

Consulting Service Bundles

Our education and enablement packages address the requirements of a range of industries. We also custom-tailor packages and provide discounts on *a la carte* services. If you need something you don't see described here let us know. We'll build a solution especially for your business.

Creative Agency Mobile Starter Kit Developed specifically for "traditional" advertising, PR and marketing shops. Emphasis on mobile education, enablement and cultivation of capabilities required to leapfrog "interactive" competitors.	
Investment: \$16,000	1: Mobile 101 – An introduction to the mobile landscape 2: Understanding the Millennial Generation: Mobility's Power Users – Reaching the affluent, mobile-savvy youth market 3: Mobile Marketing How-To – Tools and best practices in mobile marketing 5: Mobile Strategy Development – Aligning corporate direction and mobile strategy; develop specific mobile strategies for targeted clients 6: Managed Mobile Campaign Pilot (optional*)
Interactive Agency Mobile Starter Kit Leverages existing electronic marketing experience. Helps firms translate what they already know into a mobile context, getting quickly up to speed on how the mobile channel differs from, yet supports, online.	
Investment: \$19,000	1: Mobile 101 – as above 2: Understanding the Millennial Generation (abridged) – as above 3: Mobile Marketing How-To – as above 4: Mobile Technology Overview – Orientation in relevant technologies, development challenges, market penetration, risks and best practices 5: Mobile Strategy Development – as above 6: Managed Mobile Campaign Pilot (optional*)
Sweepstakes Mobilization Kit Provides basic grounding in the mobility sector, then proceeds to a tightly focused two-part strategic development sequence that allows sweepstakes companies to create new mobile offerings.	
Investment: \$10,000	1: Mobile 101 – as above 5: Mobile Strategy Development – as above 6: Managed Mobile Campaign Pilot (optional*)
Youth Marketing Mobility Kit Provides comprehensive footing needed to build successful campaigns. Understand mobility, know customers better than they know themselves and develop winning strategies for each targeted sector.	
Investment: \$15,000	1: Mobile 101 – as above 2: Understanding the Millennial Generation (abridged) 3: Mobile Marketing How-To – as above 5: Mobile Strategy Development – as above 6: Managed Mobile Campaign Pilot (optional*)
Event/In-Venue Mobilization Kit Demonstrates how "mobile real estate" creates new revenue streams and enhances event for vendors and attendees. Helps organizers build strategies targeting specific markets.	
Investment: \$10,000	1: Mobile 101 – as above 5: Mobile Strategy Development – as above 6: Managed Mobile Campaign Pilot (optional*)

* Price not included in bundled cost. Campaign Pilots are priced once scope of pilot is defined.