Your Digital Brand in Trusted Hands

A FULL-SERVICE DIGITAL AGENCY

Over 10 Years of Guiding Digital Success

Empower Your Brand & Take Charge of Your Digital Destiny

SEO • Websites • Social Media • Video
Paton Marketing is a full-service digital agency based in South Florida with offices in India. We have provided customers with trusted solutions for over ten years.

We understand that organizations face confusing, painful choices when it comes to digital marketing. Our mission is to help businesses create, manage and monitor effective internet marketing plans. We want our clients to dominate their industry online.

**WHAT WE DO**

- Website
- Mobile Apps
- SEO
- Paid Media
- Reputation Management
- Content
- Social Media
- Video
- Photography
OUR INDUSTRIES

Our areas of expertise include:

**PROFESSIONAL SERVICES**
- Attorneys/Legal Services
- Managed IT
- Architects

**HEALTHCARE**
- Med Spa Centers / Cosmetics
- Home Health

**E-COMMERCE**
- Consumer Product Goods

**PUBLIC AFFAIRS**
- Cause Campaigns

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PORTFOLIO

Promos

Events

Testimonials

Video Is More Than A Trend – It’s Reality!
To have a successful online marketing campaign, you must focus on extensive research first to reach your goals. Our team of dedicated analysts will meticulously pour over pages of data, researching search engine trends daily to take the guesswork out of your digital marketing. Let us download the stress! We help you create a targeted content strategy for your business – pinpointing who, where, when, why and how much.

Your website is the light tower of your brand. Simplicity and brevity is key. Today, people scan websites more than they read them. Calls to action, testimonials, video and user analytics matter. Get to the point of how to do business with your brand. Paton Marketing’s skilled team will guide you towards a clear and effective website. Whether a retail brand, a start up or 100% e-commerce driven company.

Professional Video Content is at the core of how we support digital strategy. To succeed in today’s ever-changing media landscape, video must be part of your online strategy. Investing in dynamic video content is a must – it’s the guiding light of persuasive storytelling that results in meaningful online engagement. Allow our seasoned video team to empower your brand through interactive videos with costs you can afford.

Marketers no longer have to wonder where to reach customers. Now we know – they’re on social media platforms like Facebook, Instagram, LinkedIn, YouTube, Twitter and more. Billions of people use social media. Soon, more than half of the world’s population will be using smart-phones. From strategy to creative, we’re leaders in the social media realm of influence. We are social media experts whose knowledge grows each day.

OUR SERVICES
Paton Marketing has been fortunate to receive numerous awards and achieved prominent certifications – but mostly because of our dedication and commitment to our client and the challenges they face. Our employees are in constant learning motion achieving team certifications in powerful platforms including Hubspot, Google and StoryBrand just to name a few. Schedule a call now and find out how we can grow together in this exciting world of helping clients build their digital destiny.
Paton Marketing remains committed to supporting community nonprofit initiatives as we have demonstrated over the past decade. Through employee volunteerism, digital creativity and “strategic know how” our team brings delight and joy to each interaction throughout South Florida.
### Technical Onsite SEO

<table>
<thead>
<tr>
<th>SERVICE</th>
<th>HOURS</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technical Onsite SEO</td>
<td>12</td>
<td>$360.00</td>
</tr>
<tr>
<td>Content (US Office)</td>
<td>8</td>
<td>$600.00</td>
</tr>
<tr>
<td>Content Distribution</td>
<td>12</td>
<td>$360.00</td>
</tr>
<tr>
<td>Yext</td>
<td>N/A</td>
<td>$75.00</td>
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</table>

**MONTHLY INVESTMENT:** $1,395.00

### Content Distribution

<table>
<thead>
<tr>
<th>SERVICE</th>
<th>HOURS</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technical Onsite SEO</td>
<td>16</td>
<td>$480.00</td>
</tr>
<tr>
<td>Content (US Office)</td>
<td>12</td>
<td>$900.00</td>
</tr>
<tr>
<td>Content Distribution</td>
<td>16</td>
<td>$480.00</td>
</tr>
<tr>
<td>Yext</td>
<td>N/A</td>
<td>$75.00</td>
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</table>

**MONTHLY INVESTMENT:** $1,935.00

### Yext

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Technical Onsite SEO</td>
<td>25</td>
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<td>Content (US Office)</td>
<td>18</td>
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<td>Content Distribution</td>
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<tr>
<td>Yext</td>
<td>N/A</td>
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</tr>
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</table>

**MONTHLY INVESTMENT:** $2,895.00

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*Initial Investment $2,000 for Phase 1 (Research & Optimization)*
WEBSITES

* Base pricing starts at $3,000 for website development & design
** To get a personalized quote click here: Contact Us Today!
## VIDEO

<table>
<thead>
<tr>
<th>FAQ / TESTIMONIAL</th>
<th>PROMO</th>
<th>EVENT</th>
<th>INTERACTIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2hrs of filming</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>4hrs of filming</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>8hrs of filming</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Lighting/Mic Setup/Editing</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>60 Second Video (Product Shots Only)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

| 2hrs of filming | $1,500 |
| 4hrs of filming | $3,000 |
| 8hrs of filming | $5,000 |
| 60 Second Video (Product Shots Only) | $2,000 |

## STOCK FOOTAGE

### STANDARD PROMO

- :30 Sec Images & Text Only: $500
- :60 Sec Images & Text Only: $720
- :90 Sec Images & Text Only: $1,000

### ADVANCED PROMO

- :30 Sec Stock Footage & Voiceover: $1,000
- :60 Sec Images & Text Only: $1,250
- :90 Sec Images & Text Only: $1,500

### ADDITIONAL

- Filming Rate: $150 per hour
- Editing Rate: $140 per hour
- Actor: $300 per Actor
- Voice Over: $200 per Session
- Location/Lifestyle: $500 per Location

### PRODUCTION VALUE

- Premium targeted Stock Footage
- Professional Voice Over
- Motion Graphics
- Broadcast TV Quality
# SOCIAL MEDIA CONTENT STRATEGY

<table>
<thead>
<tr>
<th>Cruise Control Package</th>
<th>Speeding Package</th>
<th>Autoban Package</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post Per Week: 4x Weekly (Mon, Wed, Thurs, Fri)</td>
<td>Post Per Week: 5x Weekly (Mon, Tues, Wed, Thurs, Fri)</td>
<td>Post Per Week: 6x Weekly (Mon, Tues, Wed, Thurs, Fri, Sat)</td>
</tr>
<tr>
<td>Content Calendar: Bi-weekly</td>
<td>Content Calendar: Weekly</td>
<td>Content Calendar: Weekly</td>
</tr>
</tbody>
</table>

| Monthly Investment: | $1,000 | $1,200 | $1,400 |

- **Phone Calls:** Monthly phone calls will be scheduled within the first week of each month to discuss upcoming activities.
- **Scheduling Platform:** Later.com is a Social Media Content Calendar Planner that allows us to plan out Client's Social Media Posts in advance.
- **Wave:** Weekly videos will be created using Wave.
- **Reporting & Analytics:** Ads will differ depending on Package & Client’s Budget.

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OUR CLIENTS

A few clients we’ve helped over the years