



Strategic and Integrated Digital Marketing and Public Relations Programs

About Kaufer DMC

Kaufer DMC helps clients deliver messages in the new digital world through web development, design, inbound lead generation, social, public and media relations programs. Chief Dynamic Officer David Kaufer has more than 25 years experience and has worked with dozens of companies (large and small) to establish their brand – as well as their online and digital presence. We are witnessing an unprecedented time of convergence between all marketing disciplines and it is more important than ever to manage all channels in harmony. Kaufer DMC has experts in all key areas to ensure our clients' brands and messages are delivered across multiple platforms using new and evolving techniques and programs.

KauferDMC.com • 425.529.KDMC (5362) • David@KauferDMC.com

About Fausti Communications

Teresa Fausti is an award-winning and high-energy public relations, corporate communications and branding executive. Fausti's strategic and tactical execution spans the Virtual Reality/Augmented Reality (VR/AR), digital media, entertainment, telecommunications, wireless, Internet, high-tech, health care, educational and financial industries. Known for generating targeted business results, creativity and powerful relationship management, she has developed, grown and led corporate communications, branding and public relations departments/programs for large global organizations, start-up companies and international public relations agencies – including Heyou Media, Cardiac Insight, Inc., Switch, Inc., Keiretsu Forum Northwest, Archer & Associates, Fall Safety, Clearwire, Eagle River Investments and her independent consulting practice. Past clients and employers include T-Mobile, Microsoft, SAP, McCaw Cellular Communications, Cellular One, McCaw Wireless Data Division, Claircom, Nextel, Nextlink (XO), Teledesic, Ignition Partners, Seapoint Ventures, Universal Wireless Communications Consortium, Data Critical, Wildfire and Radioframe, among many others.

In addition, she founded and built a highly effective 22-person communications company, with offices in Seattle and Portland, that served wireless, Internet, telecommunications clients, investment firms and industry associations. The company was successfully acquired by one of the most respected global agencies in the industry.

FaustiCommunications.com • 425.503.5674 • Teresa@FaustiCommunications.com

References

Ron Davis - Chief Marketing Officer, VRstudios
Brad Harlow - CEO, Cardiac Insight, Inc.
Eric Engstrom - Co-CEO Solomomo, Co-Inventor of Direct-X (precursor to X-Box)
Mary Jesse - CEO of Heyou Media, former Founder & CEO of Ivy Corp
Scott Craig - Founder & CEO, Accel One
Jack Abbott - Founder & CEO, Intelligent Lightsource and San Diego TED Talks
Bruce Wynn - Former Executive Director, Kirkland Chamber of Commerce (Kickstarter Event)
Steve Knox - President & Founder, PHOX Technologies
Janice Linden-Reed - Chief Program Officer, Lean Kanban Inc.
Eric Edstrom - President & Founder, NurseLine After Hours Telephone Triage

Several other C-level executives and team members available upon request.

MARKETING PROGRAMS	Small Biz	Emerging Growth	Mid-Market	Enterprise
Social Media Marketing	15 Posts Per Month	40 Posts Per Month	3 Posts/Day (M-F)	5 Posts/Day (S-S)
Online Reviews Reputation Management	1 Location	1 Location	Up to 3 Locations	Up to 10 Locations
Content Creation Blogging & Newsletters	1 Blog Per Month	2 Blogs or 1 Blog + 1 Newsletter	4 Blogs plus 1 Newsletter	8 Blogs plus 2 Newsletters
Local SEO/Directory Listings Claiming/Optimizing/Managing	1 Location	1 Location	Up to 2 Locations	Up to 5 Locations
Phone Call Tracking Numbers	0 Numbers	1-2 Numbers	Up to 10 Numbers	10+ Numbers
Mobile Marketing Set Up and Management	Separate Add-On (\$199/mo. + setup fee)	Separate Add-On (\$199/mo. + setup fee)	Up to 3 keywords/campaigns & 5,000 text messages/mo.	Up to 10 keywords/campaigns & 10,000 text messages/mo.
Marketing Automation/Inbound Marketing	NA	Create/Design/Distribute 2 emails per month \$250/mo software \$300 per extra email	Create/Design/Distribute 4 emails per month Software included. \$250 per extra email	Create/Design/Distribute up to 10 emails per month Software included. \$250 per extra email
Marketing Program Management	1 hour per month (Extra: \$100/hour)	1 hour per month (Extra: \$100/hour)	3 hours per month (Extra: \$90/hour)	10 hours per month (Extra: \$80/hour)
Dynamic Marketing Hours	1 hour per month (Extra: \$75/hour)	2 hours per month (Extra: \$75/hour)	4 hours per month (Extra: \$65/hour)	10 hours per month (Extra: \$55/hour)
Dynamic Marketing Rollover Hours	0	1	2	8
Online Monthly Reports	\$100 (optional)	Included	Included	Included
Set Up Fee	\$250	\$500	\$1250	\$2500
Month-to-Month Price	\$750	\$2000	\$4000	\$7000
Monthly Price (with 12-month contract)	\$700 (save \$600 annually)	\$1900 (save \$1200 annually)	\$3800 (save \$2400 annually)	\$6700 (save \$3600 annually)

PR PROGRAMS	Small Biz	Emerging Growth	Mid-Market	Enterprise
Messaging/Branding				
Press releases				
Press lists	10 Hours Per Month \$125/per hour	20 Hours Per Month \$125/per hour	40 Hours Per Month \$125/per hour	80 Hours Per Month \$125/per hour
Third-Party endorsements				
Media tours	Wire costs billed directly to client	Wire costs billed directly to client	Wire costs billed directly to client	Wire costs billed directly to client
Coverage campaigns (individual pitches)				
Speaking ops				