

# AUSTIN NARI MEMBER MARKETING PACKAGES

## Marketing Package #4 - Complete Inbound Marketing Package

\$975 (one package per year, per member)

Member Industry Relevant Blog + Email + Paid Social Media Promotion Package

- 1000-word blog featuring member relevant topic on Austin NARI website (fully crafted, original content + image blog post content including SEO meta tags).
- The topic will be remodeling Industry and member relevant highlighting the member via copy or in imagery.
- Member co-owns rights to this content and can post on their own website as well.
- Member will receive reports on the newsletter and boosted ad results.
- 1 Email newsletter (promoting/driving traffic to blog with member highlighted in imagery or banner at bottom of page)
- 2 Crafted Social Media Posts + BOOSTING to promote member & drive traffic to blog on Post / Boost
- 12 packages available per calendar year



## Marketing Package #3 – Member Paid Social Media Promotion (Boost) – 6 Posts

\$675 per package (one package per year, per member)

- This is a chance for Austin NARI members to seize a small number of slots available to directly align themselves with Austin NARI's loyal and trusting audience of Austin metro homeowners and trade professionals.
- Content will be created by Sara Wright/SLW Media (Austin NARI member and content strategist partner) with direction from the member on relevant topic(s), audience, overall objective(s). Member to provide creative elements with direction from Sara.
- Each post will drive traffic to the member directory search page on the Austin NARI website where the user can input the company they're wanting to find: <http://members.austinnari.org/list>
- NOTE: There are a finite number of spots available per year, so we recommend Members sign up as soon as possible and if needed, be added to the waiting list.

## Marketing Package #2

### Austin NARI Monthly Newsletter Sponsorship

\$475/newsletter (one newsletter per year, per member)

- This is a branded banner ad at the bottom of Austin NARI's newsletter.
- One per year per member. Member provides ad to necessary dimensions.
- 12 available each calendar year

## Marketing Package #1

### Banner Ads on the Website – Option A

Location: Homepage, About Page, Homeowners Page, & Awards Page

Size: 728x90 Pixels

Resolution: at least 200 pixels per inch

Cost: \$950/6 months

### Banner Ads on the Website – Option B

Location: Member List, Events, Jobs

Size: 480x60 Pixels

Resolution: at least 200 pixels per inch

Cost: \$950/6 months

Contact:

Kayvon Leath

[kayvon@austinnari.org](mailto:kayvon@austinnari.org)

512-375-2601

