



Company
Proposal

Issued date:

June 2018

**Brand Identity &
Content Development**



About Us

who we are

"Successful people do what unsuccessful people are not willing to do. Don't wish it were easier; wish you were better."

Strategy Development

As New Orleans embarked upon its second century, it was a city divided. On one side, in the city's First Municipality -- the present-day French Quarter, for the most part -- lived the French Creoles, with traditions dating to the city's founding. On the other side, in the Second Municipality -- today's Central Business District -- was the Anglo-American section. The two didn't particularly get along and so each stuck mostly to their respective side of Canal Street, the center median of which was declared in the March 11, 1837, edition of The Daily Picayune to be "The Neutral Ground." While it is unclear how prevalent its use was (or wasn't) at the time, it marked the first known printed usage of that now-distinctly New Orleans term. - NOLA.com

We created Newtral Groundz to service the community and help connect customers to local businesses through professional marketing services. We aim to be the brand that all businesses come to for marketing services and strategy.

Our success depends solely on the success of others. This is a mission that we hold close to our hearts, and we take pride in making small businesses give off that fortune 500 feel.



NEWTRALGROUNDZ.COM

Newtral Groundz doubles as a media platform for New Orleans Music and Culture. Our site generates a nice sum of traffic from New Orleans.

Our main services

Newtral Groundz was created with two primary business models. The first model focuses on brand building through content production, and marketing consultation. The second model focuses on promotion through our digital media platforms.

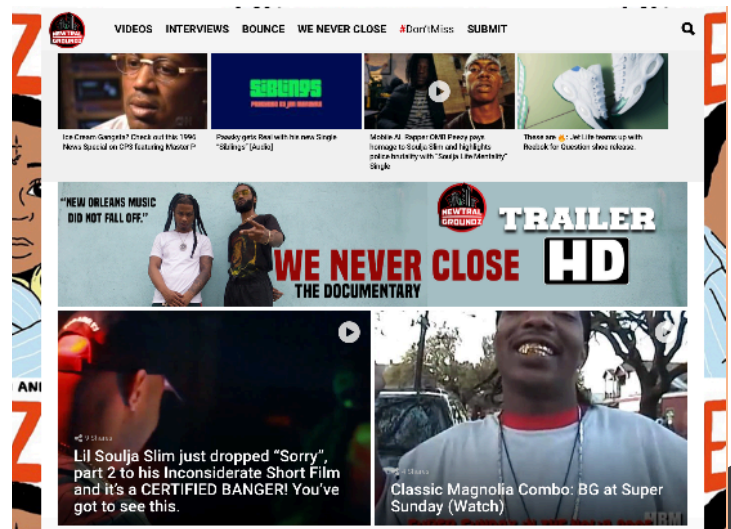
The small business sector in New Orleans has a lot of potential to grow. There have been a wave of businesses popping up in the New Orleans area owned by people like you and me who want to add value to the community. Group Economics is going to be a key variable in ensuring the longevity of the businesses that we have been putting our all into. Our marketing services will be valuable to any small business looking to polish their looks while gaining an extensive network within the region.

The main reason we decided to open up a production studio in East New Orleans was to help the growing businesses in the area that lack marketing knowledge and resources.

Marketing can make or break any business. Good marketing translates into customers, which translates into dollars. Knowing this, marketing companies take advantage of small businesses by over charging for content that doesn't keep the growing nature of the business in mind.

At Newtral Groundz, we plan to work for the community by providing reasonable monthly packages. Our packages are designed to provide the basic marketing needs of a business while giving the owner the flexibility to add services along the way.

We feel that our studio will have a big impact on small businesses in New Orleans.





CONCEPT & DESIGN

Concept and design is all about developing the concepts and graphics for your brand and marketing campaigns. We can help define your company's identity with clean imagery that is relevant to your brand.



VIDEO MARKETING

As a business in 2018 commercials are a must. Your customer needs to attach a face to the brand. Let us create your next ad for TV or Social Media. We have a variety of styles to make your brand come to life.



MEDIA CONSULTATION

For companies that are in the strategy phase of their launch, or for companies who need a little marketing advice. We provide marketing consultation on topics like social media, and brand building.



PHOTOGRAPHY

Service and Product photography is a great and affordable way to build rapport with customers. We offer full in studio and on site photography services to capture your brand's message.



SEO AND SOCIAL MEDIA

This has to be one of the most challenging areas for business owners. SEO and Social Media both need to be micro managed in order to reap the benefits. Let us help you automate your social media and show you how to track your web data.



DIGITAL MARKETING

There are ways to maximize the exposure for your brand online without a big budget. We know how to increase the traction of your online channels without breaking the bank.

We ration our services in our monthly packages to scale the work that we will be doing for our clients. Individually the rates rise to a little below market value. Our goal is to get companies to subscribe to get the most out of what we have to offer.

Why do you need content for your business?

Marketing is an important component to a companies success. If done wrong, it can take down a promising business before it even starts.

How exactly does content marketing help

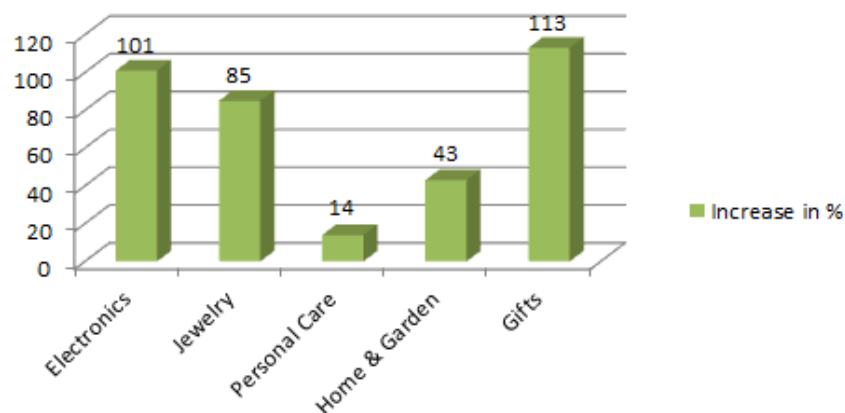
First things first. Videos can make you some serious money. Adding a product video on your landing page can increase conversions by 80%. And Treepodia team has made it sure that video works well regardless of the category in which you deploy it.

Video usage is accelerating at a phenomenal rate, but a number of businesses (39%) – for whatever reason – are yet to add it to their marketing strategy. Spending is also on a dramatic upward curve, and **businesses looking to cut their video budget are in a very small minority (8%)**

Also, video and mobile go hand in hand. 90% of consumers watch videos on their mobile device. From Q3 of 2013, mobile video views have grown more than 233 percent. YouTube reports mobile video consumption rises 100% every year.

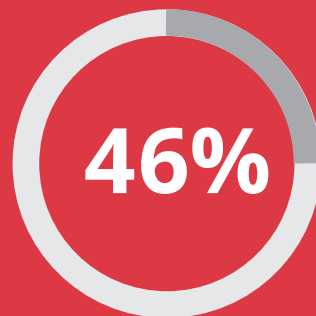
The whole concept of content marketing is based on trust and creating long-term relationships. Stop selling and let the people come to you by providing them interesting and useful information.

Increase in CVR%



Ecommerce Video Conversion Rate increases across verticals

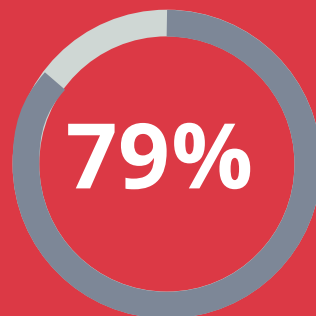
Some awesome facts

**OF INTERNET USERS**

act after viewing an ad.

**OF BUSINESSES**

have an explainer video. 97% of businesses said that their explainer video has helped increase user understanding of their product or service.

**OF CUSTOMERS**

would rather watch a video to learn about a product, than read text on a page.

Special offer for you

BASIC

\$375.00

- 1 Testimonial Commercial
- 1 Keyframe Commercial
- 1 Photoshoot
- 2 Graphic Designs
- 2 hour Consultation
- Sidebar Ad on Website

Per month

STANDARD

\$500.00

- 1 Testimonial Commercial
- 1 Keyframe Commercial
- 2 Photoshoots
- 4 Graphic Designs
- 20 hours Social Media MGMT
- 3 hour consultation
- Banner Ad on Website

Per month

PREMIUM

\$750.00

- 2 Testimonial Commercial
- 1 Keyframe Commercial
- 2 Photoshoots
- 30 hours Social Media MGMT
- 4 hour consultation
- 6 Graphic Designs
- Website Takeover Ad 1 Week
- Banner Website Ad
- Contextual advertising

Per month

The purpose of developing monthly packages is to develop a business to business relationship that gives the client the best bang for their buck. Individually, our services are a little under market value which can become expensive over time. This is the best option for a growing business looking to grow their content library.

Price **breakdown**

CONCEPT & DESIGN

PRICING

<i>Logos</i>	\$150
<i>Business Identity Pack (Business Cards, Letter Head, Envelopes)</i>	\$80
<i>Marketing Consultation</i>	\$100/hr
<i>3 Month Marketing Plan</i>	\$350.00

VIDEO MARKETING

<i>Explainer Video</i>	\$250
<i>Commerical 180 Seconds (add 30 seconds +\$50)</i>	\$350
<i>Photography Session (Product, Service, Event) *includes editing*</i>	\$100/hr
<i>Commerical 60 seconds</i>	\$200

DIGITAL MARKETING

<i>SEO Consultation</i>	\$75/hr
<i>Social Media Management</i>	\$350/month
<i>Banner AD</i>	\$100/Month
<i>Website Takeover</i>	\$250/month

Estimate and signoff

SERVICE

QTY

COST

SERVICE	QTY	COST
SUBTOTAL (incl. tax)		

ISSUED TO

	Date	
	Project No:	
	Due by:	

CORRECT DATE:

SIGN HERE:

PAYMENT TERMS AND CONDITION

COMPANY NAME

info@newtralgroundz.com
(504)320-8409
New Orleans, LA

CONTRACT LENGTH:

3 MONTHS

6 MONTHS

12 MONTHS

Newtral Groundz

9954 Lake Forest BLVD
New Orleans, LA

Contacts

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