

MICRO SITES FOR BIG IDEAS

WHAT'S INCLUDED:

Sometimes you have to start small even when the idea is big. We offer micro-mighty sites that do a lot when your budget says spend less. You can kick off a new product, reinvigorate what's been around for a while, feature a short term promotion, get a book the attention it deserves or give a blog a platform to build on. So think big, start small and we'll help you get wherever you want to go.

STEP ONE:

Clarify priorities and goals
Set up site architecture with flow chart reflecting key messages

STEP TWO:

Edit content for consistency with key messages
Design the site, building a branded micro platform
Link to other channels: blog, podcast, social networks.

STEP THREE:

Build the site (up to 10 pages) using current web development standards
Host the test site for review and approval
Launch site and deliver DVD of site files

WHAT'S NOT INCLUDED:

Airfare & travel to client meetings
Original photography or stock license fees
Music license fees
Web hosting fees
Audio/video production
Postage and shipping
Web maintenance

REQUIREMENTS:

Single contact source for all client communication
Monthly billing paid by the 15th of each month
Billing cycle runs as scheduled in spite of client-driven delays
Email notification of project specification changes or additional project requests

FEE:

Beginning at \$5,500.00
\$2,500.00 is due in order to begin work. Balance due on completion
(excluding client-driven delays)

OPTIONAL SERVICES:

Original content development – \$200/hr. or pre-defined project fee
Search engine optimization – starting at \$1,000

It's impossible to convey the experience of working with Market Arts Creative until you've, well, experienced it. We work hard and smart. We do what we say we're going to do. We laugh a lot, mostly at ourselves; and we treat our clients the way we want to be treated. If you're ready to make an investment in your business, we'll invest ourselves in you.