



eCommerce Web Solution® MARKETING SUPPORT PROGRAM OPTIONS

Step One on the path to becoming a successful online retailer is to have a web site that makes users want to be there to look at and buy product. Step Two is driving the buying public to visit your site. Your commitment to driving traffic to your site is exactly the same as for your brick and mortar store. Renaissance's commitment to you is that we are never content to let you go it alone. Although offered in packages, each of the items are available on an ala carte basis.

SUGGESTED LEVEL 1 MARKETING

Email Marketing with Constant Contact.....\$49.95 per month
 Includes:

- Transfer of emails from external sources
- Help in establishing a Constant Contact account
- Monthly updates from emails generated by your website
- Unlimited email blast campaigns
- Custom templates at the low price of \$29.95 each

In Store Promotion Package\$199.95
 Includes:

- Banners, POP stands, coupon books, and more! All materials are fully customized and promote both your store and website. Coupon books are designed to gather email addresses for future marketing
- Base Package – 2' x 4' Banner, two 11" x 17" Pop Stands, 1000 black and white coupons

Special pricing available for bulk orders

Retailer Circular Program\$19.95/m
 Includes:

- Circular schedule is 6 times every year
- 3 versions for each run, each w/ 3-4 furniture/bedding manufacturers
- Free eCircular for your website
- Black plate change to customized with your store info
- Minimum commitment: 4 runs per year w/ minimum 20,000 circulars per run

Standard extras include shipping and distribution

Social Media Marketing.....\$100 per month
 Includes:

- Creation of Facebook & Twitter profile pages
- Facebook and Twitter icons on your website
- Engaging your fan base through status updates, promotions, and news (two per month)
- Custom reports
- Facebook Page and Place customization

One-time set-up fee: \$300

SUGGESTED LEVEL 2 ENHANCEMENTS

Anytime Circular Program
 An entirely customized 4 page tab circular featuring product you choose to include with four-color throughout. Pricing based on size and frequency of print run.
 Includes:

- Free eCircular for your web site
- No additional plate change charges

Extras include shipping and distribution

Direct Mail Postcards
 Includes:
 Printing, postage, mail preparation, printing set up fees, SCF charges will be billed, if applicable at \$133.33 per mail drop. Balance is due 15 days prior to Printing: (AK & HI require first class postage).

- 2,500 – 4,999\$0.55 each
- 5,000 – 9,999\$0.52 each
- 10,000+ \$0.50 each



SUGGESTED LEVEL 2 ENHANCEMENTS cont.

Pay-Per-Click Advertising\$1,000 per month

Search engine optimization is important because 60% of consumers prefer to search and click on the displayed listings (defined as organic search). The other 40% of consumers don't know the difference and the paid ads (Pay Per Click) drive traffic directly to your site. In order to cost-effectively maximize your web site's first page search engine real estate, your website will benefit from both SEO and Pay Per Click advertising.

Includes:

- Keyword Research, Analysis and Selection
- Competitor Analysis (mandatory)
- Ad Copywriting & Split-testing
- Campaign management (up to two concurrent campaigns per month)
- Monthly fee is minimum recommended monthly PPC media budget

One time set up fee: \$1,200

SUGGESTED LEVEL 3 ENHANCEMENTS

Search Engine Optimization

By investing in SEO, you will measurably increase your website's first page rankings for keyword phrases relevant to your business - which leads to increased traffic, leads and sales!

Includes:

- Full Site Audit and Recommendations Report (includes competitor analysis)
- On-site Content Optimization and Copywriting (up to ten hours per month)
- Off-site Factor Optimization

ADDITIONAL CUSTOMIZABLE PROGRAMS (PRICING PROVIDED WHERE AVAILABLE)

eCircular Self-Management\$199 per month

Creation of Short-Streaming Promotional Videos

Logo Design for Web Site.....\$299

Micro Web Sites to Support SEO

Radio and HD Broadcast Cable Advertisement with media placement

Special Events and Promotional Items

Store Owner Signature _____ Store Name _____ Date ____/____/____