



**CLIENT: Rendina**

**SCOPE OF WORK: Razor Branding**

**DATE: May 11, 2023**

## **Razor Branding**

Comprehensive strategic brand plan that implements focus, promise, connection, and harmony. Includes research, analysis, strategy, and recommendations for implementation.

### **Focus**

- Current Brand Identity Assessment
- Brand Messaging Assessment
- Social Media Assessment
- Website Analysis
- Benefits/Challenges
- Digital Presence Assessment
- Marketing Strategy Analysis
- Location Profile
- Internal Operations Assessment
- Internal Stakeholder Conversations
- Customer or Client Conversations
- Competitor Observations

### **Promise**

- Competitor Stronghold
- Positioning Statement
- Promise Behind the Brand

### **Connection**

- Strategy Analysis
- Messaging/Positioning Statement to each client persona
- Concept development
- Competitor stronghold analysis

### **Harmony**

- Touchpoint Mapping
- Media Recommendations
- PR Recommendations
- Social Media Recommendations (platform analysis and branded content)

- Industry-specific Recommendations (PR, events, tradeshow, etc.)
- Campaign architecture/Visual Branding (website, social, media, etc., collateral)
- Twelve-month marketing content calendar
- Inbound Strategy (CRM, sales strategy, etc.)

**One-time Project Cost: \$175,000**

**Discount for Rendina providing material from previous strategy sessions:  
(\$50,000)**

**Total: \$125,000**

### **Retainer/Implementation + Tech Fees**

- **Social Media** – Manage client social media pages determined by the strategic brand plan (if applicable). Management of social media accounts will include the following: content development and graphics, strategy for posting times, monitoring, and responding to comments and reviews, and evaluation of options to increase followers.
- **Public Relations** – Strategize and execute monthly PR opportunities. Type and quantity will be based on the development of the strategic brand plan. Public relations opportunities may include but are not limited to press for new hires, awards recognition, expansion, and growth opportunities, speaking engagements, community event participation, and other human-interest stories aimed to attract media attention based on geography and industry.
- **Thought Leadership** – Thought Leadership initiatives focus on sharing the client knowledge and expertise in the industry through blogs, videos, white papers, and eBooks. Each month will have a different theme or target audience and provide opportunities for sharing and driving audience engagement.
- **Sales & Marketing** – Utilizing a strategic brand plan, RUSSO will develop targeted copy and design content that retain current customers and gain new ones. Copy and design initiatives can be distributed to the client’s customer database. Sales and marketing initiatives include but are not limited to: drip campaigns, mailers, creating promo items, CRM development, analysis of leads, etc.

Managed Services includes account service, graphic design/creative needs, and strategy needed for desired services. Additional services may be added at the client’s will, and suspension of services must be given with 30 days’ notice.

The managed services fee is to be reviewed and adjusted annually with a minimum of 10% annual increase. Additionally, an increase in client locations, markets, and/or audiences will trigger a discussion regarding an increase in retainer compensation.

**Monthly Cost: \$12,500**

***\*Includes one user login for two platforms. Additional platforms/users will be added at \$25/per platform and \$150 per user.***

## AUTHORIZATION

## DATE

Please Note: This is a quote. This will be the final price unless the scope of the project is changed at any stage. If the authorized project is canceled by the client at any stage, the client is responsible for all internal and external charges incurred up to the point of cancellation. The client agrees to pay 1/2 of total cost upon authorization and the balance upon completion.