

# QUINNCONCEPTS

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# YOUR WILL. MY HANDS.

## PROFESSIONAL RETAINER

*What does this retainer actually include?*  
Everything. Everything and then some.

*What are the advantages of a Retainer Schedule?*

What we are proposing is providing your business with a number of key staff members on an unlimited basis. For a low monthly fee you can have a graphic designer, web developer, social media marketer, email marketer, copywriter and a brand new website. Take the timeclock and throw it out the window! Now you have the flexibility in utilizing any and all services as often as your needs require. With a dedicated inbox ([yourcompany@quinnconcepts.com](mailto:yourcompany@quinnconcepts.com)) and a direct line you have access to a virtual department on an unlimited basis without the overhead of full time salaries.

### UNLIMITED GRAPHIC DESIGN

*How we got started*

Eight years ago Quinnconcepts was an a la carte design firm. It is at the core of what we do. A great developer, copywriter or marketing professional is only just that, but armed with graphics skills that individual can be far more compelling. This retainer entitles you to unlimited graphic design hours for all things marketing (business cards, brochures, door hangers, infographics, vehicle wraps, apparel, and anything else you can think of).

### CUSTOM WEBSITE BUILD

*Develop an asset*

Your website is an employee. A full time, on the clock extension of your brand that requires constant management. It is the only portion of your concept that never clocks out so it needs to be sharp and to the point. Shouldn't it be created, managed and maintained by a creative professional with graphic, copywriting and marketing talents over just your average IT professional? This retainer entitles you to a fully customized website from the ground up.

### SOCIAL MEDIA MANAGEMENT

*Time to socialize*

Admit it, you have put this off for months. You want to have a social media presence but who has the time to manage all of those channels? We implement a management system with daily posting that encompasses four responsibilities:

1. Generate research based, industry specific, geo-targeted organic content. Sometimes supplemented by you and sometimes (more often times) not.
2. Garner followship, likes, and other interaction. Follow and systemically interact with similar businesses in your field.
3. Manage all supplemental channels, backlinks and other registries to improve searchable results. (Yelp, Manta, YP etc..). They don't require daily posting but do require registry).
4. Manage all map application registries (Google, Bing, AOL, Yahoo, and Apple Maps).

### UNLIMITED COPYWRITING

*Death is in the details*

Copywriting is the amalgamation of proper research and language skills wrapped up into something actually worth reading. At Quinnconcepts, we write copy in every industry ... and those industries span 21 countries. It is not the concept, product, or service, it is the execution readers seek.

### SEARCH ENGINE OPTIMIZATION

*Dominate the search results*

SEO is a moving target. Partnered with Google Analytics, we can help you track user behaviors on your site, what they are doing, how long they are staying on each page and most importantly, how they are searching for you or similar services. This also includes adjusting your metatags and meta descriptions on each page of your website and indexing you on map apps. We provide monthly reporting on your Alexa ranking, your backlinks, and other detailed information to ensure you dominate search results like we do.

### EMAIL MARKETING

*Send a message*

No need to pay a monthly fee to send emails to your customers. We have an enterprise account with Constant Contact. We will schedule and create custom html emails with beautiful graphics and send on your behalf. Then we can provide reporting metrics on the success of the campaign and help grow your email list. You tell us what you want to feature, and we will do the rest!

### REPUTATION MANAGEMENT

*Defend your image*

Social media users can express their opinions in very powerful ways and can have lasting effects. Our monitoring program involves daily reporting and responding across all platforms, blogs, forums and other third party software to ensure that your customers are getting the customer service they deserve, and that you are aware of all correspondence. It is a collaborative effort that requires a gentle approach. The good news is that we do it for major corporations across international boundaries on a daily basis.

**\$550/month**