

LUCID PACKAGES

VIDEO+MARKETING + SOCIAL PACKAGE





LUCID FIRM

MONTHLY BREAKDOWN

VIDEO

- 3 video Ad's
- 3 print photo Ad's
- 3 physical Ad's (to be mass printed)
- 1 professional course OR 1 commercial style promo video
- ads/promos/courses to be distributed across all web/socials.

MARKETING

- 3 Multi-tiered sales funnels (to be built first month and optimized monthly)
- Industry research and profiling of your industry, market and competition to best tailor your sales strategy.
- Google my business optimization
- landing pages, sales sites and product showcase
- Reputation Management (removing bad reviews)
- Email/SMS campaigns
- SEO and organic traffic building
- Weekly performance tracking and Client App Portal

SOCIAL

- Daily engagement building social post (Value, Value, Pitch)
- Setting up and optimizing social algorithms for your pages
- Building of enthusiast groups for your industry with daily value-based socail engagement.
- cameras and crew to your business twice a week to compile content.
- fun, energetic videos and photos across all platforms.
- Added social branding and design



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BUILD MONTH

BREAKDOWN

During the first month we'll strategize, research and plan out your campaign ensuring success of our launch. This will involve heavy research of your industry and competition to help have a perspective of what your competition's doing (locally and nationally) to see what's working and what's not working. We'll use this research while deciding which ads to produce and why. Our marketing team will be crafting you 3 custom tailored sales funnels designed to amplify sales for low, mid, and high ticket products which our video/photo ads will be driving. While building your campaign, this first month we'll also be increasing your social following organically to increase traffic and awareness for free to ensure a greater return once we launch. Our video team will be generating assets, planning and conducting video shoots throughout this month to stockpile footage to have as much content as possible ready for the launch. By the end of month one your new marketing machine will be built and ready to make money!

Objectives

- Research your industry
- Develop Market Strategy based on research acquired
- Concept out videos/commercials/courses and Ads
- Plan/ organize video/photo shoots, campaign launches and any major benchmarks
- build and gather all media assets for website and videos



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SOCIAL CAMPAIGN

BREAKDOWN

In order to master social is organic growth. This cannot be stressed enough because the key lies in continued engagement and statistics show that the only way retain a captive audience (ie.customers) is to produce constant content.

Putting out constant content is easier said then done. As many have seen, even some of the biggest names in influencing have lost their reigns. The reason: the big social platforms like FaceBook and Instagram have intricate algorithms that can be either utilized to make incredible strides or can ultimately defeat you. To make matters worse, it evolves constantly and the rules almost always change.

We realize that keeping up with all of this can be daunting to an already overworked entrepreneur and Lucid's social campaigns are designed to ease all of the complicated intricacies and show instant real organic growth.

Objectives

- Research and analyze your industry
- Develop Social Strategy based on research acquired
- Revamp Social Pages design and business integration
- Plan/ organize social video/photo shoots
- Organically accelerate your social page's engagement and following through consistent posting, promoting and engaging.
- Create enthusiast groups around your business/industry and solidify yours as an industry pillar.
- Grow your social following exponentially through industry leading tactics
- re-ignite warm traffic interest through re-warming social email campaign.



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Pricing

Video + Marketing + Social Package

- Campaign build (Month One) -\$20,000
- Monthly Rate for 6 months-\$15,000
- Monthly Rate for one year-\$10,000



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Thank You



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