



DIRECTORY OF SERVICES



PURA VIDA
MULTIMEDIA

WEB. CONTENT. VIDEO

PuraVida Multimedia Contact Info:

Pura Vida MultiMedia

PO Box 83551

Portland, OR 97283

United States

Phone: 506.8729.6949

info@puravidamultimedia.com

DIRECTORY OF SERVICES



WEBSITE DESIGN & DEVELOPMENT

Rate: \$3600

- Visual design and customization
- Navigation, Sidebar, Header and Footer design
- Up to 15 pages of copy and photos
- Wordpress blog engine
- Photo Gallery and Lightbox
- Email account setup (and integration with current email accounts) for up to 10 emails
- Hosting during development period (thereafter \$15/month)
- Search Engine Optimization and Site Submission to major search engines

DIRECTORY OF SERVICES



SHOPPING CART

Rate: \$2750

MOBILE VERSION

Rate: \$ 750

- Secure shopping cart system for credit cards, Paypal, and international bank drafts
- Calendar system showing active and booked dates
- Integration and coordination with internal system
- Fees covered during development period (thereafter \$17-45/month, depending on features selected)

- Mobile version of site developed for iOS, Android, and Tablet platforms
- Integration with Social media feeds

DIRECTORY OF SERVICES



SOCIAL MEDIA MARKETING

Rate: \$ 1150

- Creation of Social Media profiles on Facebook, Twitter, LinkedIn, and YouTube
- Seeding of followers and fans
- Email Newsletter setup
- Draft email newsletter writing and design
- Cleansing and conversion of existing list of email addresses
- Autoposting feature integrating blog with SM accounts

EBOOK MARKETING

Rate: \$ 750

- PDF Ebook design and development on subject of your choice
- Clickable cover featuring your social media profiles
- Offered to all new email newsletter subscribers upon confirmation of subscription
- Landing page design and development for lead capture
- Promotion through Social Media Sphere

DIRECTORY OF SERVICES



GRAPHIC DESIGN

Rate: \$ 250/ea

- 2 rounds of revision for any marketing collateral
- Delivery of all source files and standard filetypes

- Logo revision for texture and layers
- Creation of icon to represent the Issimo brand

- Brochure - trifold, QR code on back for lead capture
- Postcard - call to action on front, suitable for mail merge
- Coupons to partner retailers for customer gifts
- Advertisement for local magazine
- Banner advertisement for web advertising

DIRECTORY OF SERVICES



MOTION GRAPHICS

Rate: \$ 550

1-3 MINUTE VIDEO

Rate: \$ 3500

10 MINUTE VIDEO

Rate: \$ 7800

- 5 second visual branding of logo using After Effects
- Template file for future use in standard programs (Final Cut Pro, Adobe Premiere, and iMovie)

- Onsite interviews and footage - 2 days
- Scriptwriting and pre-production
- Editing with 2 rounds of revision

- 4 breaks in pace of video, at 30s, 60s, 120s, and 5 minutes
- Motion Graphics (included) inserted at breaks
- Onsite interviews and footage - 4 days
- Scriptwriting and Editing with 2 rounds of revision

DIRECTORY OF SERVICES



SOCIAL MEDIA MANAGEMENT

Rate: \$ 350/mo

- Regular posts to all of your social media accounts
- Cultivation of followers through strategic shares, retweets, and direct messages to targeted referral partners
- 4 blog posts per month
- 1 newsletter per month

SEARCH ENGINE OPTIMIZATION

Rate: \$ 1500/mo

- Link building on external high traffic sites in targeted industries
- Ongoing keyword reports and optimization
- Keyword-targeted blog posts and copy updates
- Head-tag and meta-tag optimization
- 6 month minimum commitment

ONLINE ADVERTISING

Rate: \$ 1500/mo

- Google Ads and Facebook Ads to targeted demographics
- Weekly analysis of keyword clickthroughs using A/B testing
- Squeeze pages customized to gain contact information

