



MULTIMEDIA

WEB ♦ CONTENT ♦ VIDEO

STATEMENT OF WORK



PURA VIDA
MULTIMEDIA

WEB. CONTENT. VIDEO

Prepared for:

Casitas del Rio

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Pura Vida MultiMedia

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Date:

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STATEMENT OF WORK



MARKETING & COMMUNICATIONS

Rate: \$500/mo

- Creation of social media profiles (Facebook, Twitter, Pinterest, Tumblr, etc)
- Integration of profiles with website
- SEO analysis and keyword sets
- SEO integration with Genesis WP theme
- Creation of blog, updates to design and layout
- 5 posts per month, SEO optimized
- Daily social media activity
- Email newsletter signup forms and lead capture
- 1 newsletter per month
- Marketing strategy for targeted client bases
- Weekly reports delivered every Friday
- Monthly phone, skype, or in-person strategy sessions

STATEMENT OF WORK



Additional Services
Available

SHORT VIDEO

Rate: \$ 750

LONG VIDEO

Rate: \$ 1500

- Onsite footage
 - Scriptwriting and pre-production
 - Editing with 2 rounds of revision
 - Upload to Youtube, delivery of all source files
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- Onsite interviews and footage
 - Scriptwriting and Editing with 2 rounds of revision
 - Interviews with owners, guests, and local attractions
 - Upload to Youtube, promotion on Trip Advisor and Flipkey, highlight on homepage of website

