

Goose Digital

Achieving Peak Marketing Performance


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TTCU Federal Credit Union
WOODTONE
inspired living, inside and out
Facet WEALTH
NORTH STAR Resource Group
Changing Lives, Forever®

Support & Growth Plans

Goose Extend™

Professional marketing programs where we become a part of your team. Flexible service plans that augment your existing team.

- Dedicated Account Lead
- Multifaceted Team
- Monthly Planner
- Team Collaboration
- Digital Campaigns
- Marketing Automation
- Closed-Loop Reporting
- Quarterly Strategy Sessions

from $2,500
***Monthly Plans Available**

Goose Activate™

Expertly run, one-time campaigns designed for testing or another initiative to your marketing mix. These campaigns are flexible for any budget.

- Social Media Campaign
- Pay-Per-Click (PPC) Campaign
- Search Engine Optimization
- Lead-to-Revenue Campaign
- Cross Sell / Upsell Campaign
- Customer Renewal Campaign
- Marketing Automation Support
- Custom Marketing Project

from $7,500

Advisory Services

Our Advisory Services are a set of one-time services that can be applied to any project in order to accelerate your growth.

- Planning Workshops
- Funnel Design & Analysis
- Buyer Personas
- Customer Journey Maps
- Content Calendar
- Campaign Schedule
- Lead Warming & Scoring
- MarTech Platform Assessments
- Data Assessments

from $2,500

Goose Extend™ Marketing Automation Services

The following services are included in all Goose Extend™ Marketing Automation packages. Goose Digital will 'co-manage' the Marketing Automation Platform, performing tasks on a monthly basis as planned with the client. In addition, Goose Digital will provide ad-hoc support requests.

- Named account manager lead for monthly proactive planning and ad-hoc support
- Participate in monthly planning and scheduling with content team
- Adoption of Goose Digital Accelerators*
- Standard configurations of platform technology (if available in the Client's license):
  - web forms
  - email templates
  - creative layouts
  - automated programs
  - landing pages
  - segments
  - a/b testing
  - minor design support (html, css, image transformation, responsive)
- List selection, audience targeting, technical coordination of out-of-box lists
- Working within established journey maps
- Testing of email rendering on major email clients (requires Litmus license)
- Marketing campaign support: setup, testing, launch, and monitoring
- Training of Client team on platform features, ongoing feature releases
- Monthly Marketing Automation Platform KPI Reports
- Valid during business hours, additional charges for after-hours services
- All advanced integration, custom list work, full designs, and advanced journey maps quoted separately

*Additional charges may apply depending on retainer size



Interested in learning more about our services? Contact Us:

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