

MARKETING PROPOSAL



 **EBW**
CONSULTING
Impact Marketing

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INNOVATION. MARKETING. OPERATIONS. PRODUCT. AUTHOR. SPEAKER.

emilybellwootten.com

Hello!

I'm [Emily Bell-Wootten, CEO/CMO of EBW Consulting](#), proudly partnering with [Marketing Assistant+](#) to bring industry-leading AI tools to small business leaders. My mission is to level the playing field for small businesses, empowering you to reach your customers effectively while streamlining operations and reducing costs.

In collaboration with Jason Sifford, CEO of Infonality Partners, we are excited to offer you [Marketing Assistant](#)—a revolutionary, AI-driven platform designed to transform your marketing strategy.

Marketing Assistant Features:

- Content Creation: Expertly crafted content tailored to your brand's voice.
- Research: Insights delivered with human-like precision.
- SEO Optimization: Strategic practices to enhance your online presence.
- Social Media Management: Simplified posting with one-click execution.
- Custom Image Generation: Effortless visual enhancements for your campaigns.

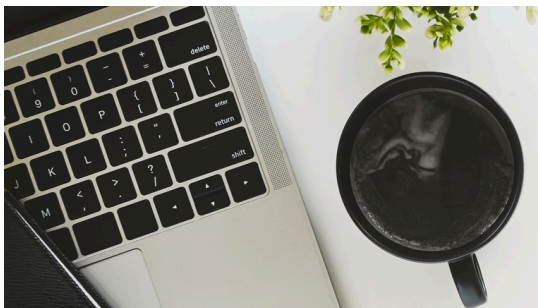
For businesses ready to elevate their marketing efforts further, [Marketing Assistant+](#) offers premium solutions, including:

- Managed Content Services: Professional content management.
- Website Design: Custom web solutions to reflect your brand's identity.
- fCMO Services: Fractional Chief Marketing Officer consultancy for strategic leadership.
- Strategy: Tailored marketing strategies to meet your specific goals.

At [EBW Consulting](#), we're committed to helping your business grow and thrive. I invite you to explore the attached proposal to learn how our solutions can be tailored to your unique needs.

Our team is ready to discuss how we can support your brand's growth. Please feel free to reach out with any questions.

Best Regards,





About Us

At a third of the cost of traditional agencies, we combine cutting-edge AI with the expertise of seasoned professionals to deliver impactful marketing solutions. Our platform creates custom-branded content—blogs, social media posts, and more—perfectly aligned with your brand’s voice in just seconds. From generating content to scheduling posts, designing graphics, and managing campaigns, we handle the entire process, saving you time and effort. Let us elevate your marketing and help your business thrive!

Experienced Leadership



Emily Bell-Wootten
CEO/CMO
EBW Consulting



Brad Bodily
Senior Consultant



Jason Sifford
CEO-Infonaligy



Grant Greenfelder
Senior Designer



Solitha Vorng
Project Management

OUR MISSION

To provide small businesses with accessible, AI-driven content marketing solutions that simplify workflows, enhance creativity, and deliver impactful results—helping them compete and grow on their own terms.



OUR VISION

To revolutionize content creation by leveling the playing field, ensuring every small business has the tools they need to share their unique stories and succeed in a digital-first world.

OUR VALUE

Your affordable AI-powered marketing assistant: Create content like a pro, without the agency price tag.

Personalized content marketing system created to take your brand to the next level! This isn't ChatGPT....



WHO WE ARE...

AI-Powered Content Built for Small Business Success

Smart Content - Big Impact - Minimal Effort

Democratizing content marketing for small business owners

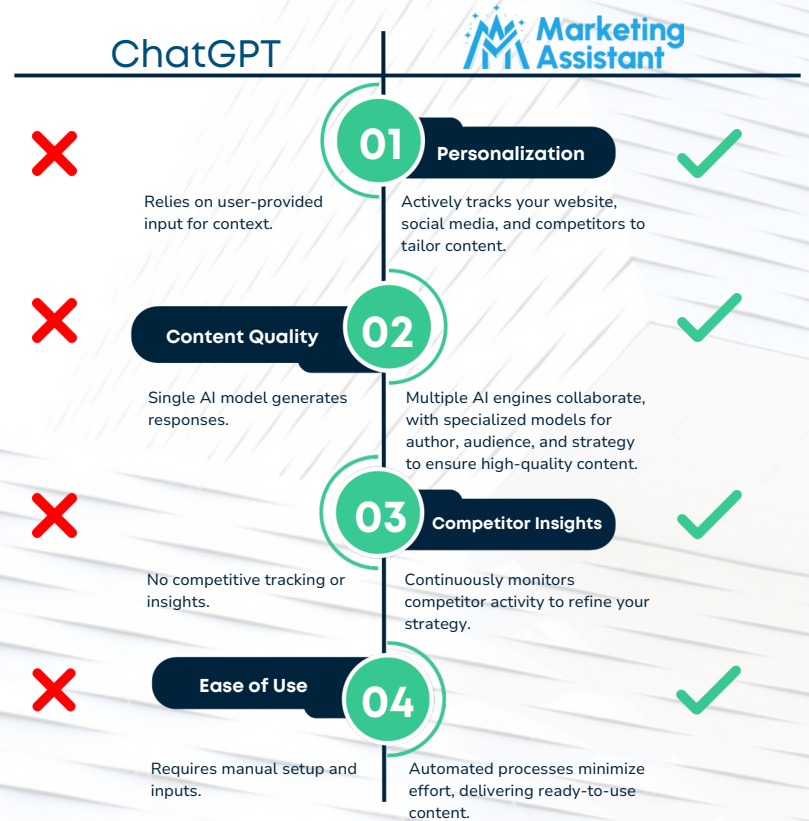
Turning your marketing challenges into simple tasks

AI-Powered Content Built for Small Business Success

Smart Content - Big Impact - Minimal Effort

Personalized content marketing system created to take your brand to the next level! This isn't ChatGPT....

-  **Build Brand Authority**
-  **Boost Sales**
-  **Data Driven Content**
-  **Cost-Effective Marketing**
-  **Personalized Content**
-  **Automated Posting**



Ready to Elevate Your Brand? Try us FREE!

Easy Online Registration!



-  **Build Brand Authority**
-  **Boost Sales**
-  **Data Driven Content**
-  **Cost-Effective Marketing**
-  **Personalized Content**
-  **Automated Posting**

Unlock the power of AI to elevate your small business —designed to simplify your marketing efforts and supercharge your brand’s reach. With just a few words, our platform generates custom-branded content—blogs, social media posts, and more—all tailored to your brand’s voice in seconds. Seamlessly schedule and post to your social channels, cutting your marketing efforts from hours to minutes. Transform your marketing and watch your business thrive!



Time Efficiency: AI automates the content creation and scheduling process, freeing up valuable time for small business owners to focus on other critical aspects of their operations.



Data-Driven Strategy Optimization: AI offers insights that help refine marketing strategies, ensuring better ROI and business growth.



Cost-Effective Marketing: AI tools provide affordable ways to create and distribute content, allowing small businesses to compete with larger companies on a limited budget.



Enhanced Customer Engagement: AI-driven content personalization helps tailor messages and offers to each customer’s preferences, driving deeper engagement and loyalty.



Marketing Assistant +



Affordable Digital Marketing Services Powered by AI and Expert Insight

Introducing Marketing Assistant Plus+

At a third of the cost of traditional agencies, we combine cutting-edge AI with the expertise of seasoned professionals to deliver impactful marketing solutions. Our platform creates custom-branded content—blogs, social media posts, and more—perfectly aligned with your brand’s voice in just seconds. From generating content to scheduling posts, designing graphics, and managing campaigns, we handle the entire process, saving you time and effort. Let us elevate your marketing and help your business thrive!

B2C Package

Up to 5 Accounts

Up to 28 Posts per Week

Monthly Content Calendar

Monthly Reporting & Analytics

Monthly Strategy Session

\$2000

B2B Package

Up to 3 Accounts

Up to 12 Posts per Week

Monthly Content Calendar

Monthly Reporting & Analytics

Monthly Strategy Session

\$1500



Affordable Digital Marketing Services Powered by AI and Expert Insight

Introducing Marketing Assistant Plus+

The +Plus comes when you need services outside of our packages.

- + Marketing Strategy
- + Graphic Design
- + Web Design
- + Email

In Partnership :  EBW
CONSULTING
Impact Marketing

Brand Strategy

Full Brand Discovery
Persona Development
Customer Journey Map
Brand Guidelines
Competitive Analysis
Marketing Strategy Document

\$12,000

fCMO Services

Marketing Strategy
Customer Insights
Brand Positioning
Content Creation & Communication
Sales Alignment
Business Alignment
Partnerships & Channels
*Minimum 10 hours per month

\$2,500-\$20,000 per month

Web Design

Domain Registration
Web Hosting
Theme Design and Customization
Plugins and Extensions
Content Creation and Migration
Responsive Design
SEO Setup
E-Commerce Features
Custom Development
Testing and QA
Launch and Training
Ongoing Maintenance and Support

Basic Website (e.g., portfolio, blog, small business)
Cost: \$1500-\$2500.

Advanced Website (e.g., custom design, multiple features, e-commerce)
Cost: \$5,000+.

Website Enhancements: \$175 per Hour

Web Services

Software updates
Security monitoring
Backups
Performance optimization
Content updates
SEO maintenance
Uptime monitoring
Bug fixes
Analytics reporting
Customer support

Website Hosting, Monitoring &
Patching: \$150 per month

Website Enhancements: \$175 per Hour

fCMO Services & Brand Creation

A brand strategy establishes a clear and consistent identity for your business, ensuring it resonates with your target audience. It defines your brand's purpose, messaging, and visual elements, creating a cohesive experience across all touchpoints. With a strong brand strategy, you'll build trust, increase recognition, and differentiate yourself from competitors.

Ultimately, it lays the foundation for long-term growth and customer loyalty.

Full GTM Strategy Project	Advisory Package	Digging In Package	Strategic Package
Personas	10 Hours Per month	20 Hours Per month	40 Hours Per month
Competition			
Brand			
GTM Strategy			
Total \$12,000	Total \$2500	Total \$5000	Total \$10,000

Sample Activities

Discovery

- Audit current branding materials
- Mission and Vision Statement evaluation and consulting
- Product evaluation and positioning
- Customer Interviews
- Weekly Meetings
- Key Stakeholder interviews

Product

- Review current product pricing and COGS
- Market pricing analysis
- User Journey Evaluation

Market Research and Analysis

- SWOT: Conduct research on target market, competitors, and industry trends.
- Provide insights for product positioning and pricing
- Company sales data and customer review (tools and data dashboards- not included- separate engagement)
- Persona Development

Management

- Agency Management
- Marketing Team Leadership
- Project Deliverables and Timelines
- Analytics and Dashboard Reviews
- Board Presentations
- Sales and Marketing Team Alignment
- Budget Management/Advisory

GTM Strategy

- Create strategy for digital and traditional marketing campaigns
- Give suggestions for marketing budget and investments for product launch
- Suggestions for marketing and data tools to assist marketing efforts
- Provide recommendations for brand identity improvements.
- Define brand voice and messaging guidelines.
- Define Brand Guidelines for color, font, and logo design (logo design not included)
- Suggestions for event attendance, chamber memberships etc...

In the bustling world of brand development, where innovation and strategy intertwine, Emily Bell-Wootten stands as a beacon of transformative leadership. As the Founder and CMO of EBW Consulting, and Consultant for Marketing Assistant, Emily brings an extraordinary blend of experience and expertise to the table, having shaped the trajectory of over 60 brands across 17 industries. Her dynamic approach has been instrumental in driving over \$1 billion in growth for her clients.

Website Services

A well-designed and expertly managed website establishes a strong and impactful online presence for your business, ensuring it connects with your target audience effectively. It serves as the foundation for your digital identity, combining purpose-driven functionality, visually compelling design, and seamless user experiences across all devices. With a professional website, you'll build credibility, enhance engagement, and stand out in a competitive digital landscape. Ultimately, it becomes a critical asset for driving long-term growth, customer satisfaction, and brand loyalty.

Basic Website Package

- Features:
 - Domain Registration
 - Web Hosting
 - Templated Design and Customization
 - Plugins and Extensions Setup
 - Content Creation and Migration
 - Responsive Design
 - SEO Setup
 - Basic Testing and QA
 - Launch and Training
- **Cost: \$1,500–\$2,500**

Additional Services

- Custom Website Enhancements: **\$175/hour**
 - Custom coding for features
 - Advanced analytics setup
 - API integrations
 - Design upgrades

Advanced Website Package

- Features:
 - All features of the Basic Package, plus:
 - Custom Design
 - Advanced Plugins and Extensions
 - E-Commerce Features
 - Custom Development
 - Comprehensive Testing and QA
- **Cost: \$5,000+**

Website Hosting, Monitoring, and Patching

- **Cost: \$150/month**
- Includes:
 - Hosting with 99.9% uptime guarantee
 - Regular security patches
 - Performance monitoring and optimization

In the ever-evolving digital landscape, where technology and innovation drive success, our web services stand as a trusted partner in crafting impactful online experiences. With years of expertise and a proven track record, we've helped businesses across industries establish and elevate their digital presence. Our commitment to excellence ensures that every website we create is not only visually stunning but also strategically designed to deliver results. Let us empower your business with a website that drives growth, engages your audience, and positions your brand for lasting success.

MARKETING ASSISTANT

In today's fast-paced digital world, social media isn't just a tool—it's a critical platform for building meaningful connections, engaging your audience, and achieving measurable results. Our social media management services are designed to provide a comprehensive strategy tailored to your business's unique needs. From a detailed monthly content calendar that ensures consistent, impactful messaging to competitive data tracking that keeps you ahead of the curve, we provide the expertise needed to elevate your online presence. Whether you're targeting other businesses or connecting directly with consumers, we're here to make your social media efforts more strategic, engaging, and effective.

Social Media Management Plans

B2B Social Media Plan

- Perfect for businesses targeting other businesses.
- Includes:
 - Management of up to 3 accounts
 - 12 professionally crafted posts per week
 - A detailed monthly content calendar
 - Competitive data tracking to monitor industry trends
 - Monthly reporting & analytics to track performance
 - A monthly strategy session to refine your approach

B2C Social Media Plan

- Designed for businesses engaging directly with consumers.
- Includes:
 - Management of up to 5 accounts
 - 28 dynamic posts per week to captivate your audience
 - A detailed monthly content calendar
 - Competitive data tracking to monitor industry trends
 - Monthly reporting & analytics for actionable insights
 - A monthly strategy session to optimize content and strategy

Add-On Services

Paid Social Advertising

- Campaign creation, management, and optimization (e.g., Facebook Ads, LinkedIn Ads, Instagram Promotions).
- Budget planning and A/B testing for ad creatives.

Graphic Design & Custom Content

- High-quality custom graphics for posts, banners, and promotions.
- Video creation for reels, stories, and advertisements.

Community Management

- Real-time monitoring and engagement with comments, messages, and reviews.
- Proactive reputation management and crisis response.

Event Coverage

- Live posting during events, webinars, or conferences.
- Real-time engagement and event-specific content creation.

Platform Expansion

- Setup and management of additional platforms.
- Platform-specific strategy and content adaptation.

With our social media management plans, your business gains more than just consistent posting—you gain a strategic partner dedicated to your success. Whether you're nurturing B2B connections or sparking conversations with consumers, we'll help you unlock the full potential of social media, driving engagement and delivering results that matter.

Questions about this proposal?

GET IN TOUCH



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