

# Small business & start up packages

DISCOUNTS FOR 6 & 12 MONTH CONTRACTS AVAILABLE



emerald frog  
MARKETING

## Who are we?

Cambridgeshire based Emerald Frog Marketing is a team of friendly marketing specialists with vast experience across a wide range of industries. We work with many new businesses to successfully launch their brand, products and/or services into the marketplace.

Emerald Frog Marketing provide effective marketing campaigns, keeping your business fresh, innovative and competitive.

Marketing drives your sales throughout the year and makes sure your clients don't go elsewhere.

## Establish your business

### Get up and running quickly

From choosing your business name, designing your logo and stationery right through to setting up and designing your company website, Emerald Frog Marketing will work closely with you to launch your business. Creating a strong brand identity is just part of the process; it is also important to put a brand message in place, aligned to your overall business objectives. It is this very message that will resonate with your customers and keep them coming back.

We are totally committed to helping new businesses do just that. For every brand that we develop, and every logo designed – we go the extra mile and provide full brand guidelines to carry your business through to the next level of marketing.

We have also developed a number of packages to help small or start up business to identify their needs:

Package	Bronze	Silver	Gold
3 page static website (excludes hosting)			✓
Logo design	✓	✓	✓
Business cards design & print (double)	✓	✓	✓
Launch press release (written)	✓	✓	
Launch press release (written & distributed)			✓
Social media setup		✓	✓
TOTAL	£365	£515	£1095

## Grow your business

### Virtual Marketing Packages

In the current economic climate, we know how hard it can be to recruit additional members of staff, or dedicate resources to senior level marketing expertise. Our affordable Virtual Marketing Packages saves you the expensive overheads associated with recruiting an in-house marketing team. No National Insurance, PAYE, holiday or sick pay. No costly fees recruiting and training staff.

### Virtual Marketing Manager Monthly Package

Perfect if you have in-house resources to administrate campaigns and just require some expert marketing advice throughout the month.

**Contains:** Marketing and campaign management, advice and consultancy.

**half a day per month package £240 (4hrs)**  
**one day per month £450 (8hrs)**  
**two days per month £750 (16hrs)**  
**£60 per hour thereafter**

### Virtual Marketing Team Monthly Package

(includes design & copywriting) This package gives you an outsourced marketing department, includes copy writing (sales letters, email campaigns, blogs, brochures, press releases, website text, newsletters etc) and/or graphic design into a pre-defined number of hours per month.

**Contains:** Marketing and campaign management, advice and consultancy. Also includes copywriting and/or design services within the time scheduled.

**half a day per month package £300 (4hrs)**  
**one day per month £480 (8hrs)**  
**two days per month £900 (16hrs)**  
**£60 per hour thereafter**

**For help writing your business plan, other marketing services and funding assistance please visit [www.emeraldfrog.co.uk](http://www.emeraldfrog.co.uk)**

**Or contact us direct [info@emeraldfrog.co.uk](mailto:info@emeraldfrog.co.uk) | 0845 519 5565**  
**e-Space South, 26 St Thomas Place, Ely, Cambs, CB7 4EX**