

AFFORDABLE MARKETING PLAN

A CUSTOMIZED MARKETING PUSH

MORE WAYS TO GROW YOUR BUSINESS



SMALL BUSINESS
EXCHANGE

703 Market Street, Suite 1000 · San Francisco, CA 94103
(800) 800-8534 · sbe@sbeinc.com www.sbeinc.com



Affordable Marketing Plan

A Customized Marketing Push

The goal of the Affordable Marketing Plan is to present clients with qualified leads. This is not a sales program but rather a marketing push. SBE's database and marketing methods deliver prospects to whom the SBE clients can sell their goods and services. With the utilization of the key 4-step marketing process, the Affordable Marketing Plan can be customized to fit unique marketing needs.

Benefits "Affordable Marketing Plan" include ...

- Reduction of cold calls, saving time and money
- Assistance in prioritizing sales calls and introductions to specific markets based upon whom you want to reach.
- A well-trained and experienced telemarketing staff dedicated to clearly communicate your message.
- Computer generated reports identifying interested prospects.
- Targeted, prescreened leads
- Print and electronic advertising

Customization options include, but are not limited to,

- Press Releases
- Site Linking
- Customized Reports
- Message Design/Layout
- Ad Placement in alternate publications*

*SBE has an exclusive arrangement with Hearst Media Network

SBE's Basic 4-Step Marketing Process

<i>Delivery of your message via fax or email</i>	<i>Advertising in SBE print and electronic publications</i>	<i>Telephone Follow-up Calls</i>	<i>Computer Generated Reports</i>
1.	2.	3.	4.

Contact SBE for details on how
Affordable Marketing
can meet your marketing needs

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AFFORDABLE MARKETING PLAN RATES

These rates cover the following services based on the number of complimentary Leads selected

50 Leads @ \$702.00
100 Leads @ \$990.00
200 Leads @ \$1565.00
Over 200 Contact for Pricing

NAMC Membership Discount

50 Leads @ \$562.00
100 Leads @ \$792.00
200 Leads @ \$1252.00
Over 200 Contact for Pricing
(10% of the proceeds will go to the NAMC Special Funds)

Advertisements:

(Measuring not larger than 4 column inches.

Additional size priced at \$35.65 per additional column inch.)

- 1 – 4" ad in the Small Business Exchange newspaper
- 1 ad in the SBE Daily newsletter
- 1 ad on sbeinc.com website

Solicitations:

- Emailing/Faxing to leads per client criteria
- Telephone Follow-up Calls

Full Documentation

Optional Services for Additional Cost

Get your company seen by Government, Corporate and Prime Entities nationwide in SBE's Membership Directory

Membership Directory*

- ☐ Full Page \$300.00
- ☐ Half Page \$225.00
- ☐ Quarter Page \$125.00
- ☐ Business Card \$75.00

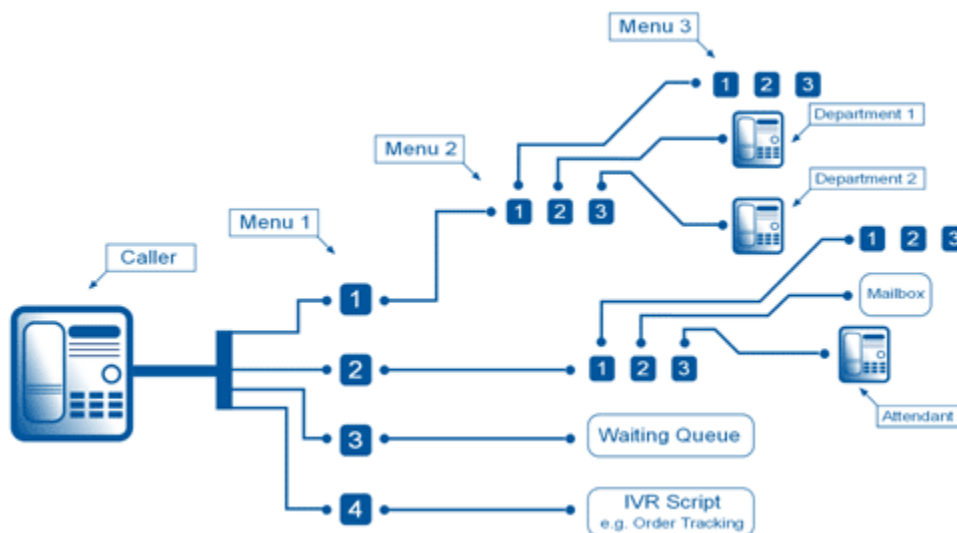
***Directory printed quarterly**

Every quarter SBE prints its Membership Directory, listing addresses, phone and fax numbers, and e-mail addresses for every member. For ease of reference, the Directory includes indexes by individual name and by company, and the listings are grouped into categories. SBE goes to great lengths to ensure that the directory is a useful reference for the SBE business community.

INTERACTIVE VOICE RESPONSE SYSTEM

The Small Business Exchange offers the Interactive Voice Response System (IVR). The IVR system is a telephone technology in which someone uses a touch-tone telephone to interact with a database to acquire information from or enter data into the database. IVR technology does not require human interaction over the telephone as the user's interaction with the database is predetermined by what the IVR system will allow user access to.

The system can normally handle and service high volumes of phone calls. With an IVR system, businesses can reduce costs and improve customers' experience as Interactive Voice Response systems allow callers to get information they need 24 hours a day without the need of costly agents. Calls are also answered by voice mail or answering machine and can be sent to recipient's email where messages can be retrieved by email.



Rates for the Interactive Voice Response System (IVR)

Set Up Fee:	\$500.00
Monthly Service Fee:	\$350.00

Includes free DND number

**Contact SBE for details on how
Interactive Voice Response System
will meet your company needs.**

Contact SBE for details on how
Affordable Marketing Plan
can meet your *marketing needs*.



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NUMBER OF CONTACTS: 50 ☐ or _____

TELEPHONE FOLLOW-UP: Yes ☐ No ☐

ADVERTISEMENTS: Yes ☐ No ☐ If yes, indicated publication and dates below

☐ SBE DAILY E-Newsletters

Date(s) _____

☐ SBE Newspaper every **THURSDAY**

Date(s) _____

☐ www.sbeinc.com – Internet Ad

☐ Other Publications _____ (specify)

OPTIONAL:

SBE Membership Directory (ADDITIONAL)

☐ Full Page

☐ Half Page

☐ Quarter Page

☐ Business Card

TARGET MARKETS & LOCATIONS: (Please describe your target market and their geographic area, i.e. Banks in Orange County.)

● MARKET(S)

● GEOGRAPHIC AREA(S)

COMPANY DESCRIPTION: (Please describe the products and/or services YOUR company provides.)

Please provide any supporting company promotional material by email

Interactive Voice Response System

____ Check here to order an Interactive Voice Response System for your company.

Set Up Fee: \$500

Monthly Fee: \$350

COMPANY INFORMATON

COMPANY NAME _____

ADDRESS _____

CITY/STATE/ZIP _____

PHONE _____

CONTACT _____

AUTHORIZED BY _____