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|  | Prepared by: **Antonio Porter**  Date: **July 8th, 2020**  Total Budget: **$18,900** |  |  |  |  |  |  |  |  |  |  |
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|  |  | **CAMAPIGN TYPE** | | **BUDGET** | **PERIOD** | **FREQUENCY** | **TARGET AUDIENCE** |  | **PRIORITY** |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
|  |  | **1** | **SOCIAL MEDIA** | |  |  |  |  |  |  |  |
|  |  | 1.1 | Twitter | $600 | Jan 1 - Jun 31 | 2 per week | Partners |  | HIGH  HIGH  HIGH |  |  |
|  |  | 1.2 | Facebook | $750 | Mar 1 - Sep 30 | 2 per week | Potential Clients |  | MEDIUM |  |  |
|  |  | 1.3 | Instagram | $300 | Mar 1 - Sep 30 | 2 per week | Potential Clients |  |  |  |  |
|  |  | 1.4 | LinkedIn | $250 | Jan 1 - Dec 31 | 5 per week | Managers |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
|  |  | **2** | **ONLINE** | |  |  |  |  |  |  |  |
|  |  | 2.1 | Blog | $1,000 | Apr 15 - Sep 15 | 1 per week | Subject Matter Experts |  | LOW  HIGH  MEDIUM |  |  |
|  |  | 2.2 | Website | $2,000 | Jan 1 - Mar 15 | 1 per week | C-Level |  |  |  |  |
|  |  | 2.3 | Email Newsletter | $500 | Sep 1 - Dec 31 | 1 per month | Managers |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
|  |  | **3** | **WEB** | |  |  |  |  |  |  |  |
|  |  | 3.1 | Development | $8,000 | Jan 1 - Dec 31 | N/A | Laypeople |  | LOW  MEDIUM |  |  |
|  |  | 3.2 | Pay-per-click | $2,000 | Jan 1 - Dec 31 | N/A | Laypeople |  |  |  |  |
|  |  | 3.3 | SEO | $500 | Jan 1 - Dec 31 | N/A | Subject Matter Experts |  | LOW |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
|  |  | **4** | **OTHER** | |  |  |  |  |  |  |  |
|  |  | 4.1 | Surveys | $500 | Jan 1 - Dec 31 | 2 per year | Old clients |  | LOW  MEDIUM |  |  |
|  |  | 4.2 | Corporate Branding | $1,500 | Jan 1 - Dec 31 | 1 per year | Business |  |  |  |  |
|  |  | 4.3 | Business Cards | $500 | Jan 1 - Dec 31 | 2 per year | Business |  | MEDIUM |  |  |
|  |  | 4.4 | Signage | $500 | Jan 1 - Dec 31 | 1 per year | Business |  | LOW |  |  |
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