



We are all
made of stories

Hello there!

As a leader, you know that growth and success mean keeping your organization in the conversation. And staying ahead of the curve means always promoting your brand through different and emerging marketing resources. But it's not just about what you say, it's how you say it.

And nobody says it like CoverlyPro. CoverlyPro provides a three-tiered approach for your success – Brand Messaging, Strategic Marketing Communications Plans, and Turnkey Implementation.

We elevate brands to attract new eyes and lifelong supporters through thoughtful storytelling, consistently telling our clients' stories as if they are our own.

Let's talk!

Lynnette
Lynnette Coverly

Founder, Coverly Professional Services, Inc.



From “A-ha!” to “Aahhh...”

Through vibrant collaboration, our team of thoughtful marketers, strategists, project managers, creatives, and copywriters build authentic connections with our clients, crafting their stories into actionable and measurable marketing programs. We are motivated by ensuring that the work we do is seen, heard, and engaged with by our clients' customers and their community of supporters. We are happiest working behind the scenes, elevating our clients and their brands.



**“Storytelling is our
passion. Our clients
are our muse.”**

Our Three-Tiered Approach

- Branding
- Strategic Marketing
- Implementation

WHY US?

COLLABORATIVE CONVERSATIONS MAKE US HAPPY!

We are our client's greatest supporter. We listen openly and have collaborative conversations that lead to well-executed marketing strategies. We strive to relieve our client's marketing stressors and exceed their expectations.

WE AUTHENTICALLY CARE ABOUT OUR CLIENT'S SUCCESS

We love seeing the spark in our clients' eyes as we take them from, "A-ha! That's a great idea!" to "Aahhh... thank you for getting it done." We authentically care that our marketing leadership is helping our clients grow, achieve their goals, and frankly, sleep better at night!

YOU ARE THE SUPERHERO – WE FAN YOUR CAPE

Leveraging our continually growing chest of marketing tools, we elevate our clients' brands, ensuring they stay relevant while generating increased awareness. We do this from behind the scenes, turning our client contacts into company superheroes.



IMPLEMENTATION IS OUR JAM

As marketing project managers, we take seriously our role as key implementers. Our clients know that the marketing ideas we create will be seamlessly implemented, tracked for success, and altered as needed based on the metrics.



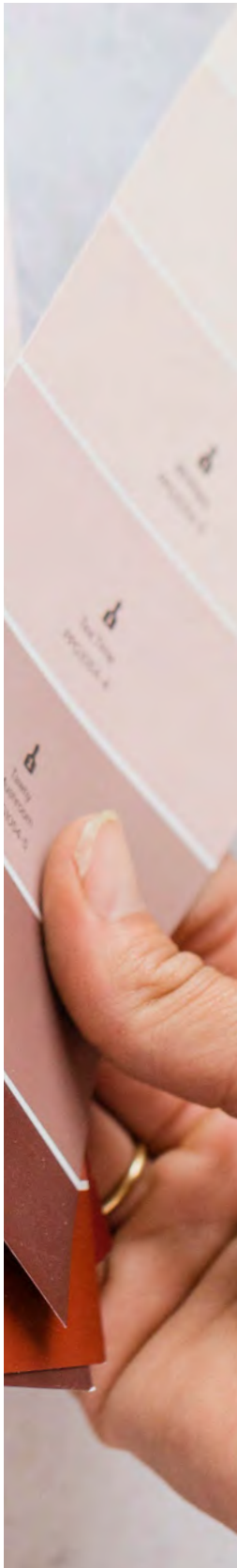


We thoughtfully craft and implement our clients' stories into actionable and measurable marketing programs that elevate their brand.

SHOW ME THE PRICING!

We know your time is money, so let's cut to the chase. You can expect to invest between \$3,850-\$7,750 a month for our marketing retainer services. Every business is different, and so is every price. To ensure you're getting the best deal, we customize our prices to match your marketing solutions. We have however, created pricing packages to begin the conversation.





BRAND MESSAGING

Your brand is your story. It defines how people feel when supporting you, whether as clients, donors, volunteers, or employees. In other words, while the tangible delivery of your mission is extremely important, the results of your mission - how it makes people feel - is the secret sauce that encourages ongoing and growing support.

Defining and telling your brand story is not easy, but it's important, and can actually be fun! It's a collaborative process driven by CoverlyPro with your team's active involvement. We lead you through a series of exercises - *yes, there's even homework* - to develop the key core competencies of your brand.

WHAT YOU GET

- ✓ Bi-Weekly Meetings
- ✓ Brand Core Competencies
- ✓ Logo Development
- ✓ Corporate Standards Style Guide

YOUR MARKETING INVESTMENT

\$5,500 – \$9,650





STRATEGIC MARKETING PLAN

We approach your marketing strategically, developing a marketing plan that best reaches your current and prospective clients and supporters.

This Plan includes a strategy for identifying and balancing all appropriate communications outreach tools to reach your audience from social media to eBlasts, press relations, website marketing, and a paid media advertising budget inclusive of print, broadcast, and digital advertising.

WHAT YOU GET

- ✓ Client Personas
- ✓ Differentiating Factors
- ✓ Strategic Marketing Calendar
- ✓ Establish a Marketing Budget and Success Metrics

YOUR MARKETING INVESTMENT

\$8,750+





RETAINER SERVICES

As a full-service marketing project management firm, CoverlyPro is with you from creative concept to full implementation. We help you achieve your marketing goals on time and within budget.

With over 35 years of marketing experience and being known for our project management skills, the CoverlyPro team is well-versed in the implementation of a wide range of marketing strategies. We ensure your public-facing communications are brand-consistent, on-message, and the breadth and depth of your communications outreach is connecting with your audience when and where they are.

WHAT YOU GET

- ✓ A dedicated Account Strategist
- ✓ Monthly Strategy Meetings
- ✓ One of three marketing implementation retainer packages (available for customization)

**YOUR MARKETING INVESTMENT
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RETAINER PACKAGES



Tier 1

- Marketing Account Strategist
- Social Media Management*
- Monthly eBlasts
- Public Relations
- Website Management
- Bi-monthly, short-form video shoots
- Eight hours of graphic design services

* includes \$300 boosting budget

\$7,750
per month

Tier 2

- Marketing Account Strategist
- Social Media Management*
- Quarterly eBlasts
- Quarterly, short-form video shoots
- Public Relations
- Website Management

* includes \$200 boosting budget

\$5,950
per month

Tier 3

- Marketing Account Strategist
- Social Media Management*
- Quarterly eBlasts

* includes \$100 boosting budget

\$3,850
per month



ADD-ONS



Event Production

In-Person Events	\$15K-\$28K
Virtual Events	\$5K-\$10K
Micro-Events	\$2.5K-\$4K

Project Management for Website Development

Site Audit - current site	\$4,500
Site Map - new site	(Based on no more than 30 hours. Actual website development not included)
Developer Selection	
Project Management	
SEO Copywriting	\$500/page (300-550 words)

Media Placement

Paid Google Ads Program	min. \$1,000/mo
Print/Digital, Broadcast, OOO	Budgets vary. Let's have a conversation.

Misc

Graphic Design	Prices vary. Let's have a conversation.
Video Production	
Printing	



Our Clients Say It Best



Linda Braunschweiger
CEO, Housing Trust Fund VC

I can confidently say hiring Coverly Professional Services was one of the best decisions we made. Our logo and image went from kindergarten to graduate level in a handful of months. CoverlyPro created a logo, brand values, brand personality, taglines and promise that support our mission, our goals, and our identity in the community.

Lynnette and the CoverlyPro team have the knowledge, experience, and relationships that make CoverlyPro the finest marketing company in Ventura County. They have unique ideas and are an asset to any team. When CoverlyPro handled all of our marketing and social media needs, I knew that we were marketing to the best of our abilities without taking up valuable time as a small business owner.



Dr. Janis Shinkawa
Founder, Medical Director
Ohana Pet Hospital



Monica Murrietta
Executive Director
Cancer Support Community - VVSB

It was an absolute pleasure to work with the CoverlyPro team ! Just weeks before one of our major fundraisers, they jumped in and assisted with event production, logistics, PR and social media. CoverlyPro made all the difference in the campaign. Their professionalism, communication, creativity and productivity are first rate! We look forward to the next opportunity to work together.

The CoverlyPro-*cess*

01

THE "RIGHT FIT" CONVERSATION

You talk we listen. We talk you listen.
Together we determine if we are the right fit.

02

DISCOVERY MEETING

This collaborative conversation leads to solutions-driven strategies that relieve your marketing pain points. We walk away with a clear understanding of your marketing needs

03

CO-CREATION MEETING

We present our findings in a comprehensive proposal and co-create the finishing touches directly with you.

04

AGREEMENT IS REACHED

We present the final agreement outlining the scope of work, payment, and terms for your signature.

05

THE WORK BEGINS

Month one begins with meetings with your CoverlyPro Account Strategist ensuring we have a strategy to implement. Month two begins with seamless implementation and metrics tracking for quarterly reporting.



*Let's work
together!*

Let's have a conversation to identify how you will benefit from working with the CoverlyPro team. [Email us – LetsTalk@CoverlyPro.com](mailto:LetsTalk@CoverlyPro.com)