

QUIRK

communications

2021 SERVICE GUIDE



THE PERKS OF QUIRK

You started your small business or nonprofit because you realized you had something necessary and unique to offer your community. You built an excellent team of weirdos to help fulfill your vision. And you wouldn't be where you are today if it weren't for the particular flavor of person you are.

Let's face it, you're quirky. And so are we.

Our mission is to assist the small businesses and nonprofits that strengthen our community with the communications support they need to reach their goals.. Whether it's graphic design, video production, social media management, website management, storytelling, brand design, data analysis and research, AP style writing, email marketing or photography, we do it with purpose.

We have the resources, skills, and desire to turn your quirks into a brand and marketing strategy that will have tangible results and a demonstrated return on investment.

And because we know you are putting your limited resources to good use, benefiting your community in immeasurable ways, we're providing holistic services for less than the cost of hiring a minimum wage employee.



KAYLEIGH HARRISON

Chief Executive Officer



KAIT BURTON

Chief Operations Officer

SERVICE OVERVIEW

At Quirk Communications, we recognize that marketing your small business or nonprofit requires a personally tailored approach. One size does NOT fit all.

That is why we offer multiple packages, and the ability to tailor any package with a variety of à la carte services.

What's more, the price you see is the price you get. There are no hidden fees, and every service we provide will be line itemized in your invoice, so you can prove to your board or investors that our services were money well spent.



PACKAGES

GET SOCIAL

Connect to clients with engaging social media content and growth strategies.

THE WHOLE

The benefits of a whole marketing team for less than the cost of a minimum wage employee.

À LA CARTE

Each service is individually priced, allowing you to pick and choose the services that work best for you at a price you can afford.

GET SOCIAL

\$235/Month (\$540 savings on à la carte)

Quarterly Communications and Branding Audit and Individually Tailored Strategy Document

- Our expert team will perform an audit of your business or organization's communications and branding and then prepare our findings in an individually tailored strategy document designed to meet your growth and outreach goals. This process includes:
- A review of the organization's brand and current communications to determine what is working currently and where improvements can be made.
- An in-person meeting with organization leadership to determine 30, 60 and 90 day goals based on organizational objectives and information collected in the communications and branding audit.
- A document containing insights from the communications and branding audit as well as realistic, easily implementable strategies to achieve stated goals, with six usable examples.
- Accountability meetings once a month to ensure stated goals are being met.

One individualized post per day across social media platforms, designed to reach identified target audiences established in social media strategy.

- Social media engagement management optional for an additional charge of \$30/month.

Three videos under two minutes or one video between two and eight minutes.

Three hours of event photography with shared rights to photos taken. Quarterly documentation demonstrating ROI.

THE WHOLE

\$590/Month (\$1,200 savings on à la carte)

Quarterly Communications and Branding Audit and Individually Tailored Strategy Document

- Review of your organization's brand and current communications to determine what is working currently and where improvements can be made.
- In-person meeting with organization leadership to determine 30, 60 and 90 day goals based on organizational objectives and information collected in the communications and branding audit.
- Document containing insights from the communications and branding audit as well as realistic, easily implementable strategies to achieve stated goals, with six usable examples.
- Accountability meetings once a month to ensure stated goals are being met.

One individualized post per day across social media platforms, designed to reach identified target audiences established in social media strategy.

Social media engagement management optional for an additional charge of \$30/month.

Six videos under two minutes or two videos between two and eight minutes.

Six hours of event photography with shared rights to photos taken.

Once-weekly press release or blog post and assistance identifying earned media opportunities each month.

THE WHOLE

Cont.

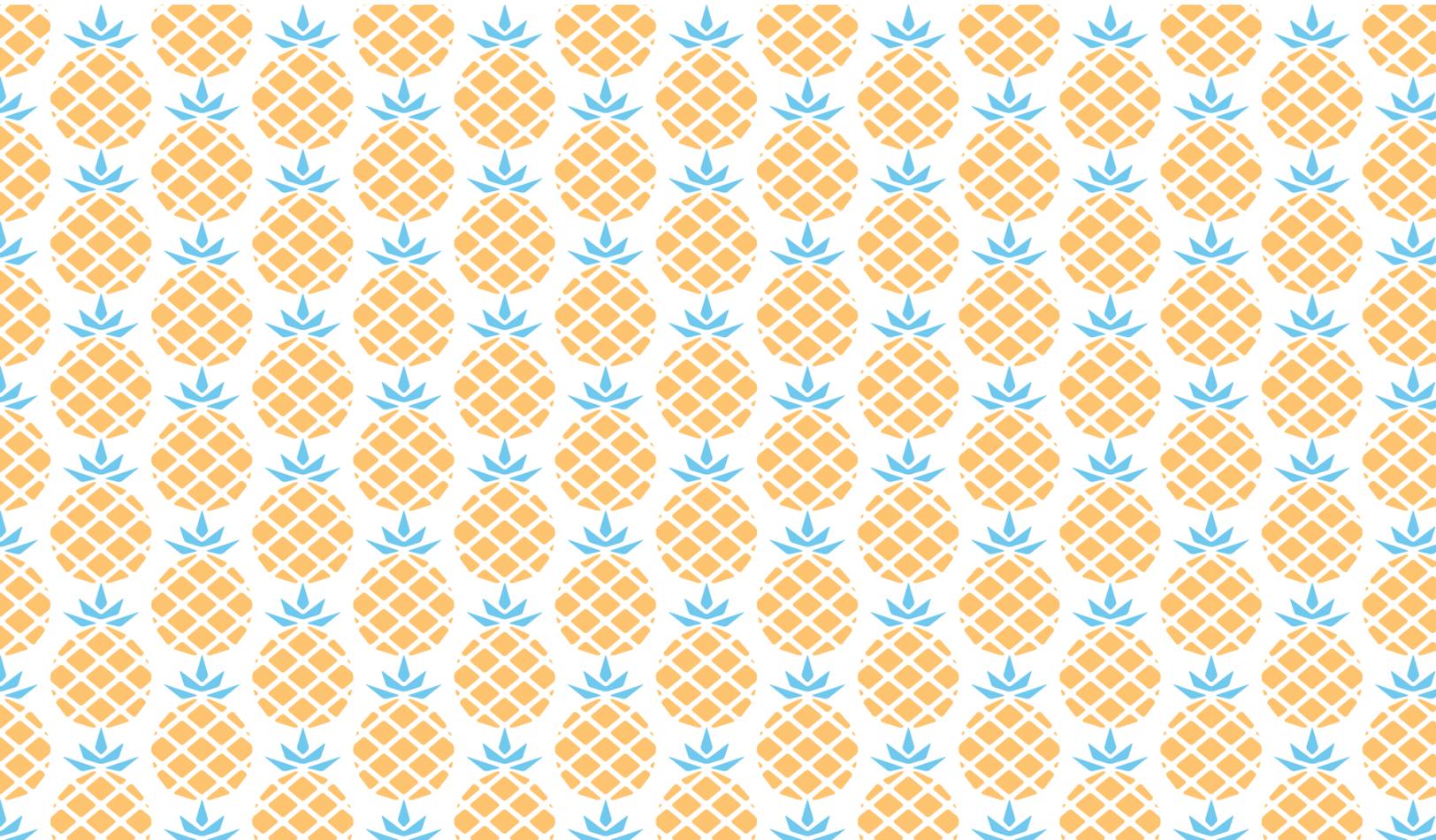
Website Management

- Weekly updated "News" or "Featured" section and events calendar if needed/desired.

Speech writing as needed.

Five hours of special event promotion assistance.

Quarterly documentation demonstrating ROI.



À LA CARTE

Communications and Branding Audit and Individually Tailored Strategy Document \$400

- Review of the organization's brand and current communications to determine what is working currently and where improvements can be made.
- In-person meeting with organization leadership to determine 30, 60 and 90 day goals based on organizational objectives and information collected in the communications and branding audit.
- Document containing insights from the communications and branding audit as well as realistic, easily implementable strategies to achieve stated goals, with six usable examples.

Website creation \$500

- Includes meeting to discuss stylistic theme and goals.
- Does not include monthly cost by the web host to keep the site operational, which is typically around \$15 a month, or cost of domain purchase.

Website redesign \$300

- If you have an existing website that no longer meets your stylistic preferences or needs, we will meet to discuss what changes you would like made to the site and make them.

Special event promotion \$200

- Includes tailored graphics, flyers, a press release and/or blog post about the event, and a targeted social media campaign.
- Does not include print costs.

À LA CARTE

Cont.

Speech writing over 20 minutes	\$200
<ul style="list-style-type: none">• Includes content meeting to discuss tone, purpose and key points.	
Speech writing under 20 minutes	\$100
<ul style="list-style-type: none">• Includes content meeting to discuss tone, purpose and key points.	
Social media image post	\$2
Video under 2 minutes	\$75
Video 2-8 minutes	\$150
Press release or blog post	\$50
Hourly photography	\$30

GET TO WORK WITH

