

SERVICES

Services:

- Branding & Identity Development
 - Branding allows a company to differentiate themselves from the competition and, in the process, to bond with their customers to create loyalty. Thus, a position is created in the marketplace that is much more difficult for the competition to poach.
 - Identity development includes the creation of a company logo, letterhead and envelopes, business cards, etc. The basic collateral a company will use that creates a cohesive brand image.
- Brochures, Direct Mail & Other Printed Pieces
 - Includes the creation of any number of printed materials a company might need. Examples include brochures, direct mail, menus, flyers, signs, newspaper or magazine advertisements, and more.
- Copywriting & Editing
 - Writing for printed materials such as brochures, direct mail, print advertisements, and more.
 - Or, if you just need someone to take a look at what you've already written and/or put a fresh spin on it, ECS can edit your materials.
- Electronic Marketing
 - Includes email communication using print advertising design techniques, static or animated web site advertisements, and more.
- Employee Communication
 - Creating messages for an audience of employees. This can be anything from a company handbook outlining policies and rules to new hire announcements to quarterly updates, and more.
 - Messages can be print, electronic, in person, etc.
- Event Planning
 - Planning for business or personal events
 - Creation and mailing of invitations, arrangement of catering, photography, signage, rentals including tables, chairs, tents, restrooms, etc., and more.
- Marketing Strategies, Plans & Budgets
 - Creation of client/business-specific multi-faceted plans including media placements, electronic marketing, web site, direct mail, collateral, etc.
 - Detailed budgets with anticipated monthly and annual costs as well as category specific costs.
- News Releases & Media Kits
 - Writing and distribution of news releases
 - Creation of media kit documents and print and/or electronic packaging
- Project Management
 - Includes management of large and/or small projects from concept to completion.
 - Serve as liaison to vendors, others involved in the project, etc.
- Public Relations
 - Managing the flow of information between an organization and its publics aiming to gain a business or individual client positive exposure to their key stakeholders.

- Research & Analysis
 - Creation of a detailed study to gather new information about a specific subject or group of people.
 - Analysis of data gathered and recommendations on what to do with the results.
- Telephone Consultation
 - Individuals can schedule time to discuss marketing ideas, ask questions about how to start and/or complete a project, or anything else about marketing, advertising, and/or public relations that might be on their mind.
- Web Design & Content Writing
 - Creation of web site and determination of pages needed.
 - Writing of content needed to full the web site.

Fees:

- Rates are based on specific client needs and can be charged hourly, as a monthly retainer, on a per project basis, and/or as determined by ECS and the client.
- Basic rates are \$75 per hour for high-level services such as strategic planning, budgets, public relations; \$50-\$65 per hour for mid-level services such as project management, event planning, and copywriting; and \$25-\$45 per hour for basic services.
- Telephone consultations are charged at an hourly rate of \$75.
- Potential clients should contact Eige Consulting Services for an estimate based on their specific needs.