



Austin NARI Member Marketing Packages

Austin NARI members have the opportunity to leverage the trusted reputation, audience(s), and established brand awareness of Austin NARI to promote their business to their ideal audiences in Austin in a relevant and efficient way.

We have created 4 Digital Marketing Packages consisting of social media, email and blog content marketing for our Members that are efficient, affordable, and impactful that members can take advantage of immediately. Members also own the content once completed to use as they wish on their own marketing channels.

We do have to limit these packages to a certain number per year so anyone interested should reach out to Kayvon directly to learn more and get started.

Marketing Package #1

Austin NARI Banner Ad at the bottom of an Email blast

\$250 This is a branded banner ad at the bottom of Austin NARI's Email blast that will link to your website.

- Member provides ad to necessary dimensions.

Marketing Package #2

Banner Ad on AustinNari.org Website

\$950 per package (6 months of advertising per package)

Marketing Package #3

Member Paid Social Media Promotion (Boost) - Package of 6 posts

\$875 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 a relevant topic(s), audience, and 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.
 - ❑ Estimated Boosted Post-**Daily** Results
 - ❑ People Reached: 560 - 1.6K (*daily*)
 - ❑ Link Clicks: 3 - 14 (*daily*)

Marketing Package #4

Complete Inbound Marketing Package

\$1,100 (*one package per year, per member*)

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

- A 1000-word blog featuring member-relevant topics on the Austin NARI website (fully crafted, original content + image blog post content including SEO meta tags).
 - The topic will be the remodeling Industry and member relevant highlighting the member via copy or imagery.
 - Member co-owns rights to this content and can post on their website as well.
 - Member will receive reports on boosted ad results.
- 1 Email blast (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 Austin NARI website
- 12 packages available per calendar year