members, and staff can share content.<sup>(4)</sup>
- ▶ Maintenance and IT support.
- ▶ Staff training in storytelling, social media, and marketing best practices.
- ▶ Monthly reports and trends can be sent to your marketing team for tracking campaign effectiveness and ROI.

1. Client to supply all graphics, text, video, and other creative to be used. Graphic design (creating branded graphics from client materials) is included. If you need us to provide custom graphics, copywriting services, photography, video, or other support, please see our custom services below or contact us for a quote.

2. Hosting charges may apply.

3. Annual subscription fee of \$500 payable after the first year.

4. Annual subscription fee of \$600 for domain, hosting, phone and email, support payable after the first year.

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# CURATING 1 & 2

## LEVEL 1 SOCIAL NETWORK MANAGEMENT – \$599/MONTH<sup>(1)</sup>

- Up to 2 status updates per day on 2 networks
- Flag unwanted SPAM on 2 networks
- Accept “friend requests” and “follows” on 2 networks
- Basic profile management on 2 networks (any basic modifications of profiles)
- Monthly trends, analytics, and reporting

## LEVEL 2 SOCIAL NETWORK MANAGEMENT – \$999/MONTH<sup>(1)</sup>

- Up to 4 status updates per day on 3 networks
- Flag unwanted SPAM on 3 networks
- Accept “friend requests” and “follows” on 3 networks
- Basic profile management on 3 networks
- Audience Building on Twitter and Facebook
- Once a month 30-minute strategy call
- Once a week Blog update
- Monthly trends, analytics, and reporting

1. Client to provide content. See Custom Content Packages if you would like MKCREATIVE Media to create content for you.

## CUSTOM CONTENT CREATING PACKAGES

### ► Twitter – \$599/month (5 Tweets/week)

We work with your marketing department to actively create written content for your Twitter network. We both craft and post the content on your behalf while consulting with your marketing department point-of-contact

### ► Facebook – \$150/hr

We work with your marketing department to create written content for your Facebook page(s). We both craft and post the content on your behalf while consulting with your marketing department point-of-contact. Content might include: interviews with supporters or donors, fundraising/special events coverage, ongoing storytelling series, etc.

### ► YouTube – (contact us for quote)

We work with your marketing department to create video content for sales kit DVDs, email newsletter(s), YouTube, and Facebook page(s). You are assigned a dedicated producer who works with you to source stories from within your organization and then turns this material into compelling moving pictures or video with animation, graphics, and sound.

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# CURATING 3 & 4

## LEVEL 3 SOCIAL NETWORK MANAGEMENT – \$1,799/MONTH<sup>(1)</sup>

- Up to 4 status updates per day on 4 networks
- Remove unwanted SPAM on 4 networks
- Accept “friend requests” and “follows” on 4 networks
- Basic profile management on 4 networks
- Audience Building on Twitter and Facebook
- Twice a month 30-minute strategy call
- Twice a week Blog updates
- Reputation monitoring on all followed networks
- Monthly trends, analytics, and reporting

## LEVEL 4 SOCIAL NETWORK MANAGEMENT – \$2,999/MONTH AND ABOVE<sup>(1)</sup>

This comprehensive monthly social media management package is designed for corporations or clients with an established, large social media presence. Our team works closely with your marketing department to manage your online social media world. Features include: strategic consulting, campaign creation, audience engagement, audience building, reputation management, content creation and distribution, customer service, blog management and more.

1. Client to provide content. See Custom Content Packages if you would like MKCREATIVE Media to create content for you.

## CUSTOM CONTENT CREATING SOLUTIONS

- ▶ **Your Website or Blog – (contact us for quote)**  
We work with your marketing department to create written content for your existing website. We craft and post the content on your behalf. This content includes copywriting, photography, blogging, video production, etc.
- ▶ **Your Event – (contact us for quote)**  
We work with your marketing department to create written content for your event or meeting. We can both craft, design, and arrange to print/post the content on your behalf. This content includes copywriting, photography, blogging, video production, graphic design, etc.

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