

# MARKETING SERVICES

PROFESSIONAL MARKETING SOLUTIONS FOR THE BENEFITS,  
FINANCIAL SERVICES, AND INSURANCE INDUSTRIES

Experienced | Award-Winning

## WHY ACCELERGENT MARKETING SERVICES?

- ◆ **Experienced:** Why pay a marketing firm to educate themselves about your industry? The Accelergent team has over 100 years of combined experience in marketing and communications for the industries we serve.
- ◆ **Award-winning:** The Accelergent team has won more than 30 national and international awards since 2018 for creativity and effectiveness in marketing, communications, content, and design.



- ◆ **Comprehensive:** Available services address a wide range of company needs in the benefits, financial services, and insurance industries.



Sales and marketing collateral



Participant/member education resources



Email and direct mail marketing



Tradeshow materials



PowerPoint presentations



Whitepapers



Webinars



Social media and blog writing



Video production



Websites

*“Accelergent has been a big help to Comparative Solutions. We’ve always found them to be knowledgeable and responsive. Whatever challenge might come up, we know they’ll have our backs.”*

– THEA FELTZS, COMPARATIVE SOLUTIONS

# À LA CARTE SERVICES PRICING

## Social Media/Email



Social media post (per insertion/per platform) ..... \$25

Blog article (basic research and copy; 500-1000 words) ..... \$150

Email template (header and footer, no other graphics or copywriting) ..... \$150

Marketing email (header and footer, copywriting, graphics, per email) ..... \$350

Postcard (copy and design; two-sided; any size up to 5x7) ..... \$400

Postcard (copy and design; two-sided; sizes larger than 5x7) ..... \$500

## Direct Mail



Sales sheet (copy and graphics; per side) ..... \$350

Sales letter ..... min. \$250

Logo development (\$125/hr., min. 4 hours) ..... \$500

Trade show banner ..... \$600  
(copy and design, printer -ready artwork for sizes up to 40" x 80")

## Events



Brochure (copy and design; page size up to 8.5x11; \$375/page) ..... min. \$750

Infographic (\$150 per data point) ..... min. \$750

PowerPoint presentation deck ..... min. \$750  
(copy and design; sales or educational; simple transitions; \$75/slide)

Enrollment booklet (copy and design; up to 8.5x11 page size; \$150/page) ..... min. \$1,200

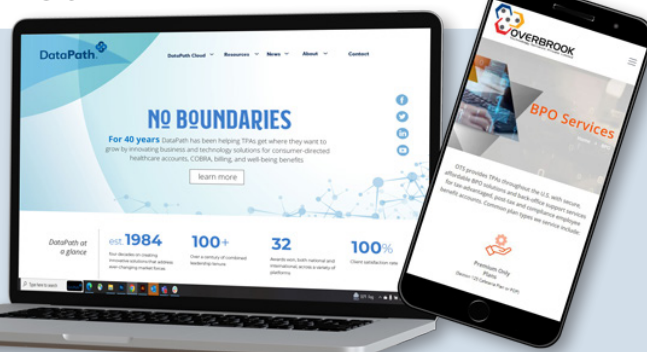
## Education



Whitepaper ..... \$1,500  
(Includes online research/links; copy and design; up to 2,500 words; subject of average complexity)

Webinar script and PPT slide deck ..... \$3,000  
(Up to max of 30 minutes and/or 20 slides; this is minimum, inquire for additional minutes or slides)

## Video and Web



**Grace Period**  
Extra 2½ months to spend money

**Carryover**  
Keep up to 20% of the contribution limit

**DataPath**  
DataPath Cloud - Resources - News - About - Contact

**NO BOUNDARIES**  
For 40 years DataPath has been helping THAs get where they want to go by providing business and technology solutions for consumer directed healthcare accounts, COBRA, billing, and well-being benefits.

learn more

DataPath at a glance  
est. 1984  
100+ years of experience  
32 offices across the United States  
100% Client satisfaction rate

**OVERBROOK**  
BPO Services

OTI provides BPO throughout the U.S. with secure, efficient BPO solutions via back office, front office, and customer service. We offer a wide range of services including accounts payable, accounts receivable, and more.

OTI is a leading provider of BPO services for over 20 years.

# PACKAGE SERVICES PRICING

## **Foundation Services Package** ..... \$1,500 Startup + \$1,000/Month

Creative concepts, copywriting, and graphics for:

- ◆ One corporate brochure
- ◆ Individual sales sheets for up to 6 lines of service
- ◆ Member education/enrollment booklets for up to 6 lines of service
- ◆ Monthly social media calendar and one post weekly for up to three platforms
- ◆ Two blog posts monthly

## **Growth Services Package** ..... \$2,500 Startup + \$1,500/Month

Everything included in Foundation Services Package **PLUS**

Creative concepts, copywriting, and graphics for:

- ◆ Once-monthly email for customer marketing (client provides email list and subscription to Mailchimp, Constant Contact, or similar)
- ◆ Once-monthly email for member education (client provides email list)
- ◆ One recorded sales webinar (30 minutes)

## **Supercharged Growth Package** ..... \$3,500 Startup + \$2,000/Month

Everything included in Foundation and Growth Services Packages **PLUS**

Creative concepts, copywriting, graphics, and WordPress execution for:

- ◆ Website design, copywriting, and layout (up to five pages)\*
- ◆ SEO optimization
- ◆ Two landing page versions for email marketing lead capture

\* Website services not available à la carte or as an add-on to lesser packages. Developed exclusively in WordPress. Client pays hosting fees.

## **Video Services (Add-On to Services Packages Only)** ..... \$500 for the first minute, \$100 per additional minute\*\*

- ◆ Development of creative concepts
- ◆ Script, voiceover, graphics, editing

\*\*Does not include live-action filming or production

Package services pricing requires 12-month minimum commitment. Except where indicated, all pricing includes copywriting, graphic design, stock photos or illustrations where appropriate, digital output (PDF, HTML, Word, or PPT template), and file preparation for commercial printing if needed. All pricing is “plus” any printing, list rental, email client subscription, mailing, shipping, or website hosting costs.



## Ready to *accelerate* your growth? We Can Help.

Accelergent Marketing Services delivers unique, trend-setting marketing services for the benefits, financial services, and insurance industries.

Put our industry knowledge, professional experience, and award-winning creative and communications talents to work on your business expansion goals.

*"Accelergent is a wonderful resource and their marketing team is easy to work with. Their work helps differentiate us and enables us to provide the best possible branded service and relationships."*

- NEIL BARTHOLOMEW, EAGLE RIDGE SERVICES



**accelergent**  
GROWTH SOLUTIONS  
MARKETING SERVICES

VISIT [ACCELERGENT.COM/MARKETING](https://www.accelergent.com/marketing)  
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