



VIDJAA

EBMP



## EBMP SERVICES

EBOOKMARKETINGPLUS.COM LLC

### HOW MUCH DOES IT COST?

EBMP is virtual consultancy, that means we have low overhead. We focus on delivering value and not fancy ad agency offices with foosball, kegerators, and bean bags(!) Mostly we work from coffee shops, home offices, or university spaces. However, if you want to meet us in person, pick a coffee shop and we're there!

### FIXED FEE PROJECTS

- I. Bundled projects are fixed fee. Examples of our bundles include the *Start-Up Bundle* and the *WordPress Starter Website* bundle. You will get a certain number of revisions, usually 2-3 to the work. After that, additional revisions are billed hourly. We ask for 25% up front of the total bundle fee and progress payments at each completed milestone.
- II. Once the bundled service is complete you are not obliged to keep us for ongoing support. Bundled services are turnkey projects. We are available to help as needed for other marketing needs.

### HOURLY TIME AND MATERIALS

- I. We record time in 15-minute increments – not like lawyers do, but real people. If we are working on something we record the time. We are not focused on billing a certain quantity of hours, but rather on the value we deliver. Our timekeeping system is available for you to review 24/7 through our project management system.
- III. We have a low monthly retainer. If you engage with us for hourly marketing services, we ask that you pay a small monthly retainer. The retainer gives you call-backs/emails from our team in one business day.
- IV. In exceptional cases, we will not take a fee for our services. If your start-up needs marketing services to prove the concept in order to get pre-seed or seed funding, we will consider equity. Expenses for advertising and materials still need to be paid. In the past, we have taken equity in toy robot sellers and software companies. The equity tends to be in the 2-5% range.

Vidjaa.com  
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## WHAT IS OUR PROCESS?

- I. We consider your sketches, notes, goals, web traffic, and relevant keywords (to name a few). What this means is we will analyze any existing processes to see what's performing well and what needs development for maximum exposure and profit.
- II. With this in mind, we will draw up a practical action plan of marketing strategies, tactics, and campaigns: for example, this can involve setting up Facebook and AdWords campaigns and scheduled social media posts.
- III. We estimate timelines, milestones, and build a schedule. We will need you to send us files and replies to questions in a timely manner to ensure continued progress.
- IV. We use freelancers to support active projects. For example, if you need a video for the website, we will produce one using our team plus external experts. Same for website coding and designing printed collaterals.
- V. We use Trello to share project details. It is a web-based project management tool that is available 24/7 from any browser or the smartphone app. We will keep working files in Google Drive that are linked to Trello.
- VI. Technology tools we use include Google Analytics, AdWords, Facebook Ad Manager, Wordpress, Google Drive, Google Docs, Trello, Adobe Photoshop, and Canva.

## HOW DOES THIS BENEFIT YOUR COMPANY?

- I. Lower costs to get marketing done; our rates are lower than ad agencies.
- II. Faster service. We are a small agency and like it that way. We want to work with a few companies in a fast and flexible manner to help them grow.
- III. Marketing as needed – when your company needs marketing tasks we are ready.

## WHY IS EBMP DIFFERENT?

- I. Proven expertise! We have helped build websites, sold books and apparel on Amazon, run hundreds of AdWords and Facebook campaigns, made thousands of social media posts, and delivered results for our clients.
- II. Training and experience: our team includes MBAs, professional writers, and marketers. Most of us have certificates in digital marketing.
- III. Clients can be anywhere in the USA. We are virtual company, so we will “see” you on Skype or Google Hangouts.
- IV. Transparency is important to us. Our project tools, billing, and files are available to you 24/7 so you are aware of what is going on at each stage.
- V. We are cannabis friendly. No judgments. If it is legal in your state we are good. [See our cannabis work here.](#)

## OUR GUARANTEE

- I. Cancel anytime. We get it, stuff happens, and businesses have to stop moving forward until their cash flow gets sorted out.
- II. Simple month to month contracts.

## CONTACT US

Email us at [marketing@vidjaa.com](mailto:marketing@vidjaa.com).